

# Ready-made wear

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## Ready-Made Wear

18<sup>th</sup> Swiss Export Week

The manufacturers affiliated to the « Swiss Export Week » presented their autumn and winter models to their foreign clients in Zurich from June 4th to 9th. Dresses, suits, coats, blouses, hosiery, jerseys, sportswear and children's wear were on the whole warmly received. Buyers came principally from Sweden, Holland, Belgium, England, Luxemburg and France, and some from Germany and even South Africa.

The progress due to the liberalisation of trade is appreciable and encouraging but it must nevertheless be said that there is room for yet more progress in this direction as far as Swiss ready-to-wear clothing is concerned.

In order to provide fitting entertainment for clients from abroad, the committee of the Export Week organised a cruise on the lake on Wednesday, June 6th, in which Swiss buyers and members of the press also took part. The mayor of Zurich,

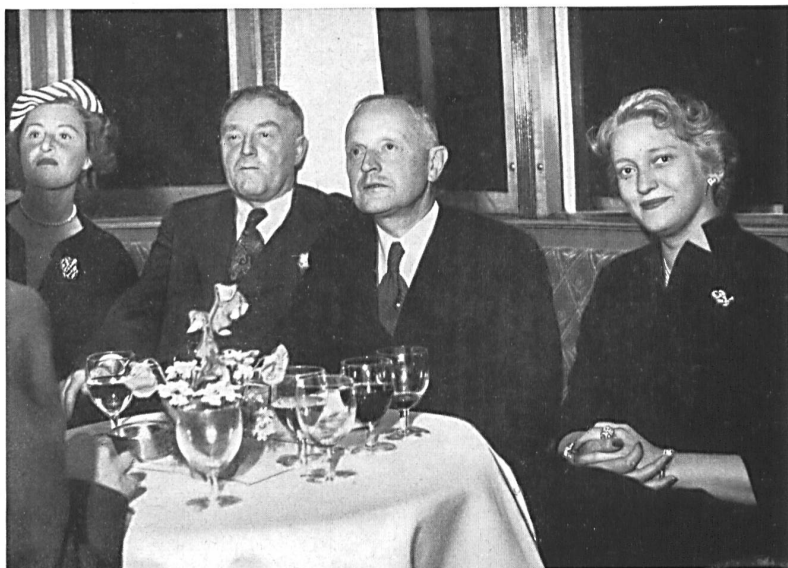
Mr. Emile Landolt, also honoured this event with his presence.

All those taking part enjoyed themselves so much that when it was time to put back into port, the S. S. « City of Zurich » had to prolong her cruise for nobody wanted it to end. The weather was fine and the night mild — a rather rare occurrence this spring ! The refreshments were excellent, there was dancing on board and a healthy spirit of gaiety prevailed. To add to the pleasure of the guests the municipality of Zurich had arranged for the town to be lit up, which presented the unforgettable spectacle of a town sparkling like a jewel with all its lights in the dark setting of the night.

The Committee of the Swiss Export Week and Swiss Ready-to-Wear Manufacturers affiliated to it are to be heartily congratulated on the brilliant success of this event and deserve the thanks of all those who took part for their generous invitation.

From left to right : Mrs. Paul Götschel, Prof. Dr. A. Bosshardt, director of the Exporters Association of the Swiss Clothing Industry, Dr. E. Landolt, mayor of Zurich, Mrs. H. Bartenstein.

