

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Band:** - (1924)  
**Heft:** 149

## Werbung

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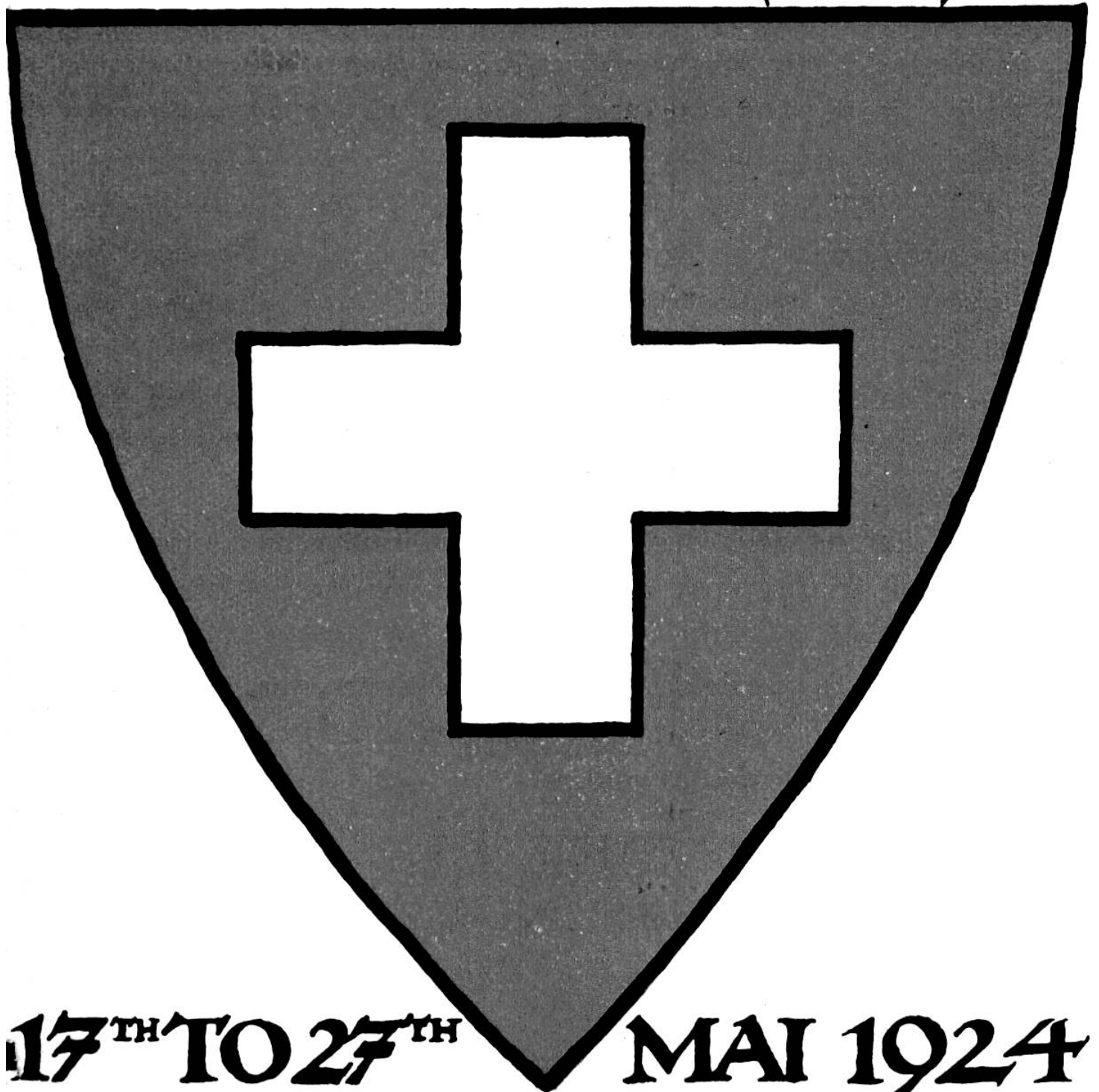
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**SWISS  
INDUSTRIES  
FAIR BASLE**



**17<sup>TH</sup> TO 27<sup>TH</sup>**

**MAI 1924**

# SWISS INDUSTRIES FAIR

FROM 17<sup>th</sup> TO 27<sup>th</sup> MAY, 1924

**T**raders and Importers are cordially invited to visit the EIGHTH SWISS INDUSTRIES FAIR, which will be held in Basle from the 17<sup>th</sup> to 27<sup>th</sup> May, 1924. It will afford them a unique opportunity of obtaining a clear and comprehensive idea of the scope of Swiss manufacturers and of becoming better acquainted with genuine Swiss goods of every description.

