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Swiss textiles in the tropics

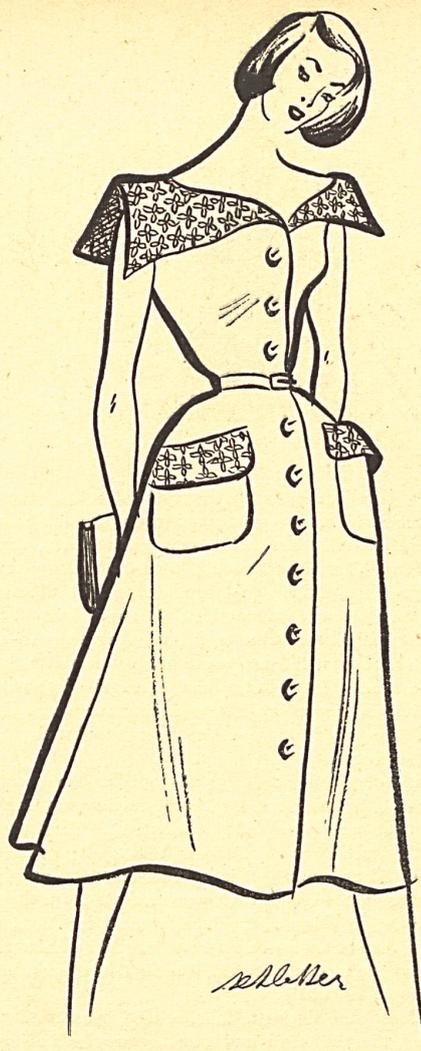
Why is it that in all the countries of the world, with few exceptions, imported articles are always in demand? With regard to Brazil, one can understand that a rigid system of importation created a constantly growing need for a working contact with transatlantic production. However, this factor alone does not suffice to explain the extraordinary demand for Swiss textiles. The reason for the increasing successful production in this industry has authoritative basis, even a basis of necessity, it can be said. Praises which have been directed towards Swiss textile industries in the past are today becoming more and more prevalent. It is important, however, to emphasize once again how indispensable to South American countries — especially those in the tropical zone — their presence is considered.

The kind of life in these countries, so different from that of Europe, puts to a severe test the qualities which one generally demands of a dress or other women's garments. The daintiness and the care with which the European maintains her wardrobe is not typical of this hemisphere. The irreplaceable quality of Swiss material could even survive this handicap if another more malicious and inexorable enemy again did not rage in the littoral countries, in spite of all the precautions which one may take. The atmospheric conditions of these regions are extremely humid, and the rainy seasons which are saturated with a certain acidity, makes no wardrobe able to resist for long without undergoing some change even if minute.

During the good season, the climate continues its destructive wear and tear; it is perhaps this time of the year which produces even greater strain on clothing material. Under the brilliant tropic sun, the way of life, especially in the great metropolitan areas, demands fast dyes and daily washings. But the methods employed in no way help to prolong the duration of these articles which are already placed under such rigorous tests.

The highest quality that one can demand of a piece of cloth under such circumstances is certainly that of coloring. It is because Swiss textiles alone are capable of conforming to this important point that their reputation in the tropics is as great as the consumer-demand for them, not only as luxuries but as necessities.

It seems to us opportune to point up evidence of these facts at a moment when licenses have been



relaxed permitting the entrance of the newest creations, as well as those designated as the most classic of the Swiss textile industries. Among these last, organdy, as usual, holds first place, but it is difficult to say if the importation of plain material surpasses that of embroidered material. In any case, the innumerable varieties of colors as well as the numerous designs of embroidery which have made possible such ingenious patterns have found immediate and indescribable welcome.

When the summer fashions and designs are being created, Swiss materials will, without a doubt, play an important role in the coming season.

Another article which has commanded particular attention in Brazil because of its novelty, is the great choice of handkerchiefs, scarfs and squares, dyed or printed. The latter, with their diversified designs combined with their delicacy color, have demonstrated the limitless possibilities of Swiss manufacture.

In the very near future, we are hoping to see, little by little, the entrance of these articles which have for so long been under ration, and which are even now, awaited with an increasing impatience in Brazil.

Fred Schlatter.