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Swiss Industries Fair, Basle

*A textil market of international repute
from April 16th to 26th, 1955*

Textiles have always constituted one of the most important trade groups of the Swiss Industries Fair at Basle, right from its beginning in 1917. This group has played a vital part at every stage in the development of the fair, and particularly during the post war years when it became a veritable export market. In fact during the present year, the textile group once again underwent considerable expansion with the opening up of the new premises housing Halls 10 to 21, and now numbers some 240 exhibitors representing the most widely varied branches of the textile industry.

Textiles form part of Switzerland's traditional export products. The craftsmen of the Middle Ages, from whom the modern industries have sprung, despatched their wares to very distant markets. The linens of St. Gall and the silks of Zurich were found at all the great fairs of the period. It may seem incredible and yet it is quite true that Zurich was a silk centre before Lyons and that Eastern Switzerland made cotton goods before England. From this it must not be concluded that there is any right of priority, for in the economic field it is neither age nor the past that counts but what is done in the present. But what the Swiss textile industry does today is quite in keeping with its past achievements. Its present activity is typified by a spirit of initiative, by the quality of its workmanship and a definite spirit of creativeness with regard to fashion. There could be no other explanation for

the volume of its exports. And it is not only a question of outstanding specialities like the embroideries of St. Gall, for example, but of articles of all kinds that are known throughout the world. Wherever beauty and quality are prized above all else, Swiss textile products are to be found.

The Swiss Industries Fair at Basle concentrates in one spot the principal producers of the country in a general exhibition of their products, not what one might call a purely « platonic » exhibition but rather open rivalry on an organised market. Each year a great number of experts in the textile field from all over the world take advantage of the opportunity to come to Basle to see for themselves and make their purchases.

May we remind them that the next Fair will be held from April 16th to 26th, 1955.



Our illustrations: view of a textile display and glimpse in the new textile hall at the 1954 Swiss Industries Fair at Basle.

