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Special publication of the

Swiss Office for the Development of Trade, Zurich and Lausanne

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Swiss Industries Fair, Basle

As in the past few years, the display of Swiss textiles will lend a distinctive note to the 1945 Swiss Industries Fair (April 14th—24th). This feature is all the more noteworthy, as it is precisely in this branch of Swiss industry that many firms can no longer produce to their full capacity, owing to the almost insurmountable difficulties they have to face as regards raw material supplies.

The textile, fashion and no less remarkable footwear industries are to be grouped in Hall II, the colour scheme of which is most fitted to harmonize with the bright, gay colours of their products ; and here, once again, abundant proof will be given of the really extraordinary efforts made by these industries to maintain Switzerland's world reputation for quality goods.

In Hall IX the Swiss textile machine industry, whose well-arranged and judiciously chosen display last year proved a revelation to connoisseurs, will testify to its surprising development ; this branch of industry can, in effect, claim the honour of being the true parent of the Swiss machine industry which, in turn, has achieved such a degree of perfection as to have secured for itself a prominent place on world markets.

The present number of *Swiss Textiles*, that tastefully edited journal, has once again been placed at the service of the Textile Section of the 29th Swiss Industries Fair, and its support is gladly welcomed by the Board of the Fair. We feel justified in believing that the hopes we place in this pleasant co-operation will be realized to the full.

Swiss Industries Fair, Basle

The director :

Dr. Th. Brogle

Prof. Dr. Th. Brogle