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**Autor:** [s.n.]  
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# AT THE 42nd SWISS INDUSTRIES FAIR, BASLE 1958

## Création

In view of the special nature of the fashion and clothing industries' activities, the pavilion known as "Creation" at the Basle Fair could not be more aptly named. This pavilion in fact contains the finest selection of textile novelties presented to the general public in Switzerland each year.

The silks, fine cottons and embroideries, woollens and worsteds presented this spring by the manufacturers belonging to the different trade associations together with the footwear of the biggest shoe factory in the country were shown in a completely renovated hall, divided into ten semi-circular sections, separated from each other by columns containing show-cases.

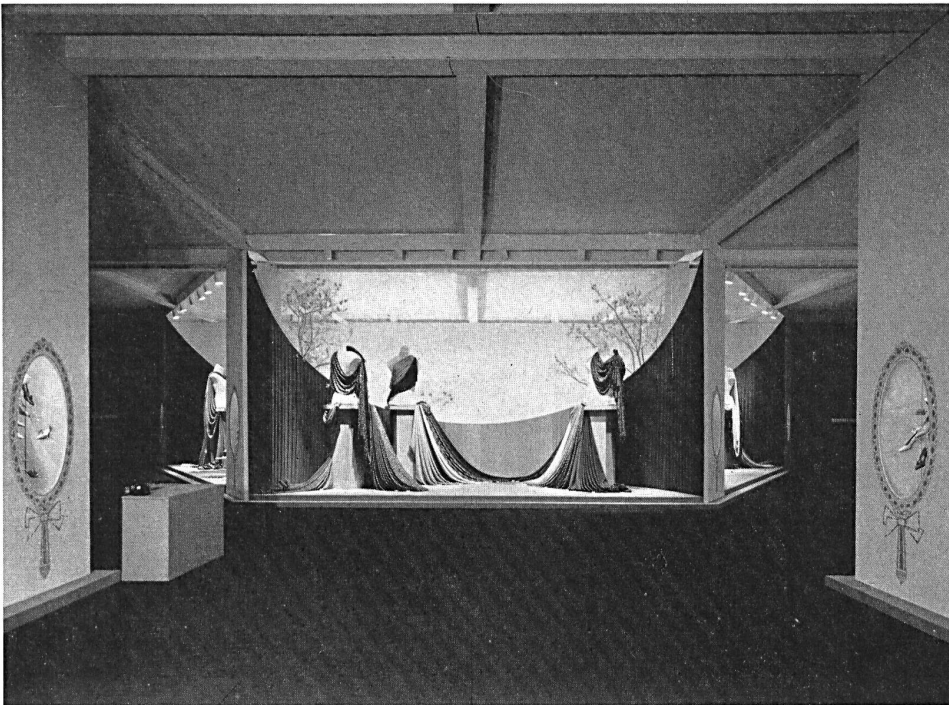
This year, this always very popular exhibition showed over 150 different fabrics as well as 14 showcases of footwear and finished articles such as lace blouses, printed and embroidered handkerchiefs, little girls' frocks, scarves, embroidered galloons and ribbons. It was the greatest credit to the organisers, the Zurich Association of the Silk Industry, the Publicity Centre of the Swiss Cotton and Embroidery Industry, the Association of Swiss Cloth Manufacturers, the Association of Swiss Worsted Mills and the Bally's Shoe Factories Ltd.



Vue partielle de l'exposition des broderies de Saint-Gall.  
Part view of the St-Gall embroideries' display.  
Vista parcial de la exposición de bordados de San Gato.  
Teilansicht der Sankt-Galler Stickerei-Ausstellung.



Exposition de l'industrie suisse de la soierie : pure soie, tulle, nylon.  
 Display of the Swiss silk industry : pure silk, net, nylon.  
 Exposición de la industria sedería suiza : seda pura, tul, nylon.  
 Ausstellung der Schweiz. Seidenindustrie : reine Seide, Tüll, Nylon.



Exposition de l'industrie lainière suisse et vitrines de chaussures.  
 Display of the Swiss wool textile industries and footwear show cases.  
 Exposición de las industrias laneras suizas y dos vitrinas con zapatos.  
 Die Ausstellung der Schweiz. Wollindustrien und zwei Schuh-Vitrinen.



Exposition de l'industrie suisse du coton : tissus tissés en couleurs et imprimés.  
 Display of the Swiss cotton industry : colour woven and printed fabrics.  
 Exposición de la industria algodonera suiza : tejidos en colores y estampados.  
 Ausstellung der Schweiz. Baumwollindustrie : Buntgewebe und Druckstoffe.  
 Photos Zimmermann