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Victor Bollag, Zurich

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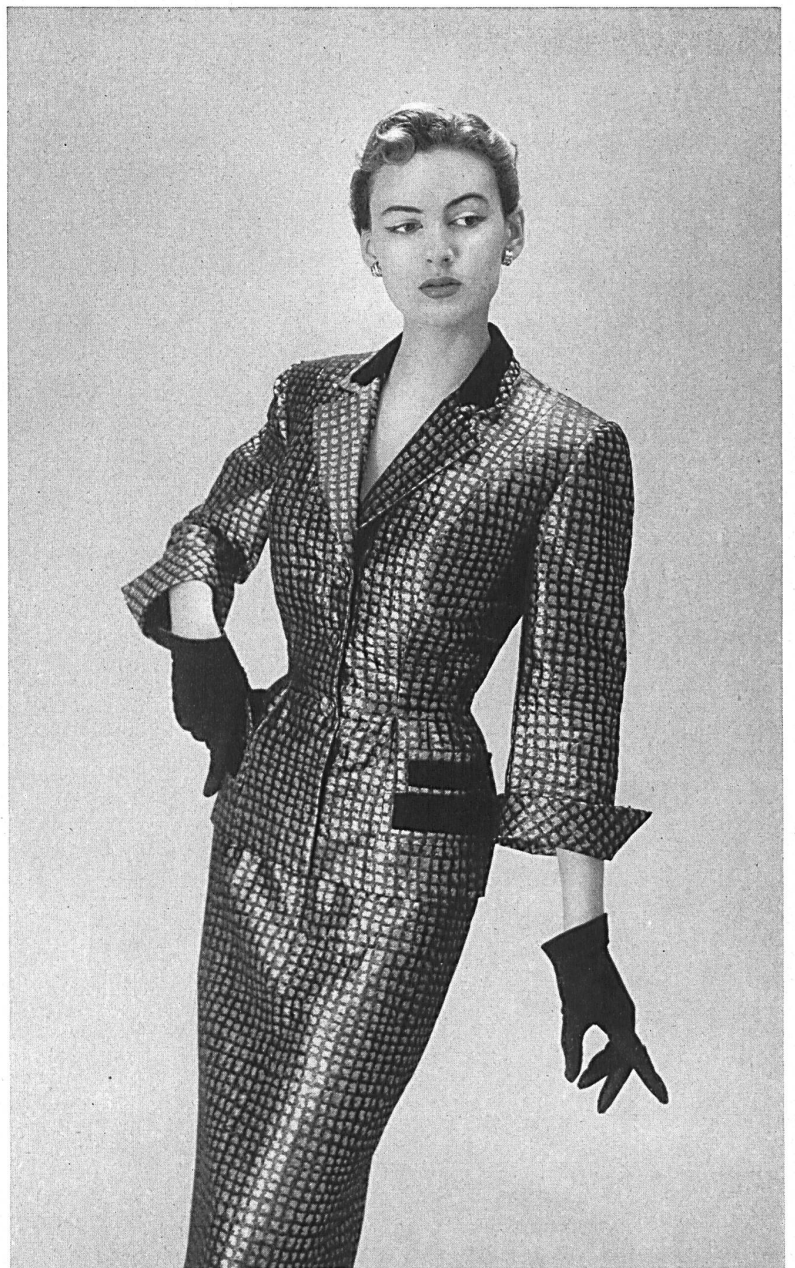


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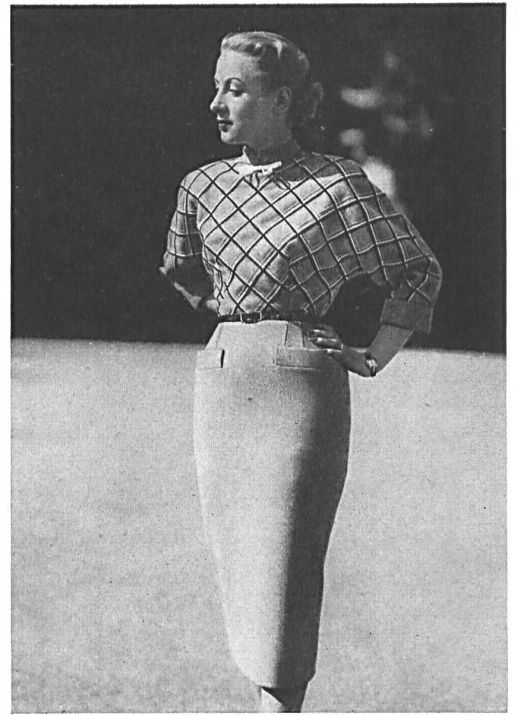


