



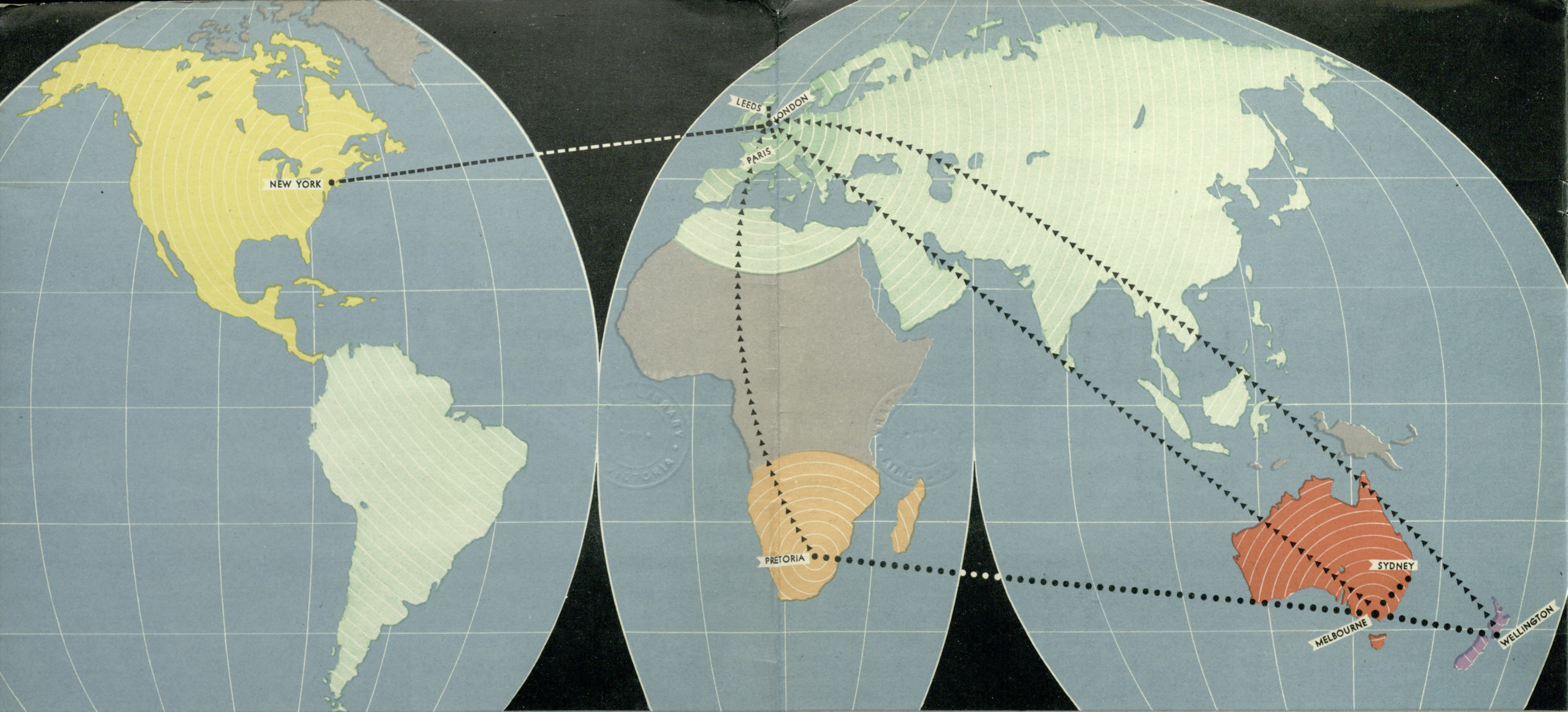
Fight for

WOOL



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THE INTERNATIONAL ORGANISATION

The International Wool Secretariat is an Empire organisation representing Britain, Australia, South Africa and New Zealand, with headquarters in London. The object of the Secretariat is to administer the sales promotion of wool throughout the world. In this administration pastoral and technical research is combined with active selling and publicity campaigns for the benefit of the industry.

The Secretariat has a New York office and is represented in Paris. Leeds is the centre of wool textile research and it, too, is partly financed by the Secretariat. Melbourne is the headquarters of the International Wool Publicity and Research Executive and of the Australian Wool Board. The Board has also established a promotional organisation in Sydney.

