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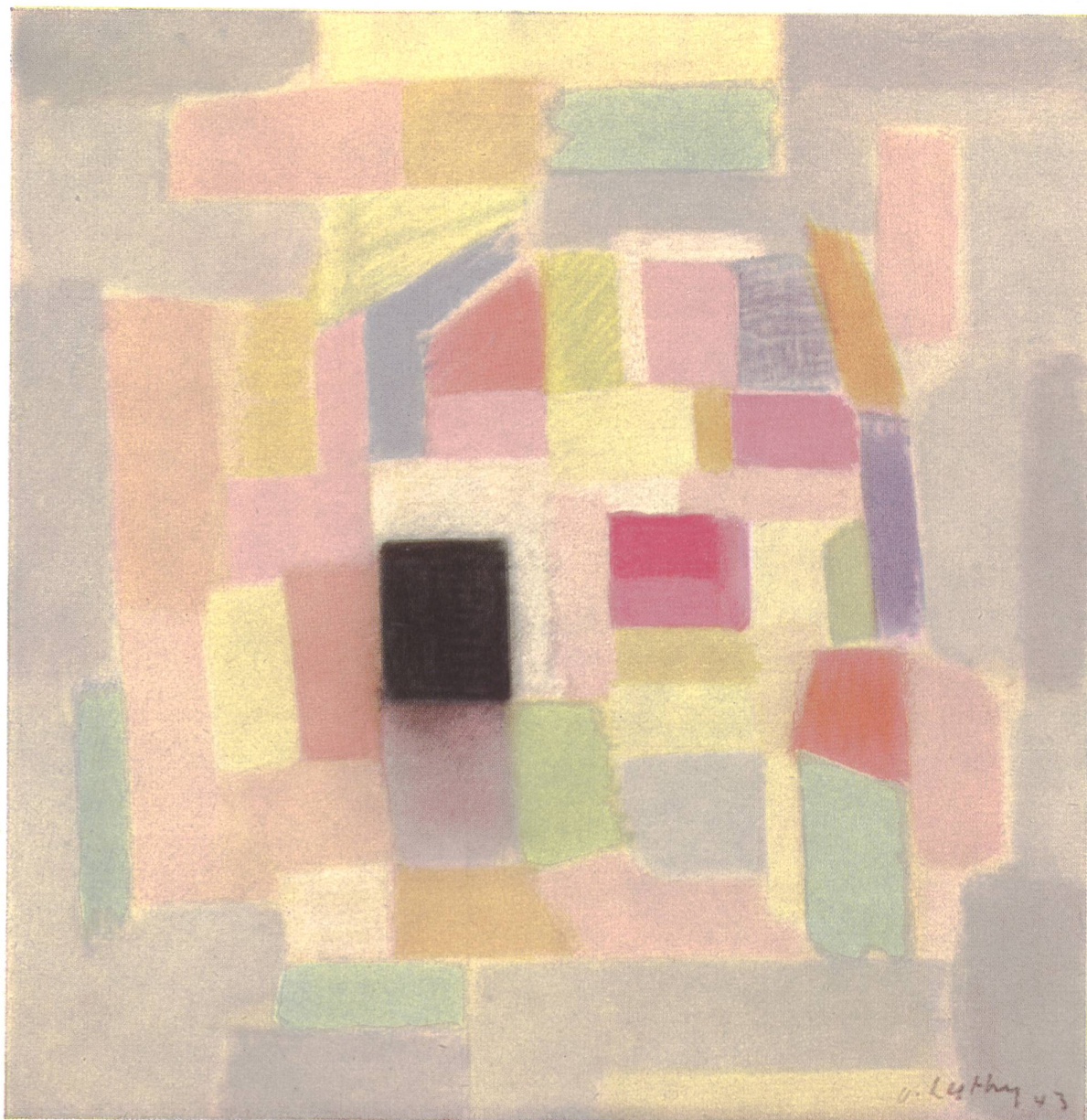
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EVENING



SILK WEAVING

The term “ silk ” weaving is now hardly applicable to the industry for, in view of the circumstances prevailing at the present time, by far the greater part of its products no longer contain any of the original raw material — natural silk — which has been replaced by rayon and partly also by staple fibre. It is very fortunate indeed that, when the second World War broke out, the technique of artificial silk manufacture had reached such a high degree of perfection that weavers were in a position to employ synthetic raw materials whose quality was in some cases entirely equivalent to that of the natural product. Had natural silk alone been available today, scarce as it is and almost prohibitive in price, the majority of mills would now be standing still.

The strength of the Zurich silk weaving industry, ably seconded by the finishing industry, has always lain in the fact that it has succeeded in producing great quantities of staple articles, of excellent quality and price. Apart from this, the evolution of fashions and the creation of novelty products have greatly contributed to incite manufacturers to employ the new raw materials. The creations illustrated in the present journal are, in effect, to be considered as an attempt to establish the production of "novelty articles" on a broader basis. A campaign has been started in favour of the products of the silk weaving industry in general, and of individual firms in particular, in order to make the public aware, both at home and abroad, of the achievements of this industry.

The home market alone is unfortunately too small in comparison with the output capacity of the Swiss silk industry and with the aims its executives have in mind. They venture to hope that, after the war, trade barriers will be lifted, or at least considerably reduced, especially in the Continent of Europe.

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