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Chile

Although South American markets are often somewhat inaccessible to Swiss textile products, it should be mentioned that the difficulties are purely economic and financial in nature, some countries seeking rather to protect a rising national industry, others, such as Chile in parti-



Miss Figueroa wears a white swiss organdy dress, MODEL MAR-BLAS, Santiago of Chile.

cular, suffering mainly from a shortage of foreign currency. However, because of its fondness for ornament and beautiful things, the Latin American market remains attractive to Swiss manufacturers of embroideries, silks, fine embroidered and printed cottons, etc. An improvement in import conditions would rapidly lead to the reappearance on these markets of the quality products typical of the Swiss textile industry. In spite of the present situation however, let us note with satisfaction that one still meets with these products in Latin America, where they uphold the prestige of Swiss production.



MAR-BLAS

Two afternoon dresses made in Swiss fabrics showed in Santiago of Chile

MAXIM

