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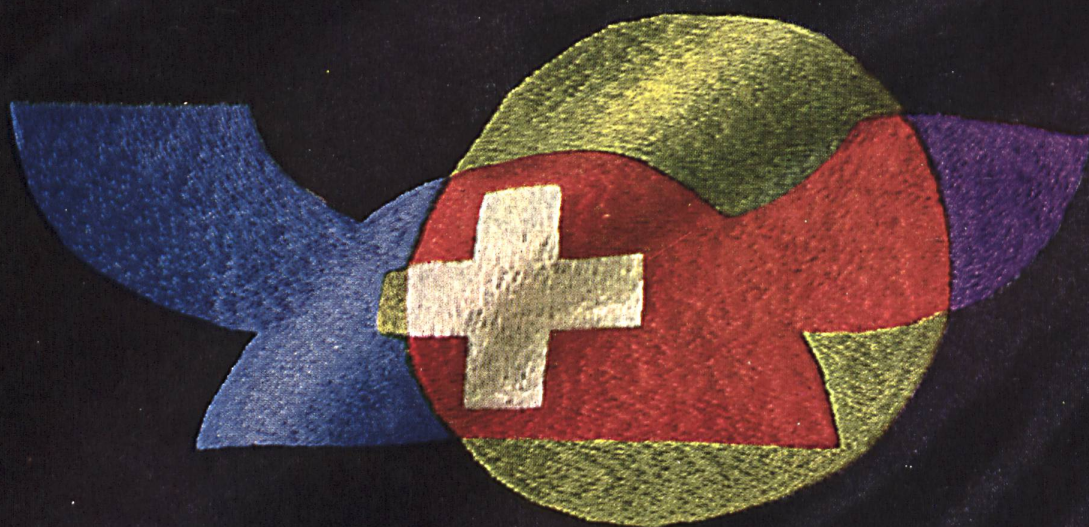
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27th April – 7th May 1957

Swiss Industries Fair Basel

There will be something like 2300 exhibitors at the 41st Swiss Industries Fair which will be held from 27th April to 7th May, 1957. I have much pleasure in extending a special invitation on behalf of the 250 exhibitors in the textile and clothing industry to the readers of this journal. They will find in Basel a display of goods able to satisfy the most exacting tastes. Making full allowance for the principle of the international division of labour with its resulting free competition, Switzerland long ago decided to assume the important task of specialising in certain lines of production notably those involving goods of high-class quality.

In addition to the 200 and more individual stands in the textile group there will be special attractions such as the two outstanding displays "Creation" and "Madame – Monsieur", the former being a joint exhibit of the embroidery and the silk goods, woollen goods and cotton goods industries in all their aspects of the processing of these materials, and of the dealers in yarns and the exporters of piece-goods together with a footwear manufacturer of international fame, whilst the latter exhibit will be devoted to the clothing industry which, in the last five years, almost doubled its export turnover by increasing the figure from 50 to over 90 million francs. Further interest will be aroused amongst the experts by the prominent display of textile machinery.

Such a widespread and valuable display of goods is bound to attract large numbers of visitors to the Industries Fair and, with a view to assisting visitors, the Swiss Legations and Consulates, Swiss Chambers of Commerce and the representatives of the Swiss Office for the Development of Trade and of the Swiss National Tourist Office in foreign countries will be pleased to supply additional information, prospectuses, identity cards and copies of the official catalogue. In the Fair premises there will be numerous special services available to enable our foreign guests, to whom we here and now extend a most cordial welcome, to make their visit both pleasant and profitable.

H. Haurwilt

Director of the Swiss Industries Fair