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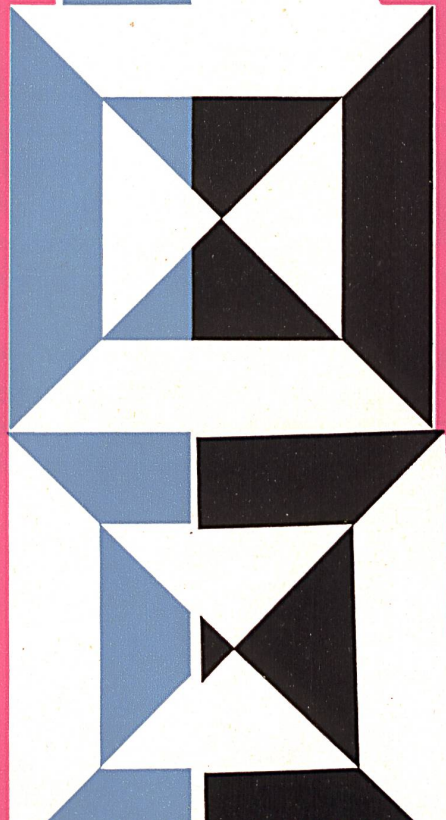
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Swiss Industries Fair Basle 11th - 21st April 1953



EXHIBITION

Preparations for the 37th Swiss Industries Fair, to be held from April 11th - 21st this year, have been in progress for several months now, not only at Basle, but also in some 2200 firms spread throughout the whole of Switzerland. Everywhere there is the same intensive and optimistic activity, for the great Basle Spring Fair offers Swiss manufacturers the opportunity of showing visitors, both laymen and experts from this country and abroad, the latest innovations and creations intended to meet even more successfully than heretofore the needs and requirements of buyers. Thus manufacturers and craftsmen are hoping to find in their participation in the Fair the due reward for their efforts and endeavours. How will visitors to the Fair receive their products in general and their novelties in particular, is the question exhibitors are asking themselves.

What are the new products that will be seen at the Swiss Industries Fair? This is what the experts are wondering and what the general public is curious to know. While this question concerns the whole of the 17 industrial groups exhibiting at the Fair, it is of particular importance to the textile industry. This branch is in fact one of those most subject to the fluctuations of fashion and the continual demands for variety made upon it by the designers. And it is a field too which arouses interest far beyond its own restricted circle of specialists. This curiosity however will only be satisfied during the Fair itself, although we wish in the present number of *Textiles Suisses* to draw attention to importance of this coming event.

More than 200 firms from every section of the textile industry will be taking part in the 1953 Fair, and will be displaying in Halls II and II b the many articles produced in their workshops, whose quality, everything leads us to expect, will be up to its traditional high standard. The textile industry in fact enjoys a well-established and lasting reputation far beyond the Swiss frontiers, thanks to the excellent quality of its products, its principal asset in the present keen competition for world markets. It is precisely the wealth and quality of the articles presented that give this group at the Swiss Industries Fair the indisputable attraction it has exercised for many years on trade circles at home and abroad. Added to this are the taste and originality shown in the planning of the stands, which are admired and praised by both laymen and experts alike.

Although quality and elegance are the principal features of the textile group as a whole, they are more particularly characteristic of the section known as « Creation », a special display in which the leading export firms and associations join in presenting the latest novelties in the field of textiles and footwear. Here imagination holds sway and has been given free rein in its successful handling of forms and colours. The arrangement of the stands is governed by a concern for the effect as a whole, and the result is a strong impression of unity, harmony and great beauty.

This is all we may divulge today. The wealth and variety of the products exhibited will only be revealed to the eyes of visitors from this country and abroad on the Saturday after Easter, when the doors of the Swiss Industries Fair will be opening for a period of eleven consecutive days. It is to all these visitors that we wish to extend a hearty welcome on behalf of the organisers of the Fair and the exhibitors.

