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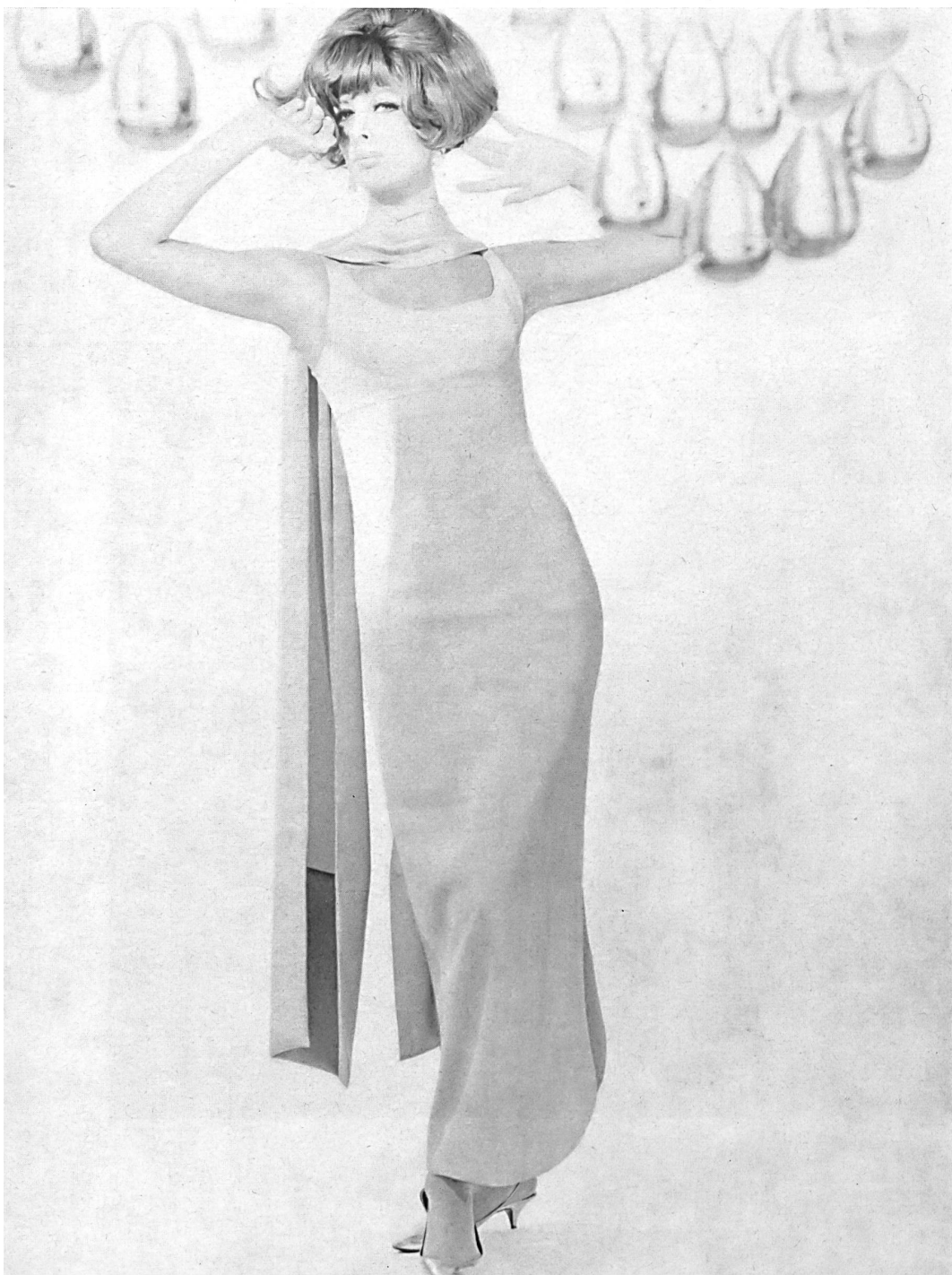
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Collaboration at the Technical Level

This summer, the Association of Swiss Textile Specialists, the Association of Former Students of the Textile Vocational Training School at Zurich and the Swiss Association of Dye Specialists brought their members together for a technical information meeting with the theme « Closer Collaboration between Textile Technics and Textile Finishing ». It was the first time that three professional associations of this importance had organized the joint discussion of professional problems. Textile

specialists showed considerable interest in the event, some 500 of them attending the meeting in the Congress Palace.

