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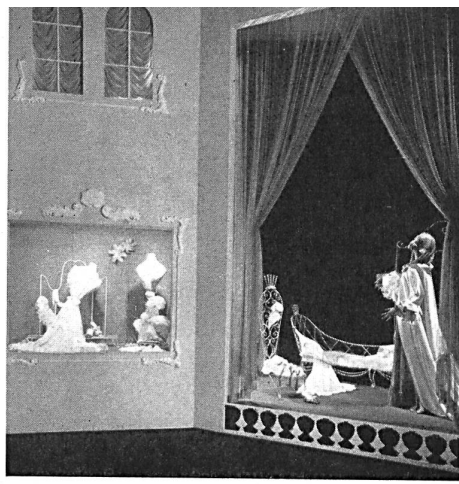
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Madame-Monsieur

By giving a small but representative glimpse of Swiss ready-to-wear clothing production in the « Madame-Monsieur » salon at the Basle Fair, the Exporters Association of the Swiss Clothing Industry wished to demonstrate the truth of the slogan : « Fashion, a Swiss export article ». And it succeeded in its aim, first of all by quoting a few figures, of which we will mention only that concerning Swiss clothing exports, i.e. 105 million francs' worth in 1957 as opposed to 44 million in 1950 (U.S. \$ 24.5 million - 10.25 million). The most interesting part of the demonstration however was an exhibition of practically all the articles made in Switzerland in the field of clothing, men's and women's garments, underwear, shirts, women's lingerie, footwear, hats, stockings and knitwear, children's and infants' wear, sportswear, etc. presented in various very amusing settings.