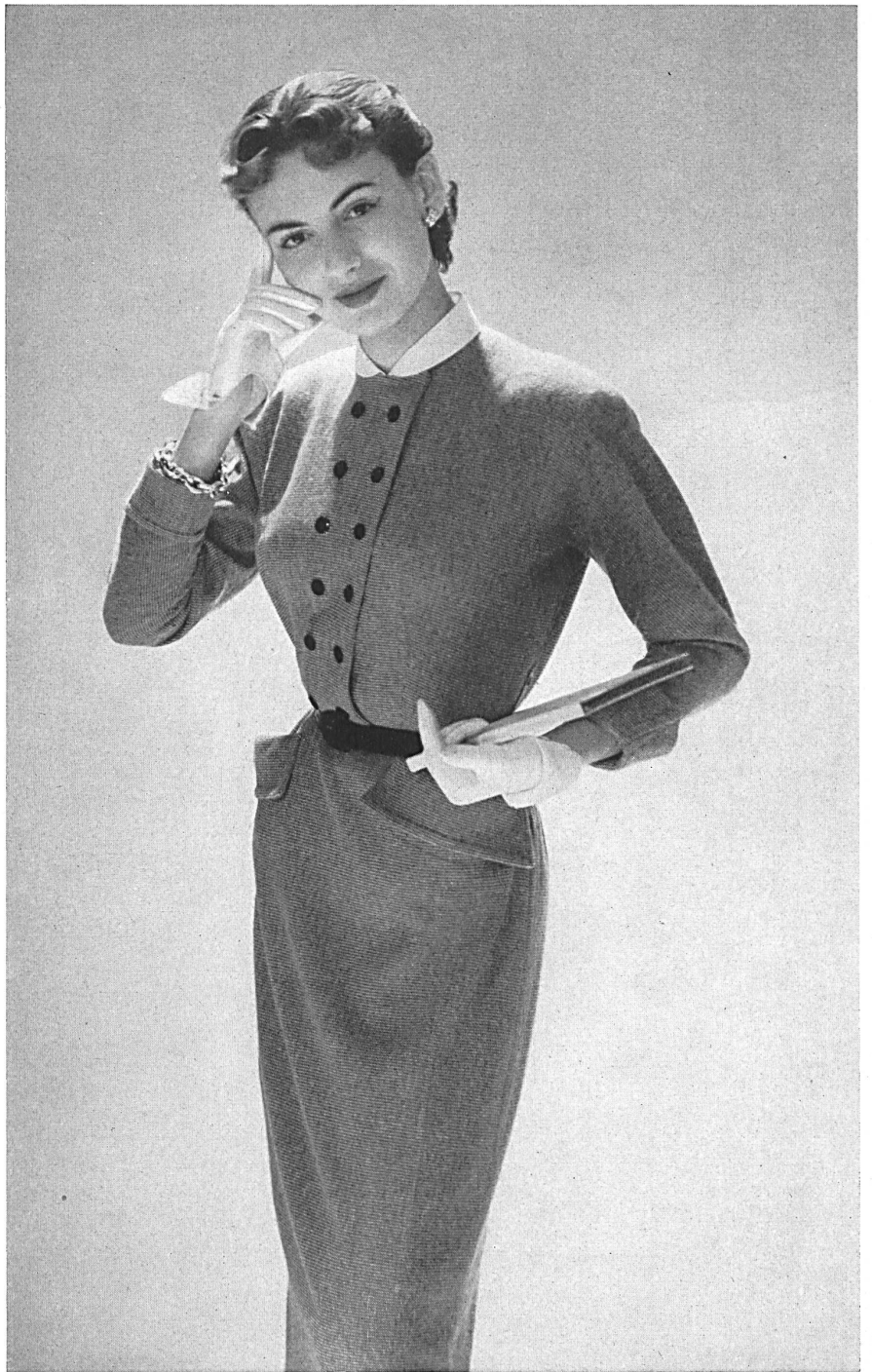
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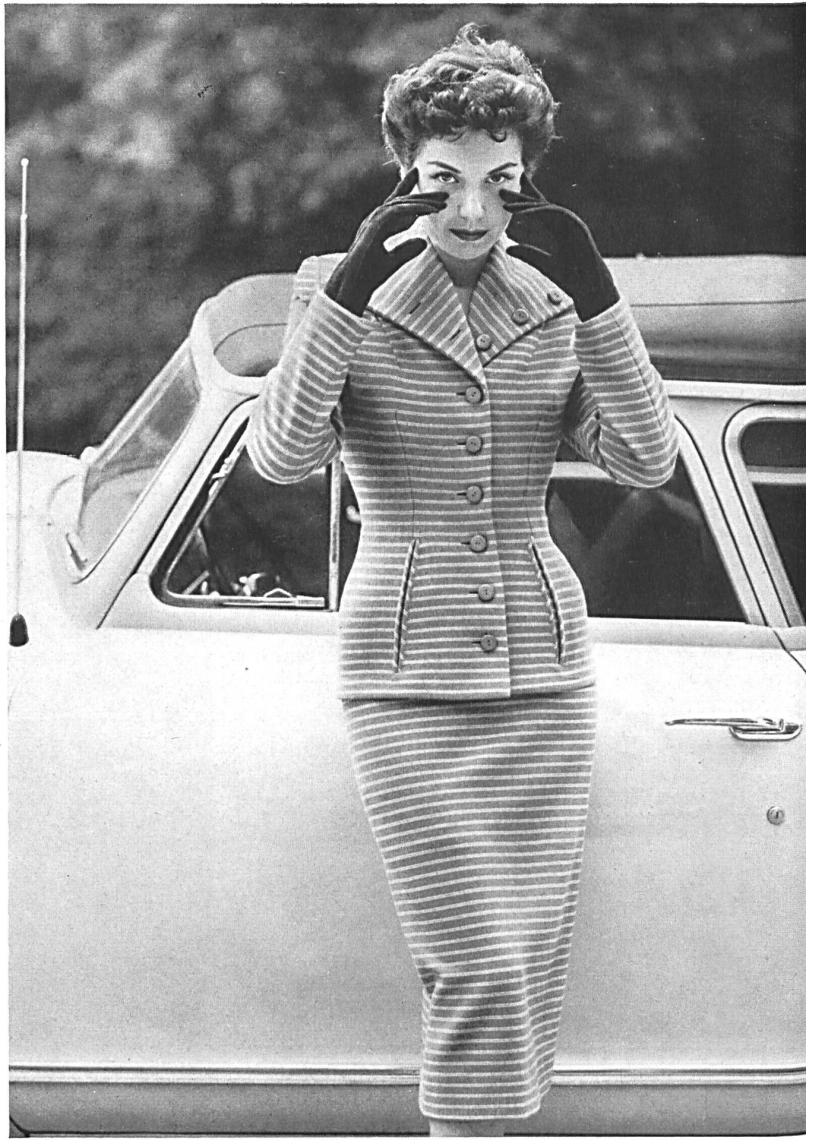