FOR WORLD WOOL PROMOTION

-  Areas of wool promotion covered by the International Wool Secretariat, London.
-  Areas covered by the Secretariat's New York Office.
-  Wool promotion by New Zealand Wool Board.
-  Wool promotion by South African Wool Council.

-  Wool promotion by Australian Wool Board.
-  Showing liaison of members of the International Wool Publicity and Research Executive: Australia, New Zealand and South Africa.
-  Showing flow of finance to International Wool Secretariat. Australia contributes 62.16%, New Zealand 20.60%, South Africa 17.24%.

Fight for Wool

PUBLISHED BY THE AUSTRALIAN WOOL BOARD



Mr. DOUGLAS T. BOYD (Chairman).



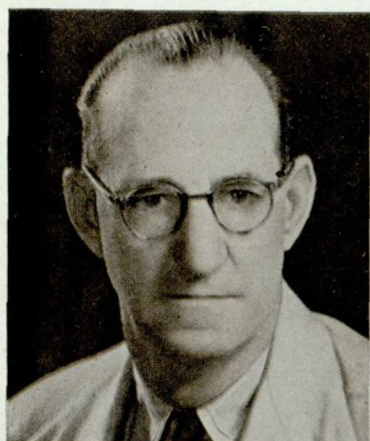
Mr. J. P. ABBOTT.



Mr. F. E. HITCHINS.



Mr. A. J. McBRIDE.



Mr. G. E. HUMPHREYS.



Mr. H. K. NOCK.



Mr. J. F. MURPHY
(Commonwealth Wool Adviser).



Miss GRACEMARY MACKINNON
(Secretary).

THE AUSTRALIAN WOOL BOARD, 1945.



THE AUSTRALIAN WOOL BOARD, 1945.

From Left: Standing:—Mr. A. J. McBRIDE, Mr. H. K. NOCK, Miss GRACEMARY MACKINNON (Secretary), Mr. NORMAN BOURKE.
Seated:—Mr. J. F. GUTHRIE, Mr. J. P. ABBOTT, M.P.; Sir DALZIEL KELLY (Chairman, 1936-1943), Mr. DOUGLAS T. BOYD (Chairman).

Plans for the marketing of raw wool will stand or fall by wool consumption.

And wool consumption in turn will depend ultimately on free channels of world trade.

This is the heart of the wool problem and a satisfactory solution will decide a terrain favourable for wool in the battle of the fibres.

With the end of the war, wartime controls imposed on the world's pre-eminent fibre relax; so the mills change to meet the civilian needs and the battle of the fibres begins in earnest again. In this struggle the striking force is organised promotion backed by science and supported by market research. Formidable organisation and equally formidable funds are involved.

Despite the discouraging conditions of the war years, the Dominion woolgrowers resolutely maintained their organisations, together with the International Wool Secretariat in London, and they grasped every opportunity of advancing their product during these years. It is to their credit that wool is well equipped for a future as successful as its eventful past. But to do this the industry will need to be at maximum efficiency from the point of production onward and be welded, with its promotional services, into one fighting unit.

¶ *Here is the story of the progress made, despite six years of war, since the Australian Wool Board was established over ten years ago.*

Plan of Campaign

In the vanguard is the International Wool Secretariat, of one representative each of the Australian Wool Board, New Zealand Wool Board and South African Wool Council. It is the permanent executive body conducting publicity and planning and financing technical research. London is its headquarters.

Money is provided from a fund controlled by the International Wool Executive of two members of each board. To this fund each dominion contributes in any one year according to the average quantity of wool exported over the preceding five years. This means that Australia contributes about 60 per cent., the other two dominions about 20 per cent. each.

In each dominion the Board concerned administers a statutory levy on wool.

The Secretariat engages in world wool promotion; the Boards deal with their respective dominion markets.

When, in August, 1937, the International Wool Secretariat entered the field on behalf of wool it . . .

¶ Made searching investigations of the textile industries of Britain, France, Germany and the United States to establish the extent of the spread of competing fibres, determine the specific problems affecting wool marketing in each country, efficiency of manufacture and opportunities for technical research to extend the use of wool;

¶ Sought the aid of growers and the trade in Scotland, wool producers on the Continent and the International Wool Textile Organisation representing every manufacturing country in the world;

¶ Began negotiations with English manufacturers for financial assistance for the movement.

