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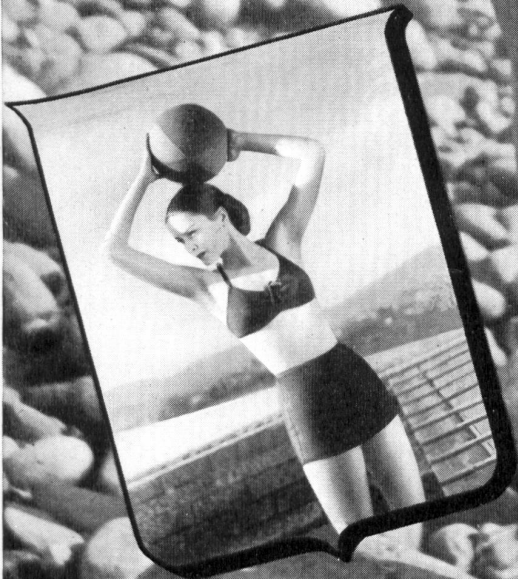
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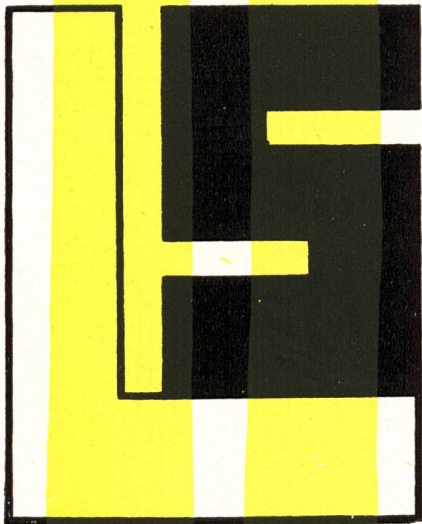


