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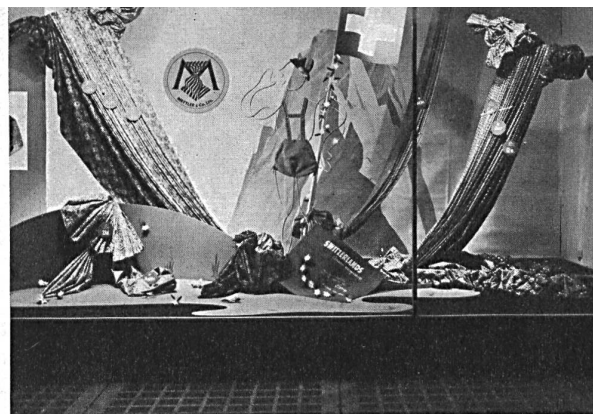
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Swiss textiles down under

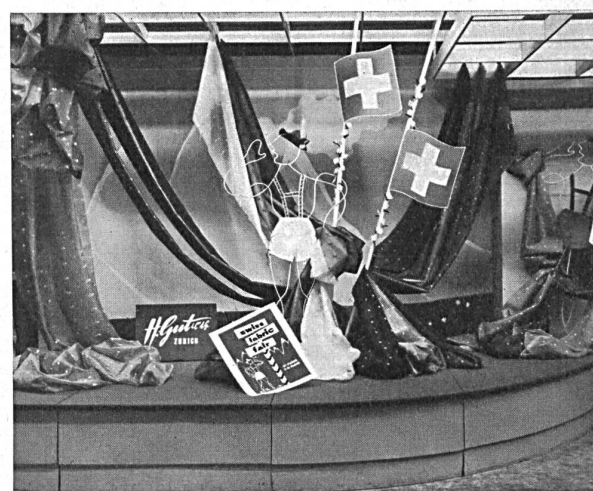
A century ago, when Switzerland's textile industries were already thriving concerns, Melbourne was only a primitive colonial settlement. Today, this capital of Victoria is a metropolis with more than a million and a quarter inhabitants, who no longer have to clear away the brush and can enjoy all that the civilisation of older countries has to offer them. That is why they are so fond of fine fabrics and at the same time have a very real appreciation of good quality.

Swiss silk, nylon, rayon, staple fibre and cotton fabrics are therefore already well known on this huge market of Australia. The managers of the big department store, the «Myer Emporium» of Melbourne, considered however that it would be a good idea to show their customers a special display of Swiss quality fabrics, of the types most suited to the Australian climate. This display met with such success, exceeding all expectations, that the organisers decided to repeat it in 1954 on a considerably larger scale.

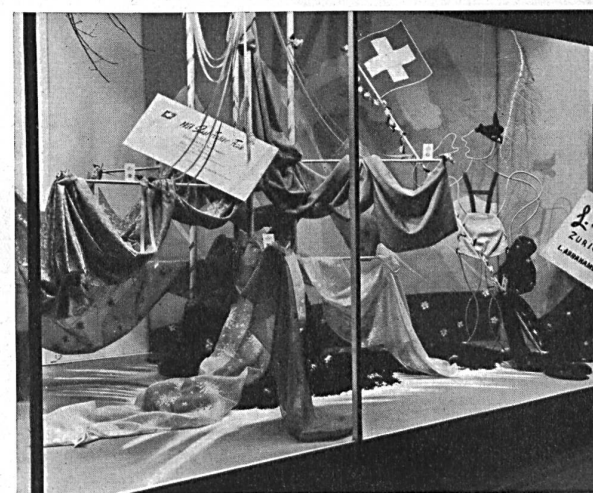
The second «Swiss Fabric Fair» therefore was held at the Myer Emporium from July 19th to 26th. It consisted of a rich range of fabrics four times greater than that of 1953, supplied by twelve of the best firms of Zurich, Saint Gall and Winterthur, and took up a whole wing of the shop. A cleverly conceived modern display with a profusion of Swiss flags gave the exhibition a particular and easily recognisable touch, and the greatly enlarged labels of the fabric manufacturers displayed on each stand gave the necessary proof of authenticity. Three times a day, mannequins presented afternoon, cocktail and evening dresses, suits, outfits, etc. made of the fabrics on display. Let us add that the opening ceremony, which was attended by the cream of Melbourne society and the Swiss colony, was under the patronage of the Swiss Consul. This event, which was the biggest exhibition of Swiss fabrics ever shown in a shop in Australia and perhaps even in the world, was a very great success, not only from the point of view of the interest shown, but also with regard to sales and, which is no less appreciated, goodwill.



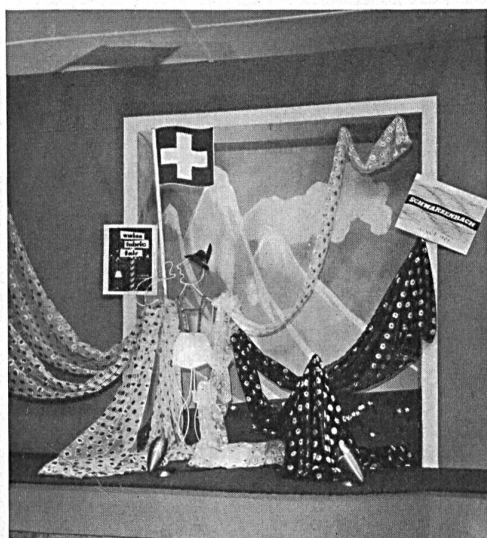
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