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# Swiss Industries Fair Basle

## *Textile Hall*



Half a century ago, the textile industry was the most important in Switzerland and the exports of its products constituted more than half the total exports of this country. It has since suffered vicissitudes due to wars and crises ; it has known moments of prosperity and depression but, although losing some of its relative importance in Switzerland's trade balance, it has none the less remained one of the principal branches of the economy, since the exports of its products to-day still represent almost  $\frac{1}{5}$ th of the total value of Swiss sales abroad.

The Swiss Industries Fair at Basle has always allotted the textile and clothing industries a place in keeping with their importance in the national economy, and the hall reserved for exhibitors in these fields remains one of the principal centres of attraction of

the great spring fair, not only for the experts but also for the great consumer public. Since 1946 everyone has heard of the fine hall called « Creation », in which is found the quintessence of the latest textile novelties, tastefully presented in a really artistic atmosphere.

Next year, the Swiss Industries Fair, the 36th, which will take place from April 9th to 19th, will be particularly interesting for two reasons : firstly because of the traditional participation of the most important textile concerns, and secondly because the hall « Creation » will be presented in an entirely new manner. This renewal of an already justly famed exhibition promises to be a new attraction for the public, not only for the regular visitors but also for newcomers to Basle.



We reproduce here two views taken in 1951 of the « Creation » hall, which give a idea of the elegance of this exceptional display.