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H. Gut, Zurich

We were very sorry to hear of the death this spring of Mr. H. Gut, founder and head of the Zurich firm of H. Gut & Co. Ltd., well known to readers of this periodical. Mr. Gut was born in 1897 at Horgen near Zurich, where he spent all his childhood and completed his apprenticeship in a silk factory. After a period of several years in Geneva, he founded his own firm in Zurich in 1927, starting on a very modest scale. From the beginning he took a particular interest in the Scandinavian countries, where he created a faithful clientele, which served as a basis for the subsequent expansion of the firm. By dint of continual hard work, he succeeded with the help of his assistants in creating a leading position in the Zurich silk world for his firm and developing a clientele in all parts of the world.



We extend our heartfelt sympathy to this firm, which has suddenly been deprived of the invaluable services and reassuring presence of its owner and manager, taken from it at an age that is far from being considered old today.

Sales promotion from within

Sales may be promoted from outside by encouraging prospective customers to buy; there is another good way however of promoting sales, from within one might call it, by always providing the customer with exactly what he is looking for. This is what the wise training of sales staff aims at. In this connection, let us once again mention the very attractive little periodical « Rose-Marie » put out by the Bally Shoe Factory for members of the shoe trade from the manager down to the newest apprentice. It does not contain long lists of dry instructions or dull

lessons that are difficult to absorb; on the contrary, the advice is always given in the form of interesting and amusing articles, illustrated with excellent taste; they deal not only with the selling of shoes but numerous other subjects connected either closely or not at all with the main theme: beauty care and health, tourism, fashion in general, interior decoration, and the running of a home, as well as a number of technical subjects, all presented in the best of taste and with a pleasing sense of humour. An example to follow!

Swiss textile creations in the Netherlands

The big Dutch furnishing firm of P. van Reenwijk in Rotterdam in collaboration with the Office for the Promotion of the Swiss Cotton and Embroidery Industries (St. Gall), organized a big exhibition of Swiss fabrics, lasting from March 15th until the beginning of May. The exhibition consisted mainly of furnishing fabrics but also showed embroideries, fashionable cotton fabrics and a number of Swiss ready-to-wear models as well as various other accessories of interior decoration of Swiss make. 17 Swiss firms took part in this big display alongside the firms affiliated with the Promotion Office. The exhibition was opened by the Swiss Ambassador to the Netherlands, Mr. Jean Merminod, in the presence of many guests and representatives of the press; it covered an area of 11,000

square feet and the general layout and decoration were the work of the well-known graphic artist from Basle, Theo Wagner.

A view of the very popular and successful exhibition of Swiss goods in the P. van Reenwijk store, in Rotterdam