INVESTIGATIONS SHOWED :

The principal problem in fostering the use of wool is to find methods of freeing the channels of world trade.

And the importance of international trade which provides more things for more people is as great in this post-war period as it was before the war.



Dr. IAN CLUNIES ROSS,
First Australian representative
on the International Wool
Secretariat.



Dr. EDGAR H. BOOTH,
Chairman of the Secretariat and Australian
Representative.



Dr. GERDA BLAU,
Economist to the Secretariat.



Meeting in London, 1945: From Left:—Mr. GEORGE BUCHANAN (Advisory Committee), Mr. A. PERRY (Secretary), Sir CHARLES McCANN (Australia), Mr. F. S. ARTHUR (New Zealand), Mr. G. WOOD (Advisory Committee). Inset:—Mr. S. HARLAND (Advisory Committee).



Publicity the Spearhead

The Secretariat's wool development department at first:

Encouraged Paris and London fashion designers to adopt wool fabrics for new season's models, which it publicised;

Encouraged manufacturers to produce suitable yarns and fabrics;

Co-operated with makers-up to ensure production in bulk of wool garments for which demand had been created; and finally told retailers of the new forms in which wool was available.

It established:

Paris Bureau which continued on similar lines until June, 1940, when France was over-run. The nucleus of an organisation has already been restored there.

Wool reference libraries at both centres showing a wide variety of materials for information of buyers, fashion houses and retailers.

And held:

Numerous displays including promotions of evening dresses, lingerie and underwear, beach wear, trousers for women and light summer fabrics, wool upholstery for motor cars.

Together with:

Joint displays with the French and Belgian propaganda committees formed with the encouragement of the secretariat;

Displays at the New York, Milan and Leipzig Trade Fairs;

Lectures to sales staffs of London and provincial stores.

Publicity was also begun in the United States, where an agent was appointed.

Came the war in 1939, compelling drastic change in policy to meet the now restricted wool consumption. Publicity was directed to the high prestige of British wools to stimulate exports and keep the British market sound. Features were the knitting wool drive, fashion news service to the Press, show of wartime colours.

Impressive tribute to the Secretariat's status was paid by the British Government which asked it to organise the women's fashions display in the wool textile exhibit in the British pavillion at the New York World Fair. Other successful projects included a fashion gala and town wool weeks with Bond Street Wool Week as a climax.

The Secretariat's Wool Digest, a summary of topical information about the wool industry prepared for the trade, also appeared and has continued with much success.

Meanwhile the publicity campaign in the United States and Canada was pursued with typical American energy and enthusiasm, using all recognised means of propaganda.



