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## In Sweden

For Sweden, Switzerland is an important supplier of textile products and clothing. Like the inhabitants of many other northern countries, the Swedish are appreciative not only of elegance but also of quality; and they know that this quality can be found in Swiss products



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*Rudolf Brauchbar & Cie,*  
Zurich.



whether they be ready-to-wear garments, knitwear, embroidery or silk and cotton fabrics. As a result of the measures of liberalisation undertaken by Sweden in answer to the recommendations of the Organisation for European Economic Cooperation, Swiss exports of textiles to Sweden have been favourable.

An idea of this is given by the following figures (in thousands of Swiss francs) covering the first half of 1953, compared with those of the corresponding period of the previous year, shown in brackets :

Woollen knitted articles 370 (129); woollen fabrics 1503 (35); cotton embroideries 1769 (1295); ladies ready-to-wear clothing 2513 (1327); cotton fabrics 6015 (3414); silk and rayon fabrics 6601 (5105).

(Followed from 71)

the tweed suit and coat outfits and dress and coat outfits.

The ever increasing popularity of skirt and pullover or skirt and blouse combinations for neat and practical but at the same time smart wear for all hours of the day, offers great scope in the field of German fashions for high quality Swiss pullovers and jersey blouses in delicate shades, as well as for dainty trimmings in St. Gall embroidery and lace. Organzas fancifully shaded or embroidered glisten under the myriad lights of the ballrooms or the theatres.

Swiss high quality ready-to-wear clothing is found to an ever increasing extent in big shopping centres all over Germany, particularly jersey suits in slender lengthening lines that mould the figure.

The tendency shown by Paris to make lavish use of ribbons for trimming this winter's becoming little hats draws milliners' attention to the very exclusive products of the ribbon industry of Basle.

*Emily Kraus-Nover.*