

Swiss textiles at the 1941 swiss industries fair

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Swiss Textiles

at the 1941 Swiss Industries Fair

THE organization committee of the Swiss Industries Fair has set itself the task of creating a new setting for the Jubilee Fair to be held from April 19th to 29th, 1941.

The Swiss textile industry and its various branches are accordingly conforming to this new arrangement. Their main feature at the coming fair will not be a Fashion Salon as in previous year, but a new collective display called

FASHION AND TEXTILES

Both from a commercial and technical point of view, this section will form a central point, around which will be grouped the whole wealth of a rich and well-chosen selection of high-quality industrial and handmade products of the Swiss textile industry.

The «Fashion and Textiles» group will be presented in Hall II as homogeneous, attractive and varied whole. Numerous applications from prospective exhibitors have already been received, among whom are many leading Swiss firms.

Next year's Industries Fair will assemble textiles, clothes, millinery, footwear — indeed all articles pertaining to fashion — in a choice display, which will offer both home and foreign buyers a comprehensive view of Swiss quality products and their industrial adaptation to the requirements of the day.

Silk Gauze

A High-Class Swiss Product

SILK gauze is by no means an article of fashion. In spite of the excellence of the raw material from which it is made, it is not one of those bewitching fabrics, whose beauty delights the eye. It is, on the contrary, intended for every-day use in corn mills, being of inestimable value for sifting flour. Its wonderfully even texture and its durability are qualities that have won world-wide fame for this material.

More than a century has elapsed since the beginnings of the silk bolting cloth industry in Switzerland, the cantons of St. Gall and Appenzell having been the chief centres of the trade from the very first. It has remained a home industry to a very large extent, its accurate and first-rate qualities being due chiefly to the inborn skill that has been handed down from generation to generation, as well as to the favourable climatic conditions of this part of the country.

The term «Swiss Silk Gauze», though at first merely intended to designate its origin, now is synonymous with high-class quality. In every quarter of the globe, wherever corn is grown and flour made, we find that Swiss Silk Gauze is preferred to all other materials of this kind. This is also the case in the chemical and glazing trades, in fact everywhere where the highest degree of perfection is an essential. Silk Gauze weaving thus occupies a prominent position among the Swiss export industries.

A still wider scope for the use of silk gauze has been discovered in the course of the last few years. Its features, as belonging to the textile trade, have come to the fore, so that this fabric now also plays a part on the stage in the theatre of Fashion, even though it be but a modest part behind the scenes. A large number of the gaily coloured designs that make modern fabrics so attractive have for some time past been produced by means of a new textile printing process, called «Film Print». The fact that Swiss Silk Gauze is a valuable aid in making printing-blocks of the first quality for this process, a fact known to the initiated only, adds still further to its market value.

W. G.