



**This was retyped in August 2018 due to difficulties in copying it from the original  
February 1973**

I.S.A. BUYING TRIP, KNITWEAR FAIR,

BOLOGNA, ITALY – 21<sup>ST</sup>/25<sup>TH</sup> FEB.1973.

Eight member stores were represented on this trip which was ably led by Mr. Oliver Marriott of Brown, Muff & Co., Ltd. The Chairman split us into three groups on arrival at the Fair, each to report their findings later at lunch, on their allocated hall. At lunch, which was very wisely taken early, those firms deemed worthy of possible collective interest were exchanged and the afternoon spent visiting these further possibilities.

The following morning after breakfast, a meeting was held to decide where orders might be placed, and on arrival at the Fair these nominated suppliers were visited. It was of some considerable satisfaction that all Buyers seemed unanimous on the selections of suppliers.

Co-ordinated ranges, printed shirts and angora were the main items purchased, but unfortunately one item I had been instructed to obtain, namely heavy knit cardigans/jackets, proved to be too expensive and we shall have to look elsewhere.

Despite the delay to the return flight due to the French Air Traffic Controllers' strike, the visit was worthwhile, being for me instructive and a very pleasant experience of Association co-operation. Credit must go to the organisers and not least to the leadership.

T.W. Suter,  
Merchandise Director.

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