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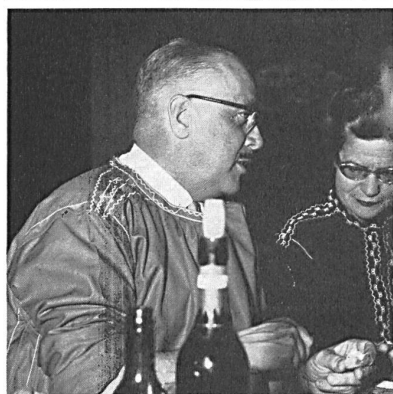
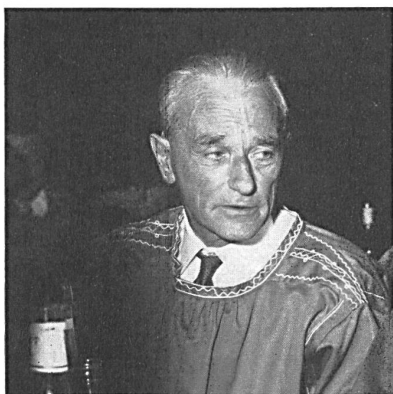
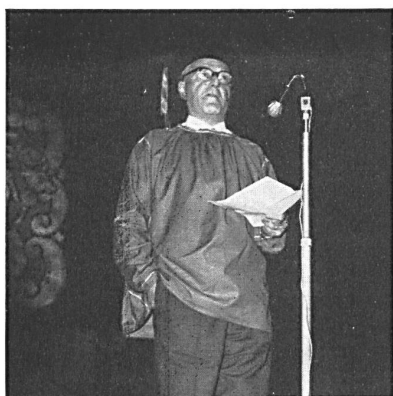
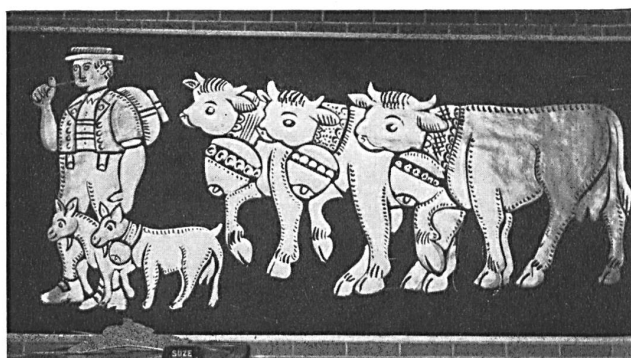
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Ready-to-Wear Manufacturers in Uniform!

We hasten to reassure our readers, this has nothing to do with a militarization of the Swiss clothing industry! We are referring simply to the memorable evening of folk dancing and music at Erlenbach (near Zurich), on a damp



April 30th, attended by the ready-to-wear manufacturers belonging to the Exporters Association of the Swiss Clothing Industry and their foreign clients on the occasion of the 42nd Swiss Export Week. To create the right atmosphere from the start — after refreshments served on board the comfortable motor vessel taking guests and their hosts from Zurich to Erlenbach — the organizers suddenly produced a seemingly unlimited selection of cowherd's smocks from Appenzell, in all shapes and sizes, in black or bright colours and decorated with the traditional embroideries, so that in a twinkling of an eye the Swiss manufacturers, their clients and guests, including among others the Mayor of Zurich, were able to dress up for a few hours in fancy dress. The uniform for the evening was however a cool and peaceful one, which everyone could take home with him as a souvenir and which contributed not a little to the success of this charming party during which, in the course of an excellent dinner, performances by flag throwers, Alpine horn players, yodelers, etc. alternated with dance music. It should be added that the banqueting hall was attractively decorated entirely with folklore subjects by the interior decorator Leutenegger. The decoration and entertainment, which was a great success, was graciously offered by Heberlein & Co. Ltd., of Wattwil.

The Professor Dr. A. Bosshardt, Manager of the Swiss Fashion Exporters' Association, Zurich
 Dr. Paul Stein, Manager of the Swiss Association of Embroidery Exporters, St. Gall
 Dr. B. Meyer, Manager of the Publicity Centre of the Swiss cotton and embroidery industry, St. Gall
 Mrs. Meyerhofer, private secretary of the Manager, Swiss Fashion Exporters' Association, Zurich
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