

News from the trade

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NEWS FROM THE TRADE

14th Swiss Export Week.

The readers of this periodical are well acquainted with the **Swiss Export Week** organised, as a general rule, twice a year in Zurich by the **Exporters Association of the Swiss Clothing Industry**. From June 20th-25th this year, thirty-four manufacturers affiliated with this organization will be presenting to their foreign clients assembled here from all parts of the world, their latest creations for the 1949/50 winter season, including dresses, two-piece outfits, suits, coats, blouses, jersey dresses and blouses, sports wear, raincoats, etc.

As we have already pointed out, it is a very great advantage for buyers to be able to view and make their choice of the very best of the Swiss export collections in a few days and under the most favourable conditions, without any loss of time or unnecessary moving about, particularly in a centre such as Zurich, which combines all the practical conveniences with all the amenities.

Zurich is at its most charming in this season and will offer its guests, besides innumerable opportunities for

business, the very best in entertainment at its June Festival. To mention but a few of these events: at the Opera, « Die Meistersinger », « Der Rosenkavalier » and « Tristan », with the added attraction of artists such as Knappertsbusch, Maria Reining (Vienna) and Kirsten Flagstad, not forgetting the Paris Opera Ballet; at the theatre, « Faust » Pt. I and Pt. II, and other plays by Goethe; open-air performances of serenades and ballets, and also in the open-air « A Midsummer-Night's Dream »; and, in addition, a company from the Commedia dell'Arte in Milan. At the Tonhalle there will be concerts with V. Andreae, Knappertsbusch and George Szell conducting, and the soloists Gieseking, Ginette Neveu and Rudolph Serkin. Let us also mention, among many other interesting events, a great Pierre Bonnard exhibition and an exhibition of Swiss Theatrical Art, on the occasion of the International Theatre Congress. All this will enable the businessman here for the **14th Export Week**, to combine business with pleasure.

Anniversary.

One of the most important embroidery factories in Switzerland, the firm **Jacob Rhoner S. A. of Rebstein** (St-Gall), has just celebrated the 75th anniversary of its foundation and, in order to commemorate this occasion in a suitable manner and to enable its faithful clientele to take part in the event, it has published a very interesting illustrated booklet which appears to us worthy of mention in these pages. In it there are some views of the firm's factories and of the embroidery machines, followed by a series of photographs of the principal articles manufactured: edgings and insertions, broderie anglaise, net an guipure laces, guipure allover, allover on organdie,

batiste and voile, handkerchiefs embroidered in white and in colours, bibs, embroidered curtains, doilies, embroidered trimmings for lingerie, Oriental and African embroideries. After these, we are shown samples of different beautiful cotton fabrics — plain and printed organdies, opals, marquissettes, voiles — made by this firm's new department.

This intelligent form of propaganda seems to us to be an excellent way of maintaining good relations between the supplier and his clients, in spite of all the obstacles which, at the moment, are standing in the way of foreign trade.

International Silk Union.

As we have already announced in our previous numbers, the **International Silk Union** is to be founded at the end of May in Zurich. This organization will replace the **International Silk Federation**, which was founded in 1920, and whose activities were brought to an end by the war. The constituent assembly will probably bring together nearly 200 delegates, representing 18 nations of four continents.

We shall have occasion to return to this event later on and shall keep our readers well informed of the work of this new international organization.

Late News — Zurich, May 30th, 1949.

The **International Silk Union** was founded to-day in the Zurich Congress Hall, in the course of a plenary session opened at 9.30 a.m. by the Federal Councillor **Mr. Rubattel**, representing the Swiss government, in the presence of numerous personalities and delegates. **Mr. Ariste Potton**, of Lyons, has been appointed President.

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