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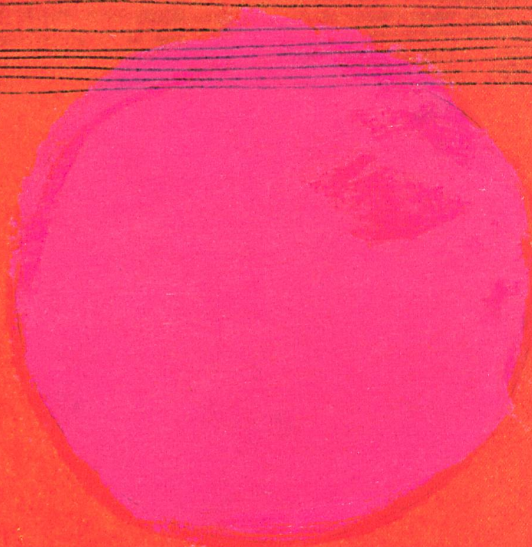
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textiles suisses



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TEXTILES SUISSES

Fabrics Clothing Accessories

**Special extra number
published on the occasion of
the Swiss National Exhibition
Lausanne 1964**

FOREWORD

A HUGE STOCK-TAKING AND AN ENTHUSIASTIC PLAN OF ACTION, THE SWISS NATIONAL EXHIBITION 1964 IN LAUSANNE MAKES IT NECESSARY FOR OUR PERIODICAL TO SCAN THE HORIZON AND DETERMINE THE POSITION OF THE TEXTILE AND CLOTHING INDUSTRIES IN SWISS PRODUCTION, AND IN THE WORLD. IT IS AN OBLIGATION IT OWES VISITORS TO THE « CLOTHING AND JEWELLERY » SECTION, FOR WHOM THIS SPECIAL NUMBER IS TO BE NOT JUST A SOUVENIR BUT A PLEDGE FOR THE FUTURE. WE ARE ALL INVOLVED SINCE CLOTHES ARE A NECESSITY FROM WHICH NO ONE CAN REMAIN ALOOF; TRANSCENDING DIFFERENCES IN LATITUDE, CLOTHING IS A LINK BETWEEN THE PEOPLES OF THE WORLD, FASHION BEING THE ONLY INTERNATIONAL RULE WHOSE DICTATORSHIP IS UNANIMOUSLY AND GLADLY ACCEPTED. THAT IS WHY THIS NUMBER, INTO WHICH HAS GONE SO MUCH GOOD WILL, WILL BE OF INTEREST TO ALL AND OF USE TO MANY.

THE FIRST SECTION — INFORMATIVE OR SOUVENIR — PRESENTS THE « CLOTHING AND JEWELLERY » DISPLAY AT THE EXHIBITION;

THE SECOND SECTION OFFERS AN OVERALL PICTURE OF THE PRESENT POSITION OF THE SWISS TEXTILE AND CLOTHING INDUSTRIES:
FOR SOME, A NEW FIELD WITH THE PROMISE OF FASCINATING DISCOVERIES,
FOR OTHERS, A USEFUL REMINDER AND CLARIFICATION;

THE THIRD SECTION, FINALLY, ILLUSTRATES AND DESCRIBES, IN AMUSING VEIN, FOUR CHARACTERISTIC MOMENTS OF PARIS FASHIONS DURING THE LAST HALF CENTURY, AT THE SAME TIME EMPHASIZING THEIR RELATIONS WITH SWISS PRODUCTION.

TO CARRY OUT THIS PLAN, A VAST AMOUNT OF MATERIAL HAD TO BE COLLECTED, THEN RUTHLESSLY PRUNED, LEAVING ONLY A FEW REPRESENTATIVE EXAMPLES. THE CHOICE WAS SOMETIMES ARBITRARY BUT DICTATED MAINLY BY THE NEED TO BE BRIEF. WE HOPE HOWEVER THAT THIS NUMBER, IN ITS FINAL FORM, WILL SERVE TO BRING BACK HAPPY MEMORIES TO SOME AND BE A SOURCE OF INTERESTING INFORMATION TO ALL. WITH THIS HOPE AND AMBITION, WE SPEED IT ON ITS WAY

ALBERT MASNATA
DIRECTOR OF THE SWISS OFFICE FOR THE DEVELOPMENT OF TRADE

CHARLES BLASER
CHIEF-EDITOR

This special extra number of the periodical

TEXTILES SUISSES

is published in Lausanne

by the Swiss Office for Development of Trade (SODT), Lausanne and Zurich.

Collaborators

The following associations have helped in the execution of this number:

Association des fabricants suisses de soieries, Zurich
Union suisse des exportateurs de broderies, Saint-Gall
Union suisse des filateurs, retordeurs et tisseurs de coton, Zurich
Association suisse des marchands de filés et des exportateurs de tissus, Saint-Gall
Association des fabricants suisses de soie artificielle, Zurich
Association suisse de l'industrie lainière, Zurich
Association des industriels suisses du lin, Berne
Association suisse des fabricants de rubans de soie, Bâle
Association suisse de l'industrie du blanchiment, de la teinture et de l'impression textile, Zurich
Syndicat suisse des exportateurs de l'industrie de l'habillement, Zurich

See page 62 for the list of firms that have assisted this number financially and whose advertisements appear at the end.

Editors - Publishers

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Chief editor

Robert Chessex
Editor

Otto Held
Secretary

and various authors in the service of the trade associations concerned.

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Other SODT Publications

On the occasion of the Swiss National Exhibition, Lausanne 1964, the same office also published the following:

Introducing Switzerland

Enriched with numerous illustrations in black and white and in colour, this book with its text by Mr. Olivier Reverdin, National Councillor, describes the many facets of Switzerland and Swiss life. Editions in English, French, German, Italian and Spanish. Price: Fr. 7.—.

Switzerland and her Industries

An illustrated informative booklet on the Swiss economy and production: editions in English, French and German, Price: Fr. 3.—.

as well as special numbers of the regular periodicals:

Swiss Technics

No. 1/1963: Machine Tools

No. 2/1963: Textile Machinery

No. 3/1963: Electrotechnics

No. 1/1964: The Machinery and Apparatuses Industry at the Swiss National Exhibition

Each of these numbers is published in five separate editions (English, French, German, Portuguese and Spanish).

Swiss Industry and Trade

No. 1/1963:

No. 2/1963:

No. 3/1963:

No. 1/1964:

No. 2/1964:

The Activity of Swiss Engineering Offices Abroad
The Efficiency of Swiss Civil Engineering Contractors

The Swiss Aluminium Industry

Switzerland and Space Research

The Swiss Foodstuffs Industries — Domestic Equipment and Appliances — Swiss Watchmaking

The Graphic Arts in Switzerland — The Swiss Paper Industry — Office Machinery

All these publications and other similar works are available on request from:

Swiss Office for the Development of Trade, 18, rue de Bellefontaine, Lausanne 1