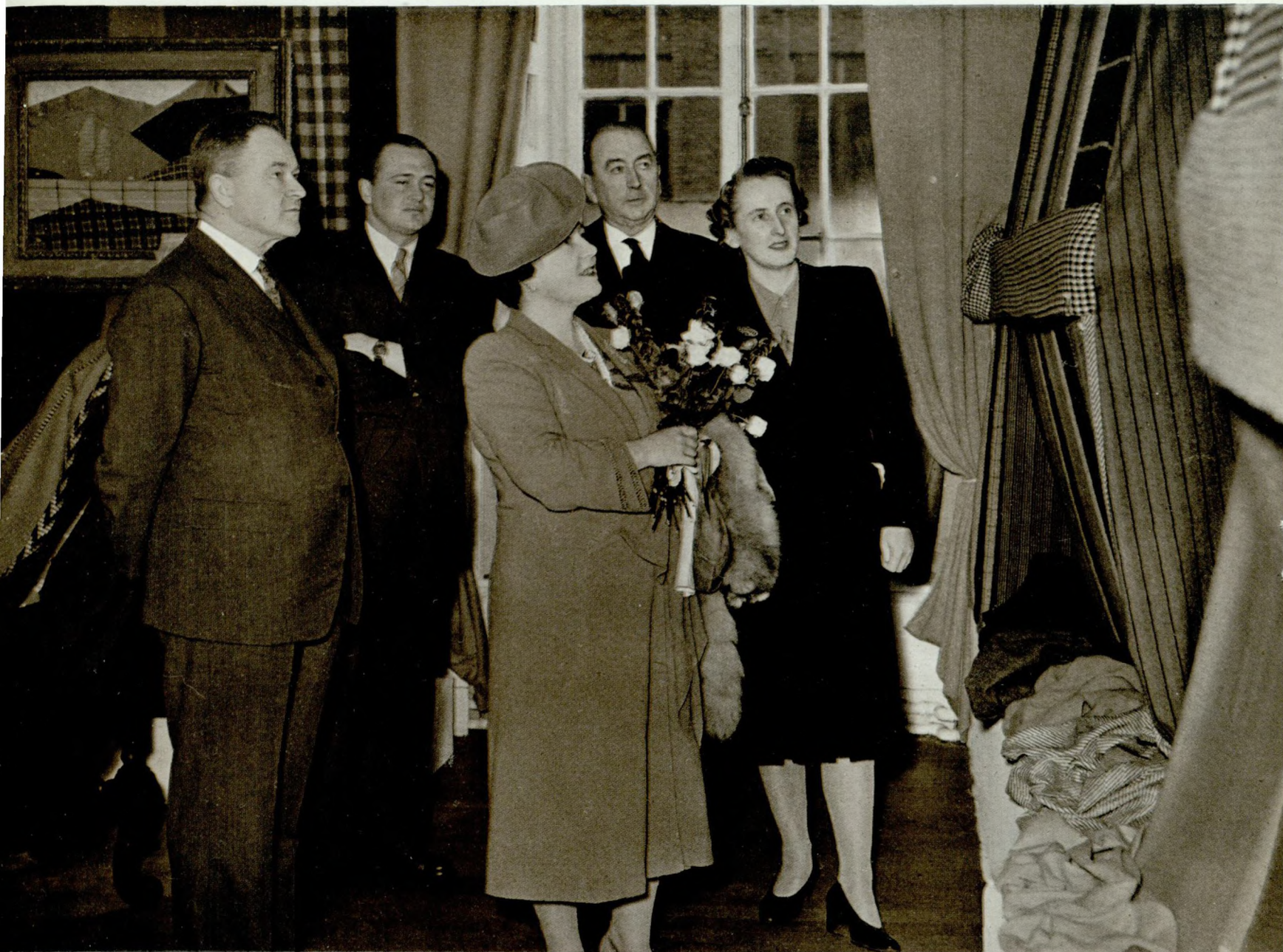
Above: Section of the Secretariat's showroom in Bruton Street, London.



Below: Miss PATRICIA HILL (centre), Director of Exposition, with some of the Secretariat's Dominion girl lecturers.

Her Majesty the Queen

INSPECTS SCOTTISH WOOL



Her Majesty the Queen, attended by the Lady Hyde, paid a formal visit to the display of Scottish fabrics exhibited by the Secretariat in London. With Her Majesty from left to right are: Dr. Edgar Booth (Australia), Dr. Frans. Cronje (South Africa) and Sir Charles McCann (Australia).

When Europe's markets were lost

Second major change in policy came in 1940 with the loss of European markets. Once it became clear that Britain's policy was to ensure sufficient supplies of wool manufactures for the Forces, increase exports to the utmost and limit domestic spending, the Secretariat changed its policy, took part in the export drive and became associated with the Government in the National Wool Textile Corporation, representing the wool manufacturers of Britain.

At the same time promotion within Britain continued at the source of fashion and shows and displays were still used to stimulate manufacturers to produce new improved fabrics, encourage designers and maintain public interest in wool. The Secretariat was convinced that publicity must be continued to combat other fibres, and keep the market open for wool until demand on the former scale was resumed.

Another new situation

With the entry of the United States into the war another new situation arose; extension of lease-lend aid eliminated the urgency of obtaining dollar credits for Britain. Publicity in co-operation with the British Export Council was greatly reduced and so was publicity in Britain, for by this time, any efforts to increase

civilian consumption had become undesirable. Economies in staff and offices were introduced and displays were restricted to shows of utility clothes, wool shrinkage control, and the like with one large display showing the huge amounts of wool used by the fighting and civil defence services.