Mr. N. Bigler of the Textile Microscopy Laboratory of Ciba S. A. at Basle spoke first of all the subject « Practical Textile Microscopy », then Mr. A. Eugster, of Heer & Co. Ltd. of Thalwil spoke about « Fashion, Marketing and Textile Technics », followed by Mr. N. Gyr of the Gugelmann Company at Langenthal, who discussed the



SOCIÉTÉ DE LA
VISCOSE SUISSE,
EMMENBRÜCKE

Robe du soir nouveauté Pontesa,
avec étole

Fashionable Pontesa evening
gown with stole

Vestido de noche Pontesa con
estola

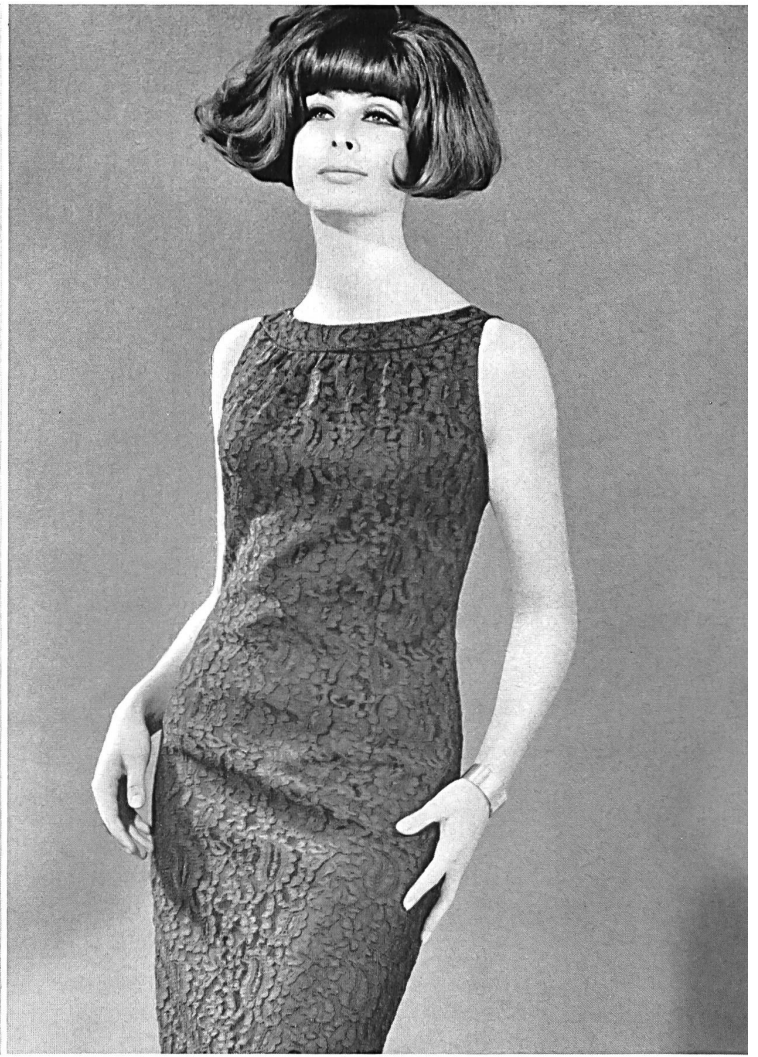
Hochmodisches
Pontesa-Abendkleid mit Stola

Modèle: H. Haller & Co., Zurich

Photo Kurt Kriewall



SOCIÉTÉ DE LA VISCOSE SUISSE, EMMENBRÜCKE
 Robe en jersey Pontesa imprimé, avec effets Lurex
 Printed Pontesa jersey dress with Lurex effects
 Vestido de jersey Pontesa estampada con efectos Lurex
 Pontesa-Jersey-Kleid mit Lurex-Effekt
 Modèle: « Blu*Nor » Lucien Nordmann, Berne
 Photo Kurt Kriewal



SOCIÉTÉ DE LA VISCOSE SUISSE,
 EMMENBRÜCKE
 Robe en dentelle rachel Nylsuisse
 Nylsuisse Rachel lace dress
 Vestido de encaje Rachel Nylsuisse
 Nylsuisse-Raschelspitzen-Kleid
 Modèle: « Blu*Nor » Lucien Nordmann, Berne
 Photo Kurt Kriewal

« Preparation of Raw Merchandise prior to Finishing ». Finally, Mr. W. Keller, Director of Habis Textiles of Flawil gave a report on the « Relations Between Textile Technics and Textile Finishing ». After a fruitful discussion and an enjoyable lunch given by the three organizing groups, those taking part were able to watch a fashion show based on fiber fabrics from the Société de la Viscose Suisse at Emmenbrücke. During the show, Mr. F. Schaad, a publicity consultant specializing in fashion, presented his ideas on « The Theme, Structure and Organization of Fashion Shows ».

The show presented more than 60 models of Swiss manufacturers, in fabrics and knitwear of artificial and synthetic yarns.

SOCIÉTÉ DE LA VISCOSE SUISSE, EMMENBRÜCKE

Blouse en dentelle Nylsuisse de:
 Nylsuisse lace blouse by:
 Blusa de encaje Nylsuisse de:
 Nylsuisse-Spitzenbluse von:
 Société suisse de l'Industrie tullière S.A., Münchwilen
 Modèle « Blu*Nor » Lucien Nordmann, Berne
 Photo Weider