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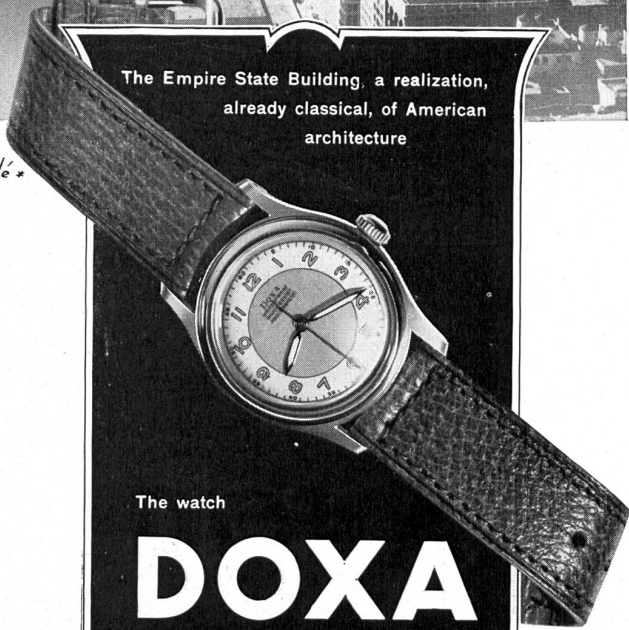
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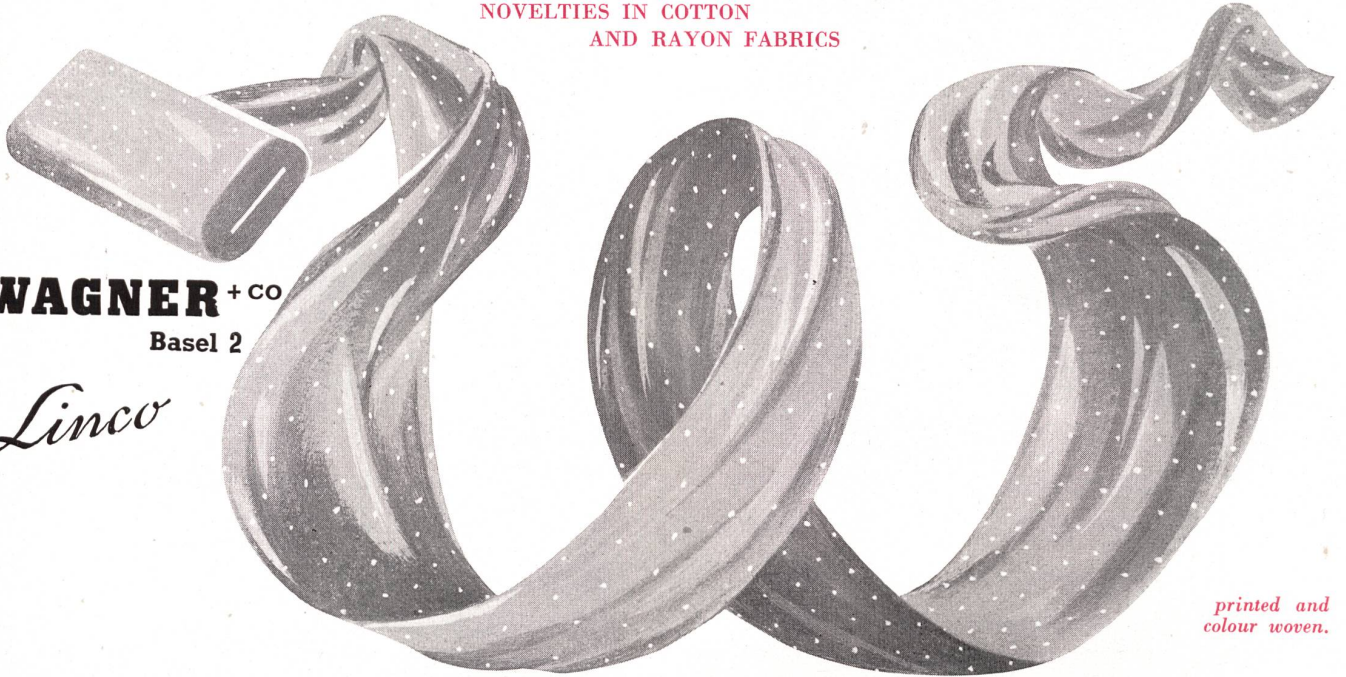
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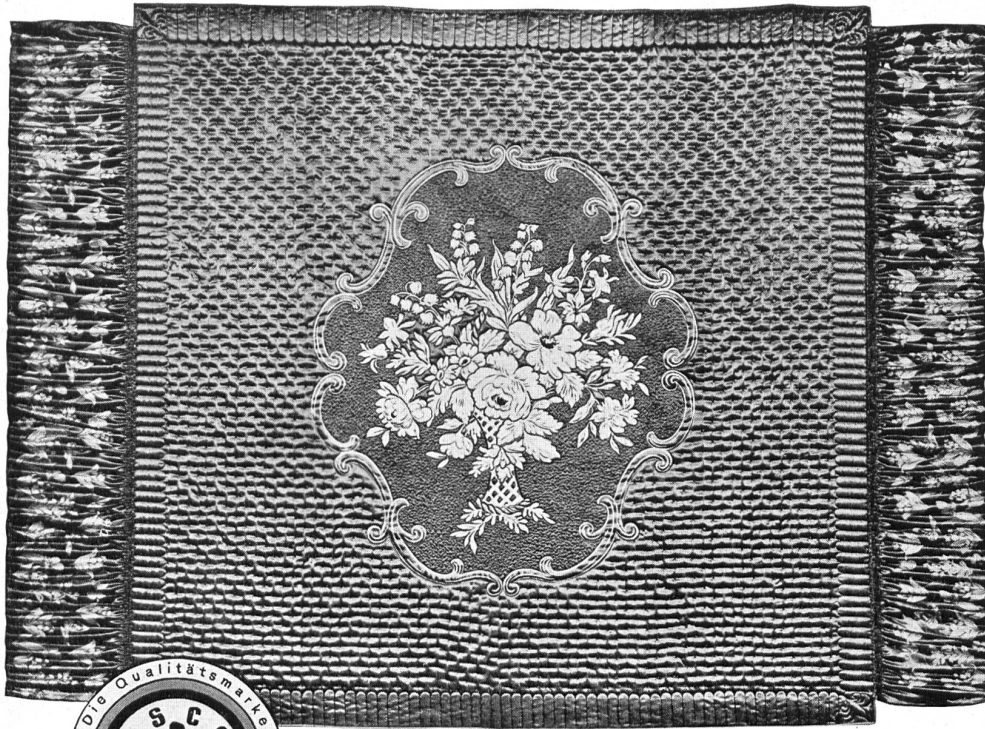
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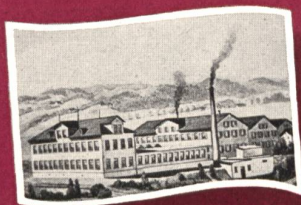
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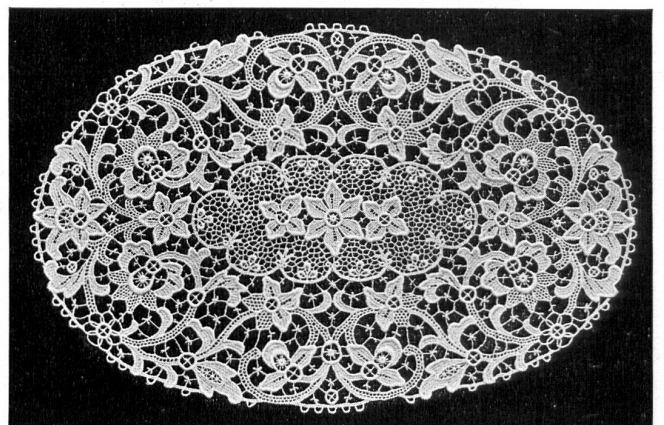
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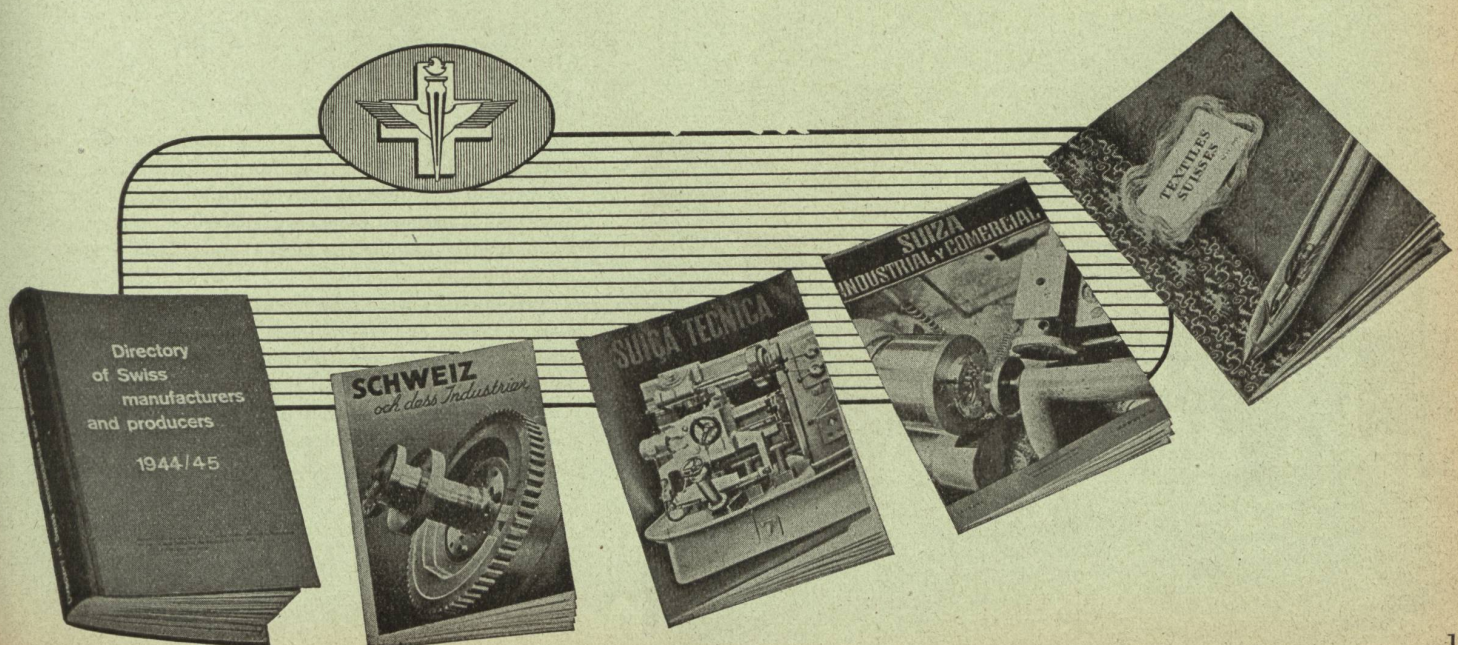
Swiss Office for the Development of Trade