Drive begins again

As conditions became more favourable in 1943 the work of wool promotion regained impetus. The British Council agreed to produce a coloured film on wool for world distribution; the educational service was extended; crowds gathered at window displays of wool on active service in uniforms, oil filters, parachute kneepads, munition cases, shell fuse washers, tank seats and a self-sealing fuel tank from a bomber plane. The new showroom in Bruton Street was opened, featuring for the occasion

wool upholstery for all forms of transport, and including specially treated fabrics, water-repellant and resistant to stains and oils. Educational lectures to schools and factories were greatly extended. Publicity services in the United States were maintained.

As this work continues active planning is now being made to gear the organisation to the better times and prepare for the approaching years when every ounce of wool promotion will be needed.

On the home front

Meanwhile by 1938, the Australian Wool Board had completed investigations for the extension of the Commonwealth wool market and in the following year an extensive newspaper campaign for wool began, associated with retailers' displays and with special exhibitions in various States. Outbreak of war and the disappearance of all but two of the large neutral markets greatly increased the importance of home consumption of wool. The campaign therefore was continued and manufacturers were encouraged to make a greater range of products while whole-hearted support was gained from retailers. Exhibitions, mannequin parades and window displays were added to the drive which employed all methods of publicity. Printed woollen materials were introduced to the Commonwealth and production was begun here; new wool toys were imported and Australian manufacturers prepared to make them. First move for more wool upholstery was made.

Australian wool promotion, extending rapidly, felt the sudden impact of the critical war situation which developed in 1940. Yarn for civilian needs was restricted and mills were directed to meet military orders. Wool promotion was modified accordingly. The Board successfully urged the substitution of woollen materials for cotton in the summer uniforms of the services.

When Japan entered the war the reduced campaign was abandoned. All mills were operating at capacity. As the essential fibre for war purposes wool was then strictly controlled and the Board directed attention to the dangerous inroads into the civilian trade which were being made by other fibres. As the tide of war turned early action became necessary

to stimulate immediate post-war demand for wool, even if the present demand could not be satisfied because of continued restrictions on the output of mills for civilian trade.

After eight years of persistent endeavour the Board succeeded in having draft legislation prepared for branding of textiles. This was the most important advance yet made in the marketing of wool textiles in Australia. All States have now passed the legislation.

Continued efforts were also made for modification of the restrictions placed on manufacture of wool textiles of good quality.

Still impeded by limitations of the quantity and quality of textiles for civilian use, Australian wool promotion is beginning to gain momentum again — all with an eye to the near future. So the Board has established its wool news service. This will be part of a world news service on wool, plans for which were submitted by the Board to the International Wool Secretariat and were readily adopted by that organisation. So, too, the Secretariat's display of wool upholstery materials, which has been imported and successfully exhibited here by the Board will encourage the use of wool upholstery in the all-Australian car to be made here and in other forms of post-war transport. Children are being encouraged to work with wool on thousands of hand looms given by the Board to schools throughout Australia. Advertising campaigns have begun, close liaison is maintained with the manufacturing and distributing sections, and the ground is being actively prepared for the day when wool promotion can be pursued in the knowledge that supplies of wool textiles will be adequate in quantity and of a quality worthy of our great industry.



Actress Muriel Steinbeck compering the Sydney fashion show of model wool clothes specially imported from England by the Board to serve as a source of inspiration to Australian manufacturers.



Press photographs of a negligee and a sophisticated wedding suit modelled by two of the mannequins who displayed the collection to the Melbourne trade at a fashion show held by the Board in The Myer Mural Hall in July, 1946.



A parade of Australian-made wool clothes was part of the Board's display at 1946 National Show, Brisbane.

Science in close support

If publicity is the spearhead of the attack then our forward base from which operations spring is the laboratory.

For some years the International Wool Secretariat has planned with, and assisted, some of the most brilliant British scientists in investigations varying from the homely question of how best we can design clothing to keep us warm and comfortable to the most abstruse subjects, such as the probing of the inner structure of the wool fibre.

