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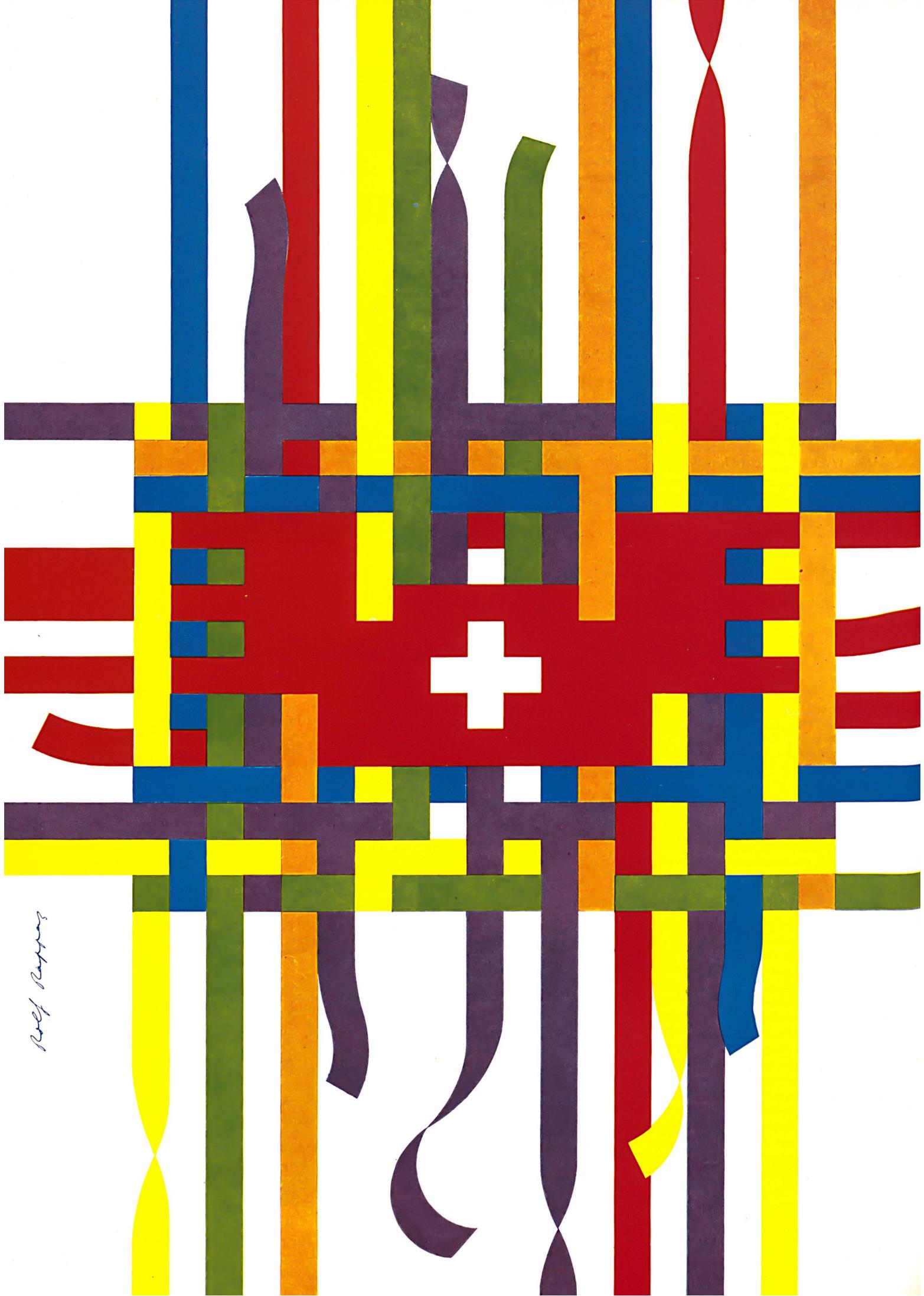
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Rolf Rappert

42nd Swiss Industries Fair Basle

12th to 22nd April 1958

It gives me very great pleasure to extend, on behalf of the management and the exhibitors, a cordial invitation to the readers of *Textiles Suisses* to visit the 42nd Swiss Industries Fair from 12th to 22nd April 1958.

This 42nd exhibition of Swiss Industries will be even more important than the one which took place in 1957, which was attended by 30,000 foreign visitors from 90 different countries. As a result of the construction of a new hall with an area of 43,056 sq. ft, the total exhibition area available will be increased to 1,375,000 sq. ft. The number of exhibitors will exceed 2300. Thus, the wide range of goods presented by the 17 different groups will be even more complete than before.

One of the outstanding export industries which will take part and help to maintain the international level of the Industries Fair in Basle will be the textile industry, which will be represented by a comprehensive display in which something like 250 exhibitors will seek to attract the attention of customers in this particular trade.

In addition, there will be a striking display of the specially attractive exhibit « Cr ation » and « Madame-Monsieur » which will place special emphasis on the latest fashions presented by the leading export associations in the textile and garments industry, importance being attached to a more thematic presentation intended to bring out the high quality of the goods presented.

Swiss Embassies, Legations and Consulates, together with Swiss Chambers of Commerce in foreign countries and the representatives of the Swiss Office for the Development of Trade and the Swiss National Tourist Office will be happy to provide those interested with additional information, prospectuses, identity cards and copies of the official catalogue.

H. Haurwitz

Director of the Swiss Industries Fair