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Swiss Industries Fair, Basel

Within the framework of this vast exhibition of Swiss industry where Switzerland's newest products are centralized to give an impressive display of Swiss production, the textile industry obtains an outstanding opportunity of revealing what it can offer to a large circle of buyers from Switzerland itself and from foreign countries as well. In the course of forty years, the industry in question has developed its participation in the Swiss Industries Fair to the position of an industrial display the importance of which extends far beyond the frontiers of Switzerland itself.

Close co-operation between the management of the Fair and industrial circles strives to realize the common aim of improving on past achievements and of doing everything which can be of service to customers in general. For this reason, at the 40th Swiss Industries Fair from 14th to 24th April, 1956, an extensive rearrangement of the textile exhibits will be made in that individual subsidiary groups will be classified more strictly in the main groups to which they properly belong with a view to enhancing the general presentation of the goods offered by more than 200 exhibitors in this section.

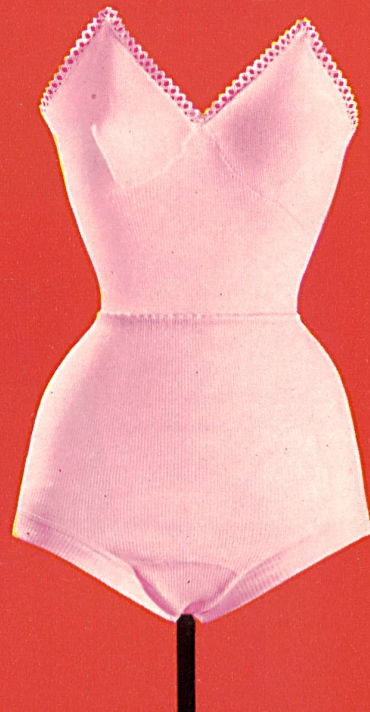
One particular feature of the textile group at the Industries Fair in Basel is the special displays presented by leading manufacturers and associations which give a more thematic touch to the exhibits as a whole. The special exhibit called «Création», which has always been one of the prominent displays of its kind in Basel, will be presented in a completely reorganized style in another hall. The other special exhibit «Madame-Monsieur» will be used by the Export Association of the Swiss Clothing Industry to offer a comprehensive idea of the goods produced by their members.

In addition, 1956 will see the participation of the textile machinery industry, which alternates every second year with the machine tool industry, and which will present a complete range of the latest kinds of machinery produced by this industry. In this way the forthcoming exhibition will enable visitors to obtain an excellent idea of manufacturing activities in the textile industry right from the raw materials up to the finished products.

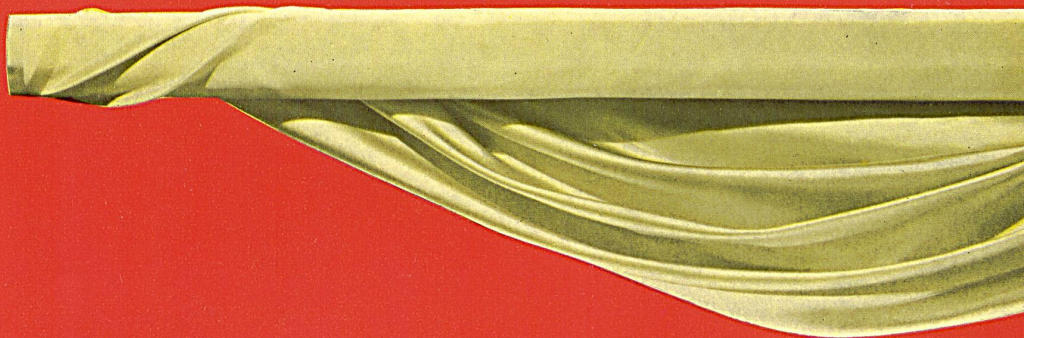
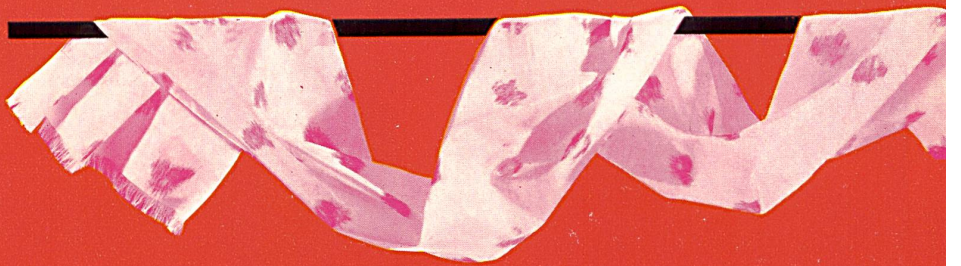
On behalf of the exhibitors and the Fair Management I extend herewith to all those interested in the textile industry a cordial invitation to visit the Swiss Industries Fair 1956.

H. Hauswirth

*Dr. H. Hauswirth
Director of the Swiss Industries Fair*



14th to 24th April,
1956



Fritz Bühler