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Autor: [s.n.]
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The Swiss Textile Industry at the Swiss Industries Fair, Basle, 1950



The 34th Swiss Industries Fair at Basle which will be held from April 15th-25th, 1950, will again give the Swiss textile industry the opportunity of proving its ability to adapt its creations, with a care that is wellknown, to the demands of fashion and technique. The wealth of articles exhibited will be in no way inferior to that of previous years and the arrangement of the group as a whole will make it one of the most imposing in the whole exhibition. The infinite variety of textile production will again be concentrated in the halls usually set aside for it. As in other years, fashion will be magnificently represented in the special section known as « Creation », a display delighting the most exacting by the perfection of its presentation. Textile machinery will continue

to form a homogeneous group in Hall IX.

Excellent travelling facilities, whether by land, sea or air, will make it very easy for foreign visitors to come to Basle. The offices of the Swiss Industries Fair, the Legations, Consulates and Swiss Chambers of Commerce abroad offer their services to all those interested in order to help them in the preparation of their journeys, and the Basle Fair takes this opportunity to bid them a most hearty welcome.

