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What is the Textile Group featuring at the 1945 Swiss Industries Fair?

by a specialist

Once again, this year a great number of progressive firms have seized the opportunity presented by the Swiss Industries Fair to organize a grand scale advertizing campaign in favour of the textile industry. The names of many old friends figure on the exhibitors' list. They are all firms who have already before exhibited their products at the Fair and obtained such success that they would not wish to forgo the occasion. Almost every line of the textile industry is represented at this year's Fair. In actual figures, the number of firms exhibiting varies greatly from one speciality to another, especially if one considers the number of firms in each branch. More than ever, this year's Fair will prove the truth of the saying: «The absents are always in the wrong.» So many fundamental changes have had to be adopted of late, that now all producers should take advantage of the facilities offered by the Fair to show how they have solved the problems they have had to face.

What particularly interesting feature is the Textile Group presenting this year? There are a great many firms displaying fabrics and novelty materials of all types. Special mention must however be made of the fine collective displays of the St. Gall embroidery and fine cotton fabric industry. Then come certain well-known marks and brands which have already made their name among the public. The section organized by woollen manufacturers, showing the progress achieved in the utilization of new raw materials, will certainly prove most interesting. Then the leading linen weavers, who have exhibited regularly for several years past, are also well represented this year. Special mention should also be made of the collective exhibition presented by silk ribbon manufacturers. The spinning industry, represented by Switzerland's most important mills, will also be well to the fore. These firms offer new raw materials, new effects and new products which specialists and connoisseurs will certainly watch for in the future. Among these novelties figure yarns for the weaving, knitwear and hosiery industry, and knitting and crochet yarns for the retail trade.

Ready-made garments also feature on a great number of stands. They include ladies' and men's underwear, a range of products from several important overall, working and sports clothes manufacturers. Many jersey and knitwear firms will also be represented. Naturally, certain hosiery mills, whose output capacity is well-known, also number among the exhibitors, together with firms producing fashion accessories. Among the latter figure umbrella, button, zip fastener, belts, bags and needle manufacturers, and many others too numerous to mention here in detail. Further, the Swiss footwear industry will also be widely represented in the Textile Section, thus testifying to the great progress this branch has made, especially in relation to fashion.

Although the Textile Section of the Swiss Industries Fair is unfortunately not yet absolutely representative of the whole of this Swiss industry, it can be assumed that it will grow and expand each year, especially when commercial relations with foreign markets can be re-established, for which the Fair is indeed preparing. In this respect, it is important to note the travelling and passport facilities granted to foreign visitors who wish to attend the great Basle exhibition.

A. G.