Editorial Department

Place de la Riponne 3

LAUSANNE

Telephone 3 73 31



IN THE TRADE

The Naef family, weavers, of Kappel and Zurich.

In our last number of « Swiss Textiles » (No. 4/1946) brief mention was made of the centenary celebrations of two important Swiss firms, Messrs. *Seidenstoffweberei vormals Gebrüder Naef A. G.*, and *Seidenwarenfabrik vormals Edwin Naef A. G.*, which have both sprung from the same original house founded at Kappel near Zurich in 1846. These two centenarian firms, two vigorous trees issued from the same stock have together edited a commemoration publication which will certainly interest our readers. It is unfortunately beyond the scope of this review to give a complete summary of this large volume, published in German. The work gives a detailed history

of the original firm, followed by that of each of its modern successors. There is also an interesting survey of the rise and development of the silk industry in the Canton of Zurich after 1830. As is to be expected, the chronicle contains a great deal of local history: there are stories of law suits for water rights dating back to the Middle Ages, stories reminiscent of Balzac's dusty notaries and Rabelais' famous Picrocholian Wars in « Gargantua ».

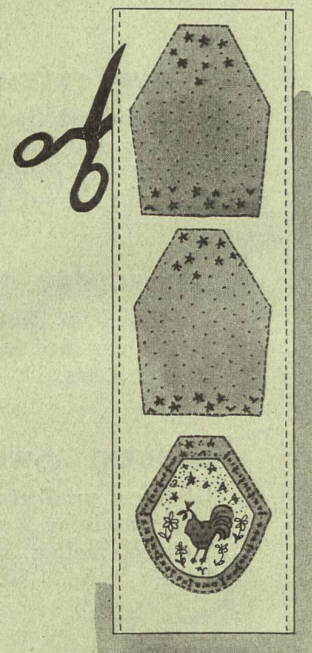
Emile Usteri is the author of this excellent work of over 300 pages. More than 70 fine heliogravure photographs, many of which are full or double page, illustrate the activities of the firms in question. The publication is certainly a fitting commemoration of the double Jubilee it celebrates.



Tric-Trac.

TRIC-TRAC is the name of charming novelties recently launched by Messrs. *Stoffel & Co. of St. Gall.* First, a printed apron sold either in lengths ready to be cut out for the home dressmaker to run together on her sewing machine, or all ready to wear. The material is so printed that the patterns match exactly when the pieces are sewn together. The parts are carefully marked, and it is child's play to sew and finish these delightful aprons. The hand-printed designs are light and boiling fast.

Messrs. Stoffel, who have specialized in providing ready-to-sew lengths for children's garments, have also placed another delicious novelty on the market: long-sleeved bibs, all ready to be cut out and sewn. Every mother can make them. TRIC-TRAC bibs are not only novel, they are highly practical: when baby eats he is still a really clean baby. Amusingly patterned, they delight children and grown-ups alike. The colours are light and boiling fast and printed on pure cotton fabric.



La Pochette.

In our issue No. 4/1946, mention was made of this charming publication which is well worth recalling once again, if only to speak of its most recent transformation. With the coming of the new year, « *La Pochette* » has grown in size and thickness. Apart from 10 fashion plates, it now contains several articles on fashion trends and accessories, smart

and practical novelties, a page of beauty notes, a children's page, a section of patterns and instructions for those who like knitting, a film page and a short story, photographs and designs in profusion. This journal has now become a real, feminine publication, well edited and of practical size.

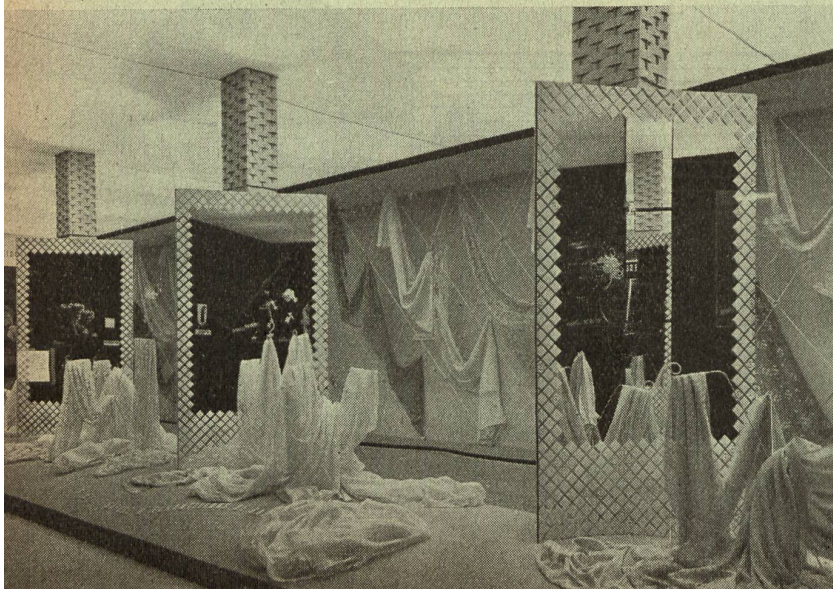
(« La Pochette » Editions, Stauffacherquai 46, Zurich.)