The primary value of clothing is to insulate us against loss of body heat while at the same time allowing water vapour to pass through it. In addition clothing must be serviceable and durable and permit the wearer to do hard work. Actually clothing is warm according to the amount of air it contains, because air only conducts heat at the rate of one-tenth to one-twentieth the rate conducted by the actual fibre. To produce clothing with a high degree of warmth; therefore, we want a fibre which will make a fabric that entangles the most air and keeps it stationary and at the same time will continue to do so, least loses this property despite the absorption of water vapour or actual wetting. Sir Charles Martin, scientific adviser to the Secretariat, emphasises that "at the moment wool is supreme for both of these objects." By a series of admirable researches the whole subject has been recently lucidated and it is now known how to effect in manu-

facture the most useful compromise between insulation, permeability, weight and convenience in the making of garments for any particular purpose. These researches were stimulated rather than hindered by the war, owing to the demand for clothing best fitted for the Arctic climate and for airmen at high altitudes.

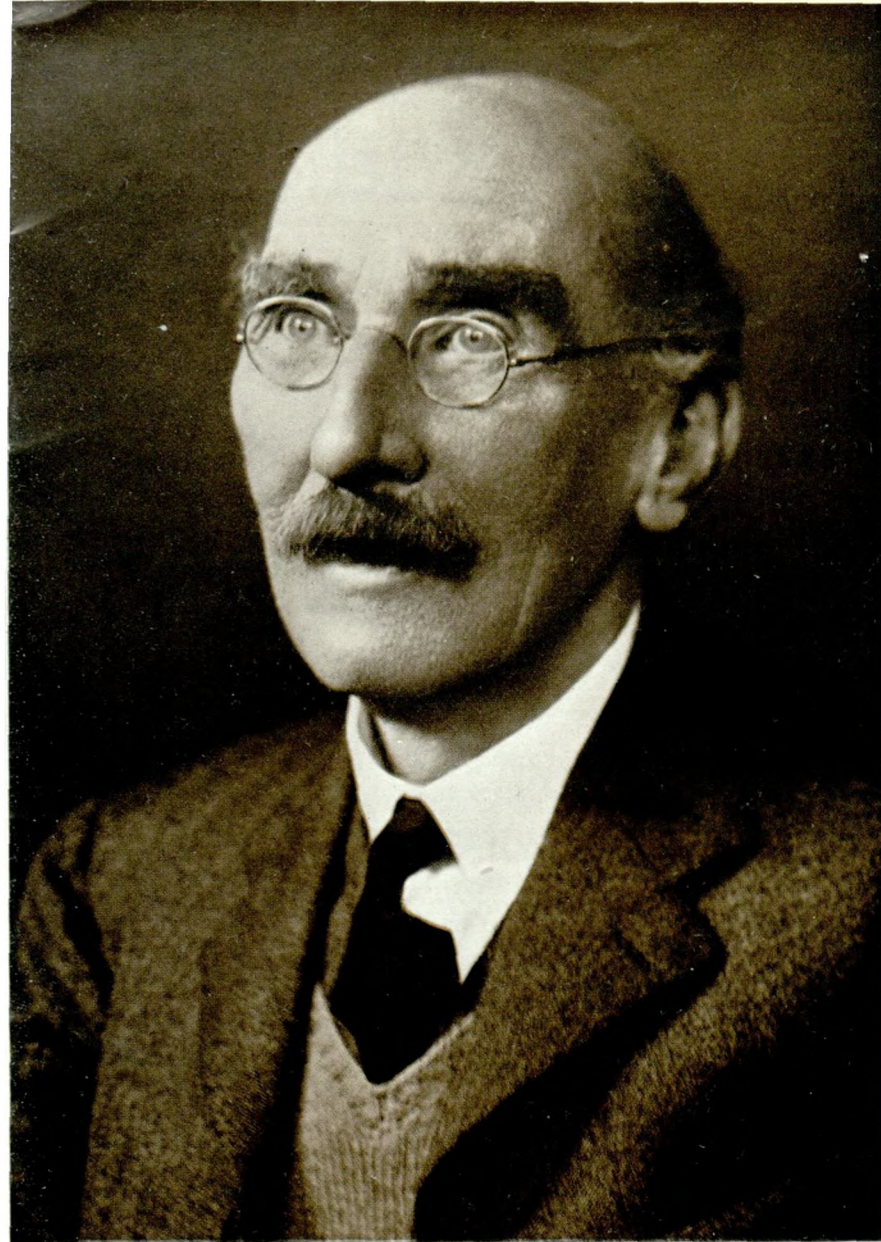
More dramatic perhaps are those investigations of certain disadvantages formerly possessed by wool — sensitiveness to alkali, shrinkage, susceptibility to attacks of the clothes moth, limited ability to take up dyes and, to some few persons, tickling when worn next to the skin.