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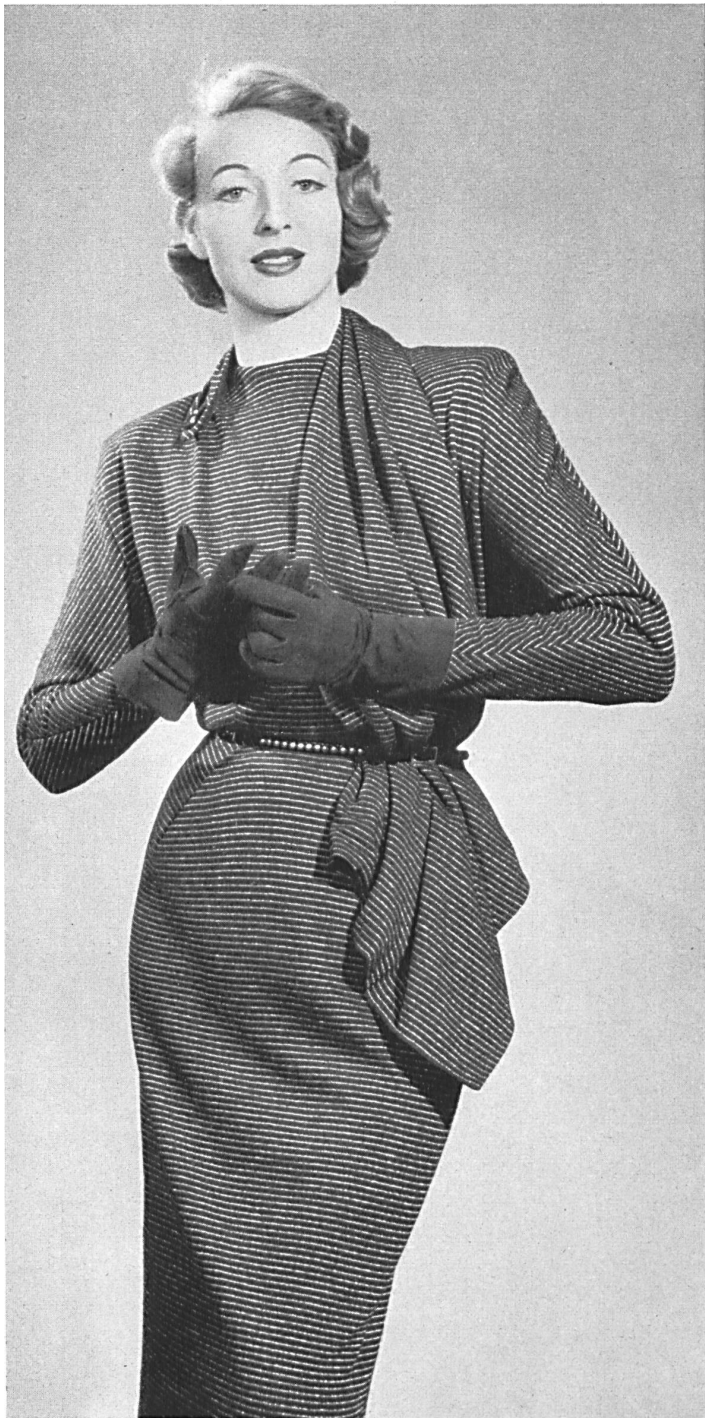