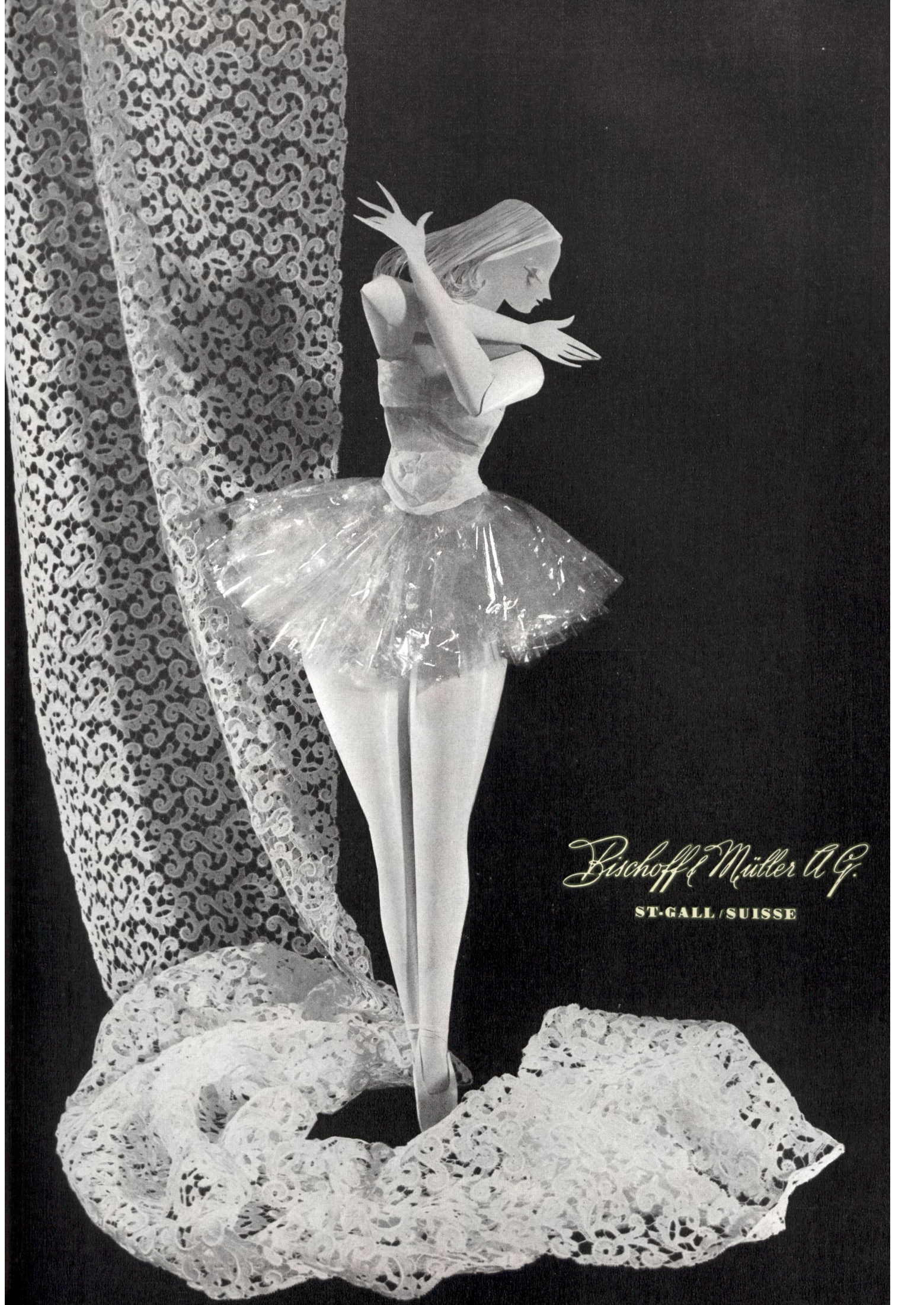
Lyon's Fair 1947.

Switzerland participated this year as usual in the Lyon's International Fair held from April 12th to 22nd. About 30 Swiss firms exhibited individually in the different sections and a national pavilion displayed several collective exhibitions containing the most characteristic products of Swiss industry.

Swiss textiles were represented by a magnificent selection of fabrics and embroideries chosen by the St. Gallen Chamber of Commerce. Our illustration gives an idea of the tasteful arrangement of this large stand

The Swiss Pavilion attracted many visitors who showed both appreciation and interest, not only for the commodities displayed, but for Swiss products in general.





