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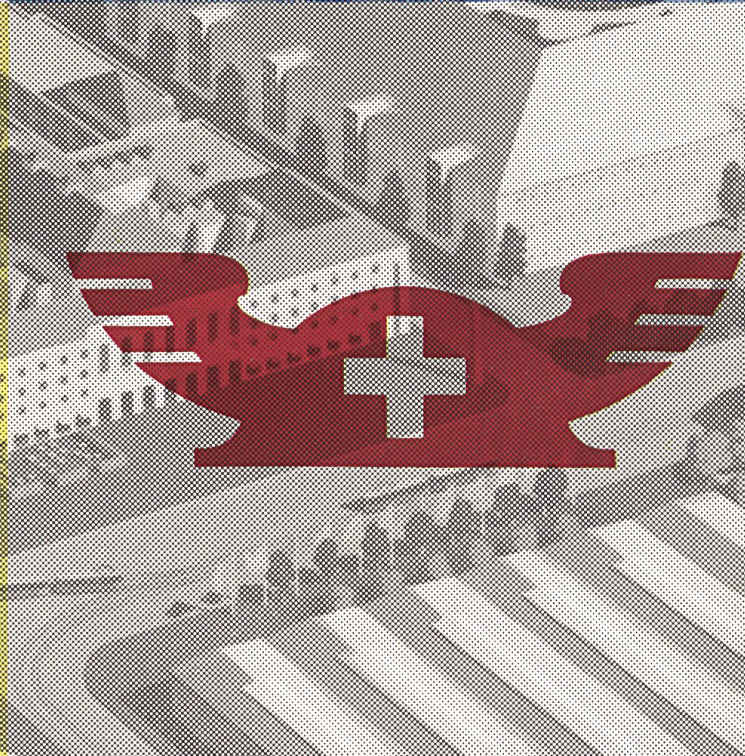
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Swiss Industries Fair Basel

8th-18th May 1954



This year, on behalf of the textile industry and the management of the Fair, I take particular pleasure in inviting trade circles everywhere to come and visit the 38th Swiss Industries Fair which will be taking place from May 8th-18th, 1954. The new Halls 10-21, situated in a large and imposing new building will be inaugurated on this occasion. Those to benefit most by this expansion are the textile groups. Whereas before they were spread over Hall 2 and three floors of Hall 2b, this year they will have at their disposal an area of more than 160,000 square feet of exhibition space on the second floor of the new building, thus making it possible to display to the greatest advantage and on a single floor the wares of some 250 exhibitors.

Abundance and variety are the main characteristics of the contribution of the Swiss textile industry... abundance and variety in the fabrics of cotton, wool, linen, silk, rayon and the new man-made fibres, in the yarns, twists and ribbons, not forgetting the imposing list of finished products such as scarves, ties, hosiery and underwear, knitted wear, lingerie and men and women's ready-to-wear clothing. Most of these articles have already made a name for themselves on markets abroad, for the textile industry is the oldest of Switzerland's export industries and its products enjoy an excellent reputation all over the world. It is therefore only natural that each year specialists should give the greatest attention to the textiles displayed at the Basle Industries Fair. Nowhere else is it possible to find such a varied and complete assortment of the products of the Swiss textile industries destined for markets all over the world.

In addition to the quality of the articles on display, attention should also be drawn to the tasteful way in which the textile group at the Swiss Industries Fair is presented and to which it owes the great interest shown in it by visitors. For many years now the special feature called « Creation » has been a veritable jewel in a setting that is already of a very high artistic level. It is here that the principal firms and associations of the textile and footwear industries show their latest creations in the field of fashion, in a joint exhibition that is both charming and artistic. This special display will be in a somewhat different form in the new hall; it will be completed by an exhibition organised by the clothing industries under the name of « Madame — Monsieur ».

Chemicals for the textile industry and textile machinery also form part of the programme of the exhibition, in which they take it in turns to participate. This year it is the turn of the textile machinery industry to exhibit and it will be presenting its constructions in one of the largest halls, more completely than ever before.

Thus it may fairly be said that the Swiss Industries Fair offers all those interested in textiles a remarkable overall picture of everything that is done in Switzerland in this field and, stepping outside this frame, an invaluable glimpse of the structure of Swiss economy as a whole.



Th. Brogle

Dr. Th. Brogle
Director of the Swiss Industries Fair

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