It has now been shown that all of these can be mitigated or overcome by very small chemical changes in the wool at one or other stage of its manufacture, without serious detriment to its essential properties.

Most remarkable of all investigations, however, is the research into the chemistry of the wool fibre which points the way to the new fields of use. This knowledge has been greatly increased in the last six years. The wool fibre

British scientists, Dr. PHILLIPS and Mr. POOLE, examining printed wool fabric.





Mr. B. H. WILSDON (centre) with scientists of the British Wool Industries Research Association.



Professor J. B. SPEAKMAN and Dr. W. T. ASTBURY (seated), of Leeds University, with their research staff.

Sir CHARLES MARTIN, Scientific Advisor to the Secretariat.

is made up of minute particles of the protein keratin and the scientists at Leeds wanted to know just how these particles were constructed internally. The information has been obtained by examining X-rays reflected from wool — this has nothing to do with the familiar shadow pictures of X-ray photographs — and it gives a mental picture of the arrangement of the atoms, the ultimate particles of matter, within the keratin molecule. In fact, even the minute distances between them can be measured with the same certainty as if they could be seen by the eye and measured with a foot-rule. We've all seen those folding metal gadgets to which telephones are sometimes attached — a sort of criss-cross of metal strips which can be extended or folded together at will. It appears

that inside the keratin molecule the atoms are arranged to form ribbons of substances one-twenty millionth of an inch wide and regularly folded. Stretch the wool fibre and these folds disappear. Release it and back they come. This explains the elasticity of wool and its perfect recovery. On the understanding of all this complex mechanism of Nature depends the chemist's power to give new properties to the wool fibre. As a result there are now about a dozen processes for making wool shrink-proof and the latest British researches suggest that ultimately more revolutionary methods will be employed, for it is now possible to build up plastics inside the fibre. This not only makes it shrink-proof but greatly increases its wearing properties as well.

Promotion begins in the paddocks

Way behind the front lines, wool promotion actually begins in the paddocks where the fibre is produced. Pastoral research is the method of promotion and the objects are:

1. Lowering of costs of production by—
reduction of losses of stock from disease and pests;
greater efficiency by improved breeding and nutrition;
2. Production of staple more suited to manufacturers' special needs;
3. Improvement in preparation of the clip.

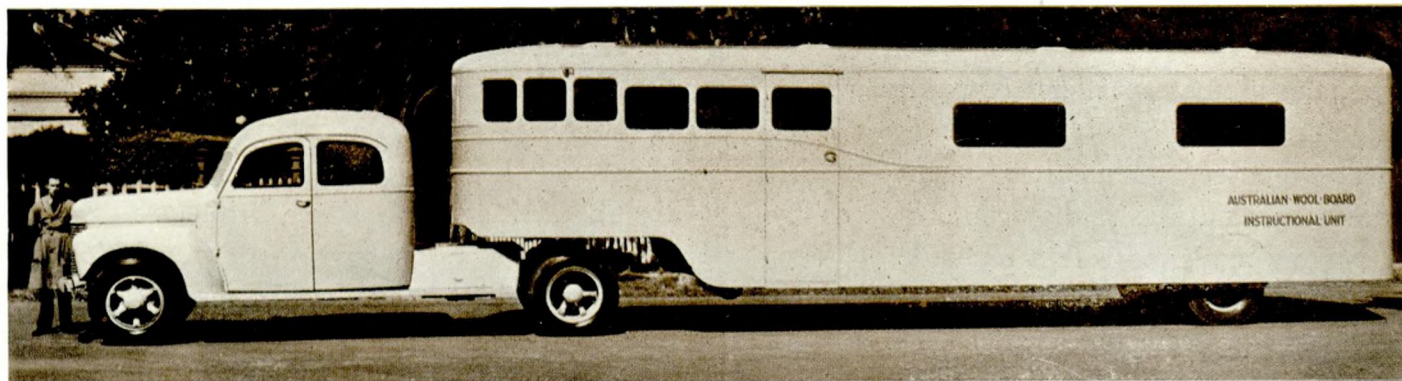
Financed with the assistance of the Board and conducted principally through the Council for Scientific and Industrial Research, pastoral research has been conducted on an unprecedented scale in the last eight years. This despite wartime problems of staff and materials. Outstanding achievements in an impressive array of results include:

1. Development of the improved Mules Operation against crutch strike by sheep blowfly;
2. System of management to eradicate foot-rot from individual properties;

3. Intensive trials successfully applying phenothiazine to the control of internal parasites under Australian conditions;
4. Discovery that steely wool in southern Australia is due to deficiency of minute quantities of copper.