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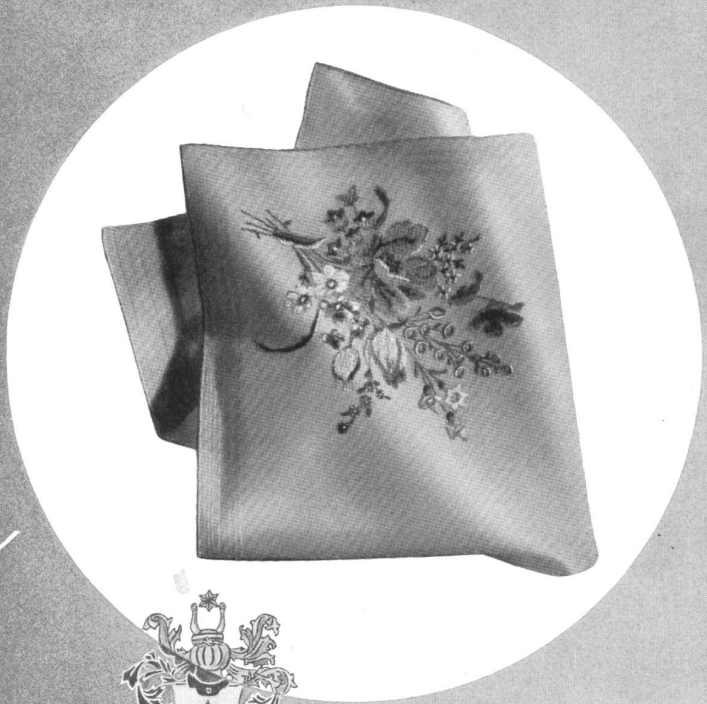
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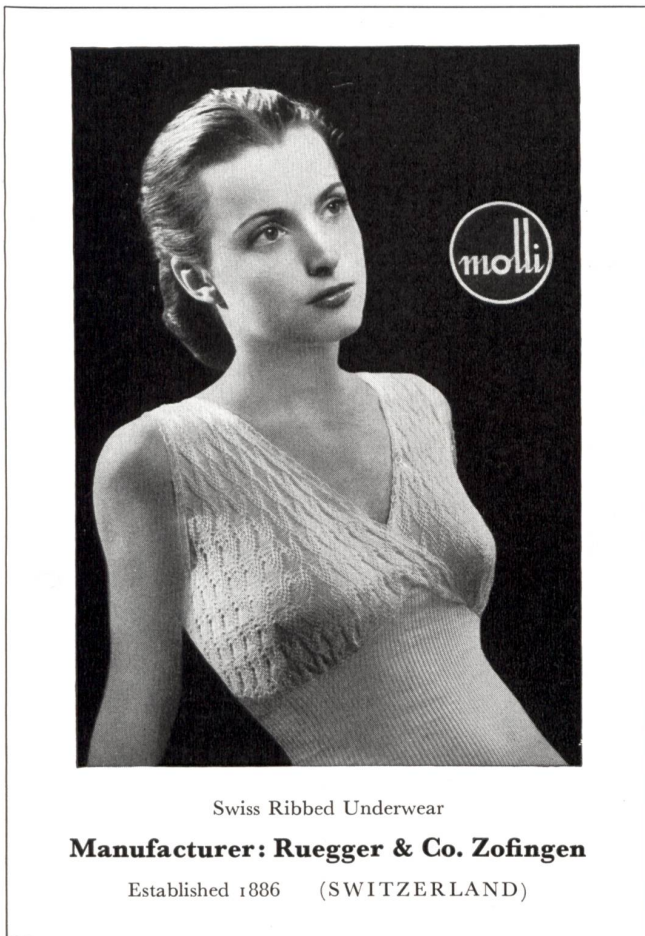
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