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An exhibition of Swiss goods was held in the showrooms of the "Magasins Réunis de l'Est" at Nancy from April 23rd to May 9th, organized by the French company "La Citadelle", which each year commemorates the anniversary of the battle of Nancy. Thanks to the kind assistance of the Swiss Consulate in Strasbourg and the Commercial Department of the Swiss Embassy in Paris, the organizers met — in both Switzerland and France — with all the collaboration necessary for the success of their enterprise. In the field of textiles, let us note the part played by the Office for the Promotion of the Swiss Cotton and Embroidery Industry in St. Gall and the Zurich Association of the Silk Industry in Zurich as well as agents for Swiss products in France. The technical side of the exhibition was carried out by the decoration department of the "Magasins Réunis de l'Est"; the publicity achieved by this exhibition was considerable and both the local and regional press were lavish in their praise.

Swiss Exhibition at Nancy (France)



Swiss Cotton and Embroidery Industry, St. Gall



Swiss Silk Industry, Zurich

(Photos J. Scherbeck)