But as well pastoral research has ranged the Commonwealth, treating internal parasites in eastern Australia, discovering two new external parasites in those States, exposing the grievous effect of ticks on the ability of the sheep to produce wool, successfully treating canary stain and tenderness in Western Australia, identifying poison plants in New South Wales and Queensland, working out methods of drought feeding at Adelaide, showing how fertility of sheep can be assured, establishing the principles of successful pasture management in the southern wool-producing country and in the northern pastoral areas, and in other ways attacking the basic problems of the wool producers.

Although the preparation of the Australian clip has reached a high standard, the problem of brands that will not scour out in the ordinary trade processes is formidable. Investigations are in progress to devise an improved formula for branding fluids and the Board has begun a national movement for abolition of branding.



The Australian Wool Board's Mobile Unit.

Taking science to the growers



It is useless to make new discoveries without conveying the results to the grower. This was recognised by the Board at the very beginning, when the results of investigations were announced in detail through the Press. Later the Board's Handbook for Woolgrowers was issued to 40,000 grower applicants whose names were indexed and who automatically receive revisions and supplements to the handbook. The handbook is specially designed to enable the growers to hold a volume which will give up-to-the-minute information of practical importance.

A striking instance of the manner in which the Board is able to assist the extension officers of the various States was the method adopted for the rapid extension of the improved Mules operation. Financed by the Board, schools of instruction for states officers were held by the Council for Scientific and Industrial Research and an officer of the council also gave widespread demonstrations of the method to gatherings of producers. As a result, a great technical advance is being spread through the country far more quickly than would otherwise have occurred.

In 1944 the Board decided to adopt films as a national medium of instruction, appointed an Extension Officer and built its Mobile Unit to visit centres throughout the country. By February, 1946, films on internal parasites, sheep blow fly, drought feeding, hydatid disease, and brand damage to wool had been completed. Plans envisage a great extension of these operations, in conjunction with the State Departments of Agriculture.

Shooting the Board's
instructional films.



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Research into markets

Organised wool promotion has demanded more and more detailed research into markets.

Before effective international publicity for wool is resumed on a much greater scale, the International Secretariat will know the actual pre-war consumption in different countries, the amount used per head of population and the potential consumption in all these countries. Having placed these countries in order of importance as wool consumers, actual or potential, analysis must then be made of market conditions in each. Such surveys will include the trends of wool consumption and their causes, the extent of the domestic wool textile industry and whether it is being used to capacity, foreign trade in semi-manufactures and piece goods, system of distribution, possi-

bility of introducing wool labelling legislation, production and consumption of other fibres and surveys of organisations which might co-operate in wool promotion. And as well we must have such general economic information about the country as national income, its sterling account, foreign exchange control, financial agreements with Empire countries, foreign trade policy, tariffs, quotas, and possibilities of long-term purchase agreements.

Considerable work on these lines has already been done by the Secretariat and, in the home market, by the Australian Wool Board. Continuous survey must be maintained of all economic developments which may tend to clear the way for increased wool consumption or, on the other hand, threaten to contract the use of wool.

AUSTRALIAN LEVY QUADRUPLED

For nine years the Australian Wool Board administered a levy of 6d. a bale on all wool produced in the Commonwealth. Recognition of the success of this undertaking and the need for further extension was followed by the introduction in 1945 of amending legislation increasing the levy to 2/- a bale and providing for the payment of a corresponding amount by the Commonwealth Government into a trust account from which wool promotion, technical research in Australia, pastoral research and extension will be financed. For all of these purposes a total amount of about £600,000 a year will be available.

Provision was also made for re-organisation of the Board to include three representatives of the Australian Woolgrowers' Council, three representatives of the Australian Wool Producers' Federation and the Wool Adviser to the Commonwealth Government.