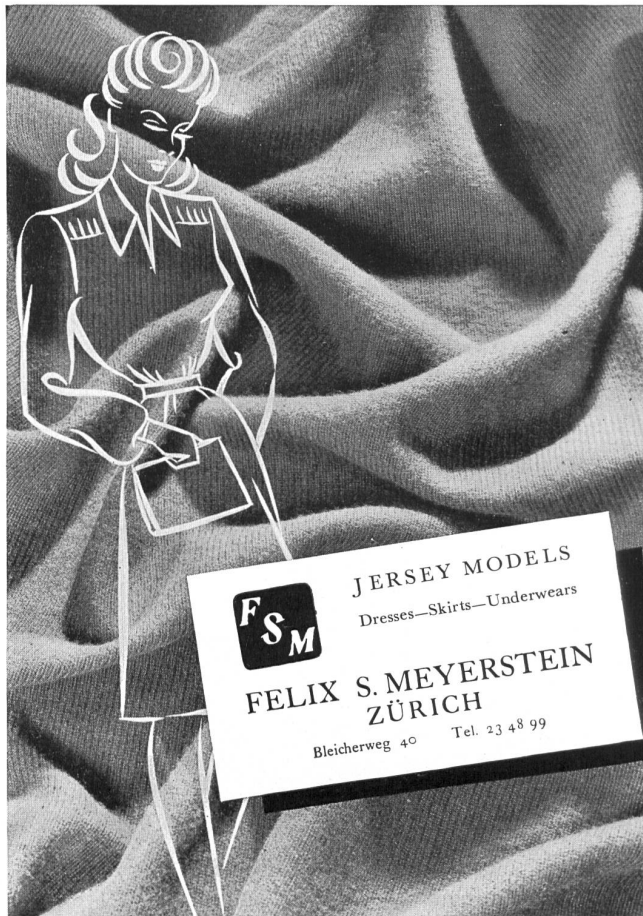
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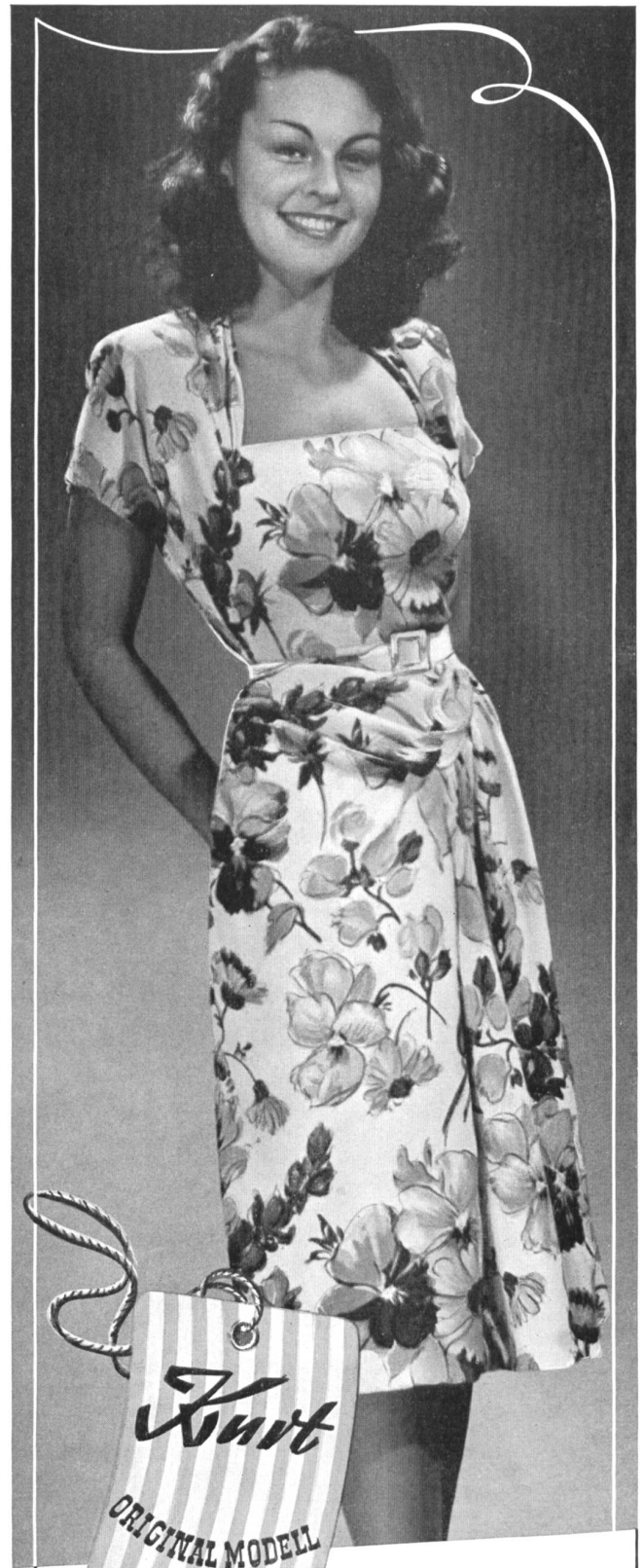
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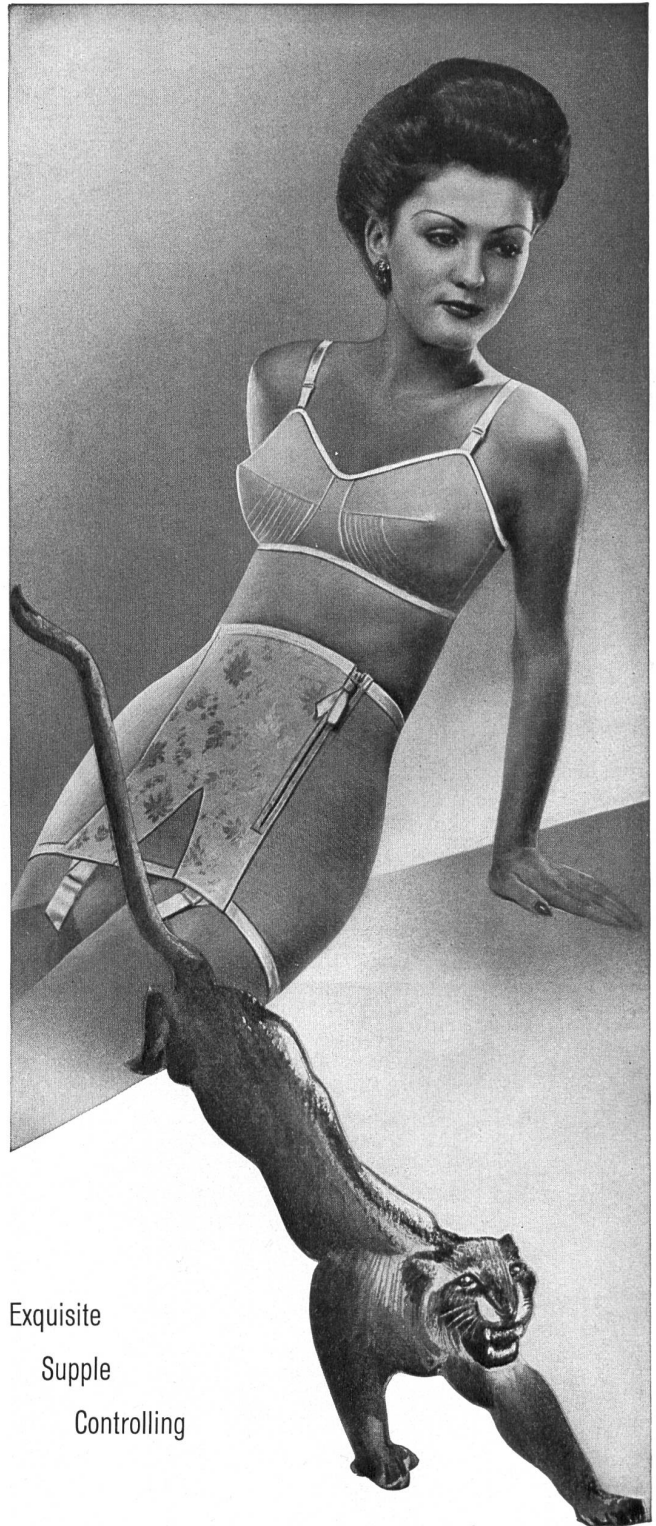