T. Brogle

Director of the Swiss
Industries Fair





Squares
and Scarves

Yarns
Fabrics
Ribbons
Threads

Carpets
Miscellaneous

Knitted and
Jersey Goods

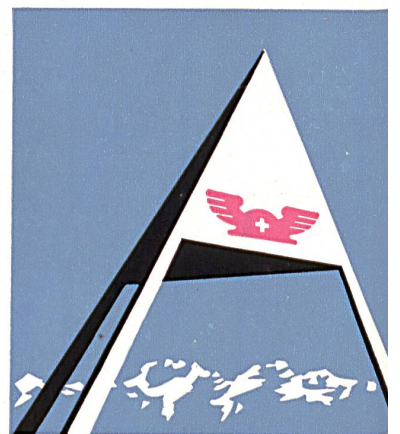
Gloves
Handkerchiefs
Neckties

Silk
Rayon
and Staple-Fibre
Fabrics

Embroideries
and Laces

Cotton
Wool
Linen Fabrics

Ready-made
Clothing
Hats



1947 Catalog

Textile novelties at the 37th Swiss industries Fair, Basle 1953

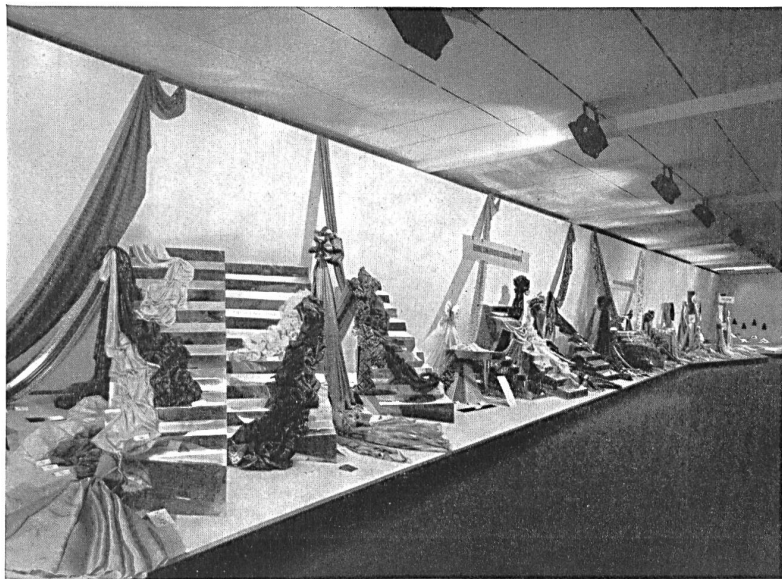
The Basle Fair affords Swiss manufacturers an opportunity of presenting their latest products and novelties to the experts and the general public. By novelties we mean not only the new creations in the field of fabrics and fashion but also articles that are new in conception from the point of view of material, execution or use. It is of the latter that we wish particularly to talk here.

In the field of nylon, let us call attention to a new 100 % nylon continuous crêpe yarn, manufactured according to a new patented Swiss process; this yarn has considerable elasticity and is soft and pleasant to the touch, as well as possessing all the well-known properties of nylon. Crêpe nylon yarn is used newly for modern knitted underwear for men, women and children. These undergarments are made in white and all fashionable shades; they are pleasant to wear and are extremely elastic, to such an extent in fact that the same size will fit perfectly people of very different measurements. This has made it possible to reduce production to a few sizes only, which is a great advantage for retailers as it enables them to cut down on the number of different sizes they have to keep in stock. The same yarn is used for manufacturing socks that stretch, are soft to the touch and hard wearing. Mention should also be made of socks in wool mixed with 25 % mirlon and socks in a new kind of knit called « grosgrain ». To return to the subject of underwear, let us call attention to an interesting new idea — that of guaranteed lingerie. The manufacturer of this attractive and well-made lingerie, in worsted mako cotton or a silky mercerised cotton, guarantees to repair or if necessary replace any worn articles free of charge.

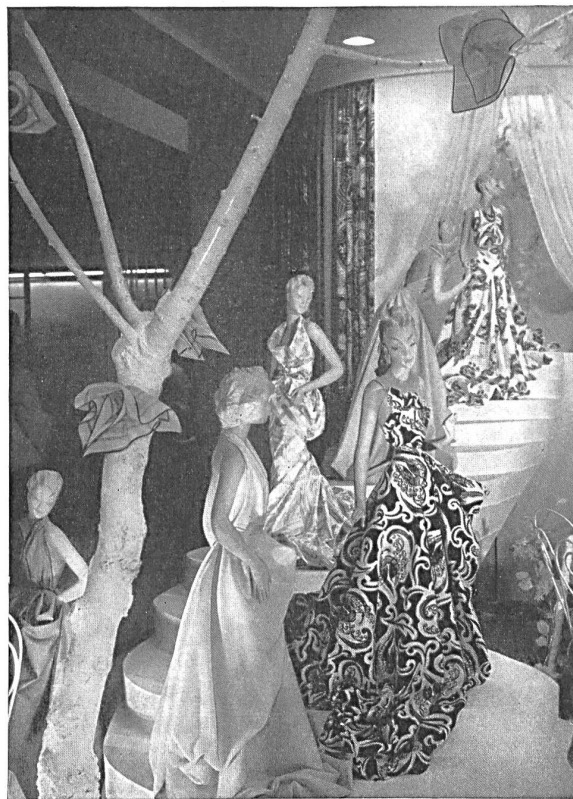
One firm has manufactured a knitted fabric in silk bourette, a material not previously used for this purpose. This fabric, which is light, warm and strong, is admirably

suited to the manufacture of pullovers, jackets, waistcoats, overcoat linings, travelling rugs, etc. Another clothing manufacturer, a few months ago, took up the manufacture of suede jackets, an article for which Switzerland is still largely dependent on other countries. We should also like to draw attention to knitting wools strengthened with grilon, the new Swiss synthetic fibre, fancy wools with an untarnishable metallic thread, one of them in pure mohair particularly suited to the manufacture of shawls and blouses of knitted lace, a weaving frame making it possible to produce knitted articles with woven parts, dressmaking patterns made easier to use by being printed in colours, men's clothing made according to a new system of cutting, underarm shields of a new type without rubber and tablecloths in strong, hard-wearing plastic. Nor must we forget to mention the creations that every manufacturer makes a point of presenting at Basle each spring and which are new from the point of view of material used, texture, cut, colour, design and trimming, whether they be fabrics, scarves and handkerchiefs, household linen, haberdashery, underwear and hosiery, ready-to-wear clothing or sportswear, etc.

This is only a very brief review of some of the novelties that may be seen among the many other interesting articles in the textile section of the Swiss Industries Fair at Basle from April 11th to 21st this year.



Silks from Zurich.



Embroideries and fine cotton piece-goods from St-Gall.