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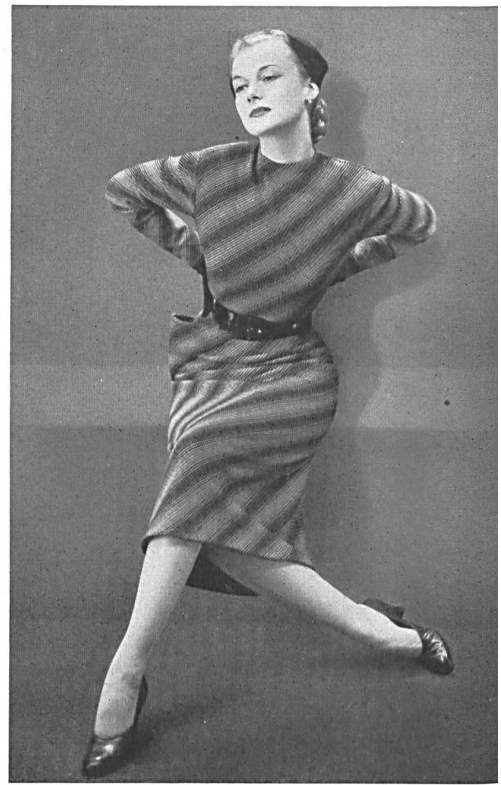
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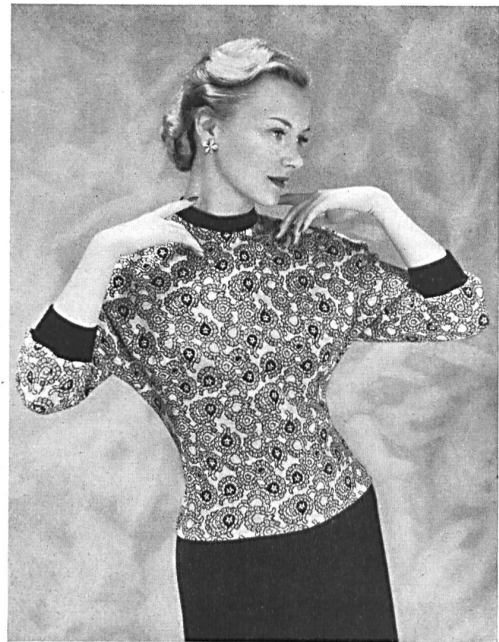


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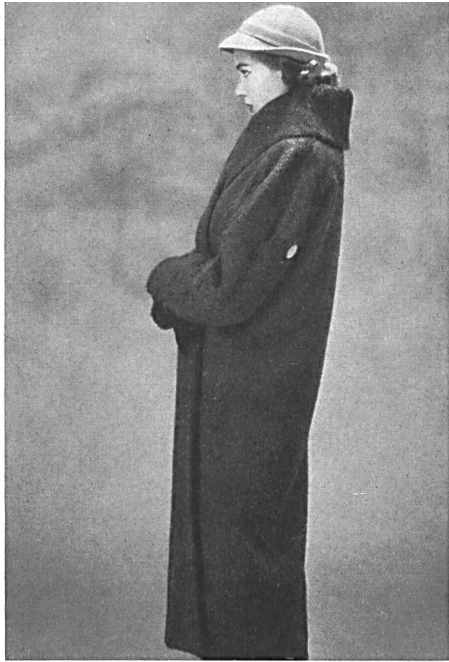
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