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A highlight of the 24th Swiss Export Week, Zurich

On the occasion of the 24th Swiss Export Week, the Exporters Association of the Swiss Clothing Industry were kind enough to invite their Swiss and foreign friends, in particular the many buyers visiting Zurich at the time, to an evening party on the Lake of Zurich, a very pleasant repetition of the first excursion of this kind organised in 1951. In spite of the unpromising weather of a disappointing Spring, so many people accepted invitations that in order to accommodate the more than five hundred guests two boats had to be chartered instead of one as originally planned. Gaiety and high spirits reigned on the two boats, to the accompaniment of lively orchestras, and the buffet was as popular as it was well laden; the rolling and pitching in no way discouraged the dancers or lessened the enjoyment of this party which was honoured by the presence of Mr. E. Landolt, Mayor of Zurich. It is very gratifying to see events of this kind bring entertainment and relaxation into the absorbing round of business; we feel sure therefore that we are speaking on behalf of all who took part in the excursion organised by the Exporters Association in congratulating and thanking this organisation for the pleasant way in which it interprets its role.

1. In the centre, Mr. E. Landolt, Mayor of Zurich; left, Mrs. H. Bartenstein.
2. Professor A. Bosshardt, Head of the Exporters Association of the Clothing Industry and Mrs. Bosshardt.
3. In the centre, Mr. P. His (His & Co., Murgenthal), President of the Exporters Association of the Clothing Industry.
4. In the centre, Dr. H. Bartenstein (Macola Ltd., Zurich), chairman of the Swiss Association of Clothing and Lingerie Manufacturers.
5. From right to left, Mr. E. Reber (Victor Tanner Ltd., St-Gall), a member of the editorial board of «Textiles Suisses», Miss T. Melanson, Montreal, Mr. Ch. Blaser, editor of «Textiles Suisses», Mrs. W. Boser, Mr. W. Boser, a collaborator of «Textiles Suisses».
6. Strictly forbidden to touch the alarm bell!



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