

Swiss textiles at 1956 international spring fairs

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Swiss Textiles at 1956 International Spring Fairs

Swiss industry was represented at the *Frankfurt Fair* this spring (March 4th - 8th) by some fifteen or so exhibitors, mainly from the textile branch. The exhibits in the *official Swiss pavilion* included a joint exhibition put on by the textile associations of St. Gall and the exporters of the knitwear branch. Let us add that during a press conference, Mr. W. Hauser, a St. Gall lawyer and head of the Association of Yarn Merchants and Fabric Exporters, gave a short talk entitled « Fine fabrics and embroideries of St. Gall, in particular marquissettes and their use ».

At the end of the second world war and without waiting for the liberation of their country, the Austrians immediately took up again the old tradition of the twice-yearly *Vienna Fair*, an international trade fair held every spring and autumn. Switzerland, which had not sent an official delegation to Vienna since 1948, erected this year for the first time a special pavilion displaying consumer goods, in particular textiles, while the technical articles were to be seen as previously on the stands of Austrian representatives. In the textile section of the *official pavilion*, visitors to the Vienna Fair, which took place from March 11th to 18th, were able to admire many fine exhibits including furnishing fabrics, fine cotton fabrics, embroideries and handkerchiefs of St. Gall, as well as a display of woollen fabrics, organised by the Swiss Association of the Wool Textile Industry. Mr. T. Körner, President of the Austrian Republic, honoured the Swiss pavilion with a visit. Several receptions were arranged with a view to cementing Austro-Swiss friendship, in particular a reception for the press organised by the Swiss Legation and a reception at the Auersperg Palace for agents and importers of Swiss products — which include a large number of textiles — to Austria, which was attended by Mr. Hohl, the Swiss Minister, and Mr. Robert Thyll, President of the Swiss Chamber of Commerce in Vienna, and members of his committee, as well as Mr. Edgar Primault, President of the Swiss Chamber



Photo Woscidlo, Frankfurt.

At the Frankfurt Fair — In the Swiss pavilion: joint exhibition of St. Gall embroideries and cotton fabrics.

of Horology and of the Swiss Office for the Development of Trade. As an introduction to the private discussions, Mr. Albert Masnata, head of the Swiss Office for the Development of Trade, gave a short talk on the problems facing the Swiss economy and exports. Mr. Hohl, the Swiss Minister, and his wife also gave a reception, which was attended on the Austrian side by Mr. Kamitz, Minister of Finance, and high government officials as well as representatives of the economic and industrial associations of Austria.

Finally, let us add that Switzerland is also taking part this spring in the 34th *International Fair at Milan* (April 12th - 27th). Among the many articles that she will be exhibiting at this Fair, special mention must be made of the embroideries of St. Gall.

At the Vienna Fair — Mr. Th. Körner (×), president of the Austrian Republic, visiting the textile section of the Swiss pavilion.

Photo Gustav Schikola, Vienna.

At the Vienna Fair — In the Swiss pavilion: a view of the joint wool display.

Photo Elisabeth Stolz, Vienna.