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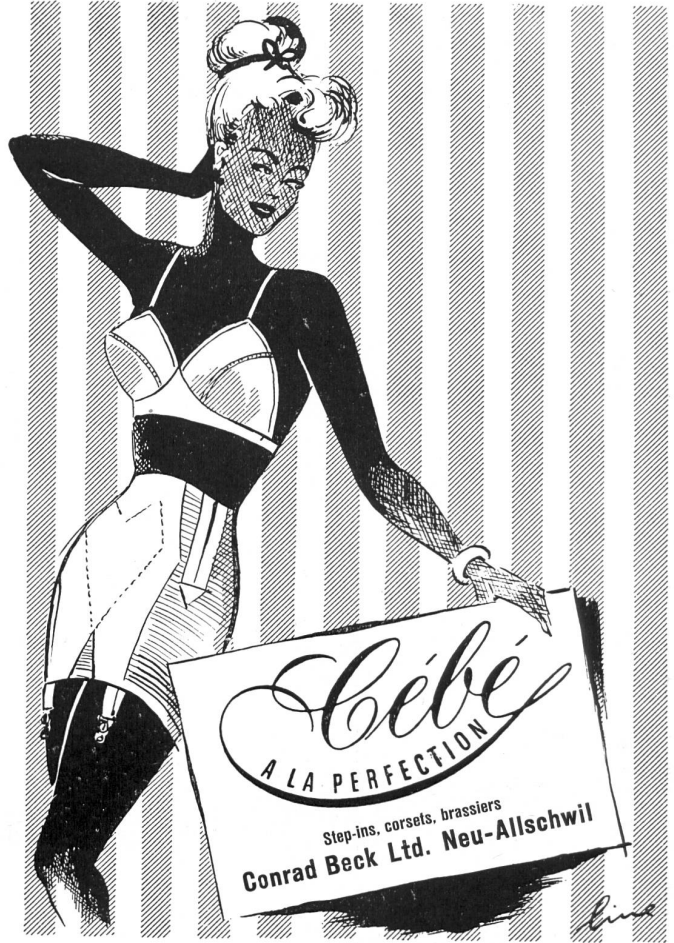
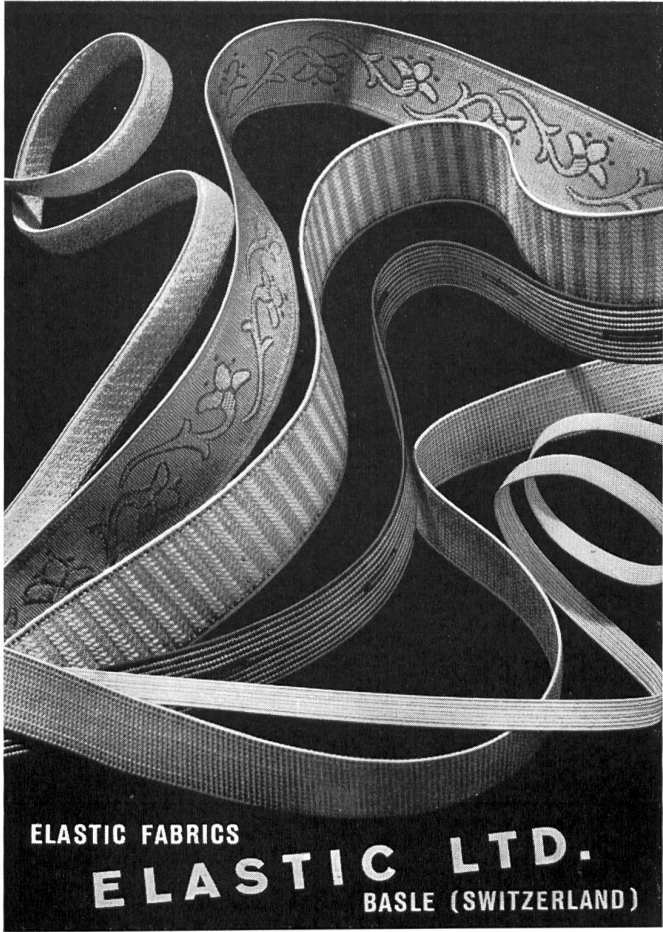
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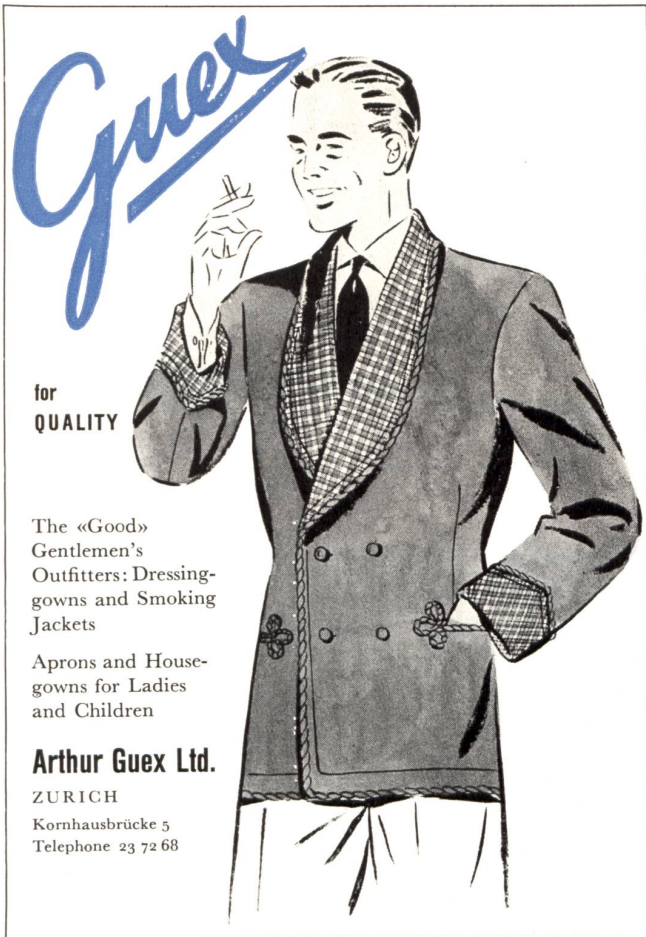
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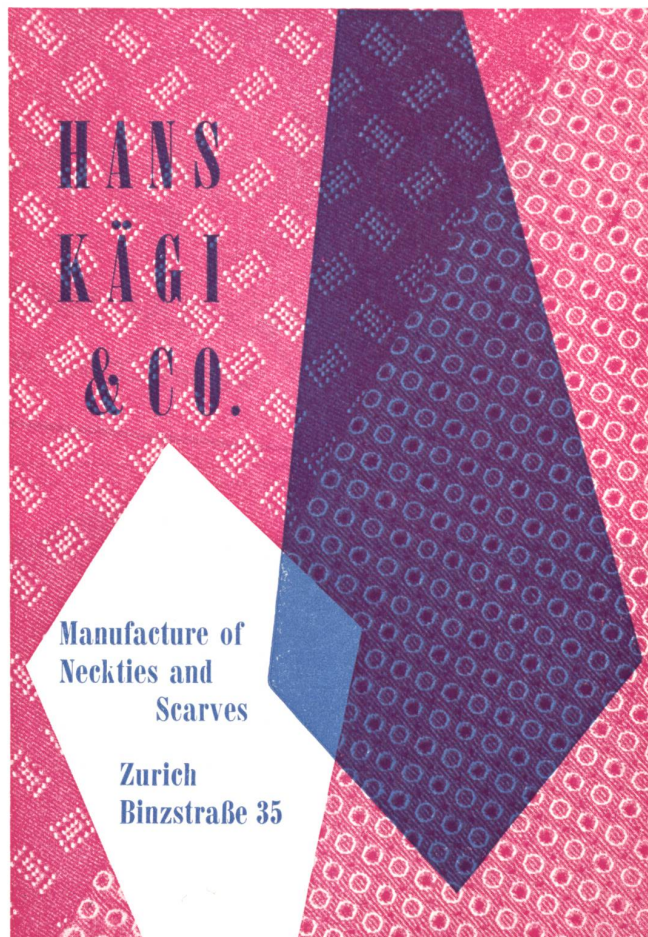
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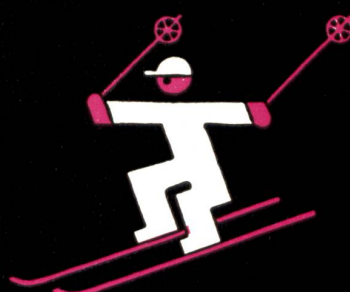
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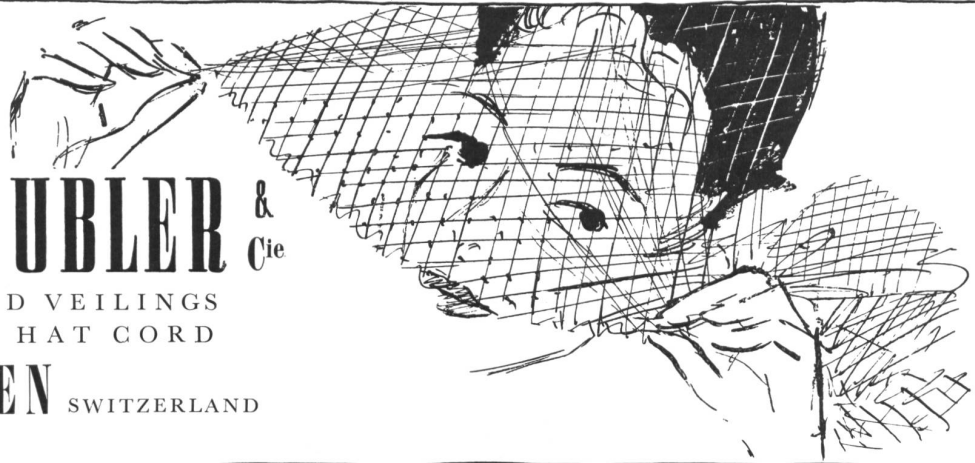
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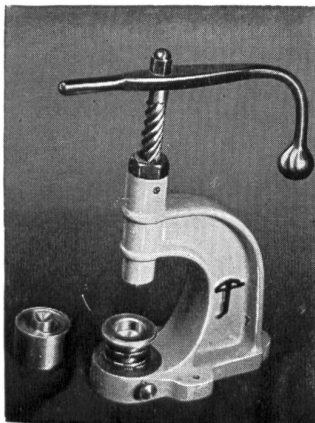
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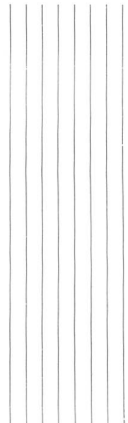
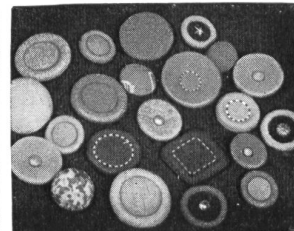
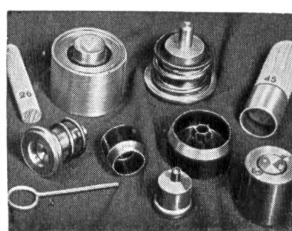
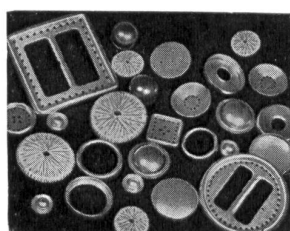
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