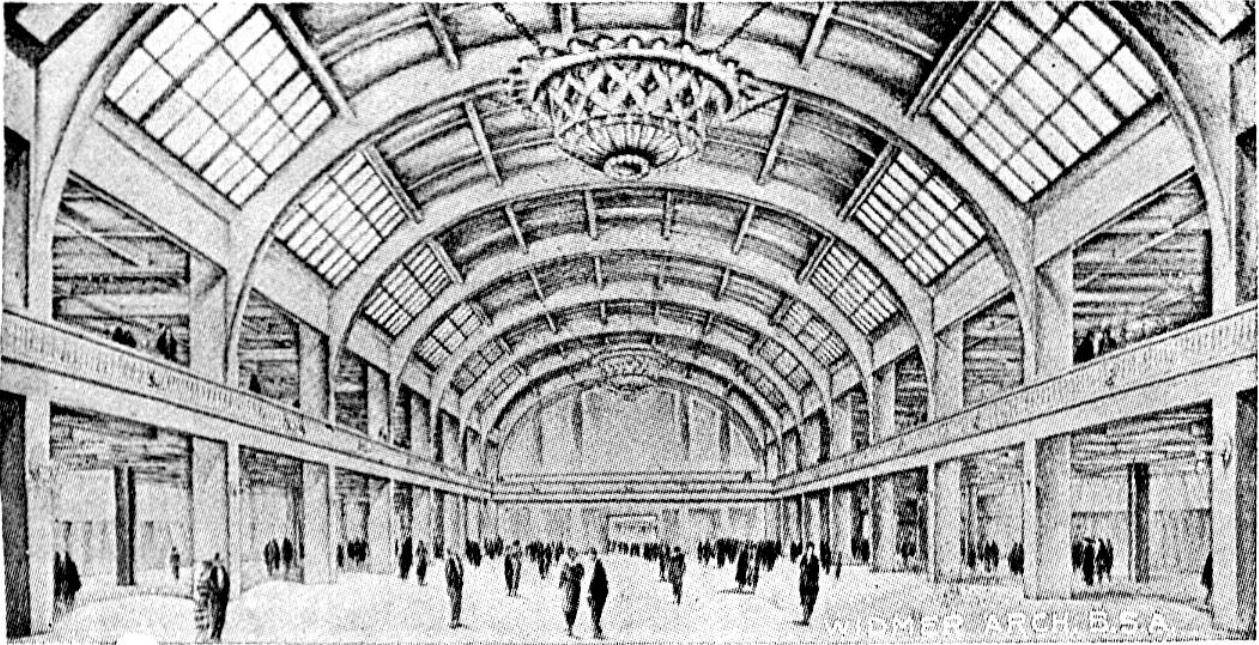
A visit to the Fair cannot fail to prove profitable in every way, as it will not only enable Traders to cover their requirements to the best advantage, but also to obtain valuable hints for the development of their business. The Fair offers the best possible opportunity for studying Swiss industries, of which it is thoroughly representative.

Traders will, therefore, find it in the best interests of their business to attend the Swiss Industries Fair. Everything possible will be done to make their visit to Basle a pleasant and memorable one, and the management hope to have the satisfaction of welcoming them in large numbers.

**OFFICES**  
**OF THE SWISS INDUSTRIES FAIR**

Managing Director: Dr. W. MEILE.

**GENERAL.** The Swiss Industries Fair is the direct descendant of the ancient Fair which has been held in Basle, at varying intervals, ever since the 15<sup>th</sup> Century. The Fair is essentially Swiss in character.



The total destruction by fire of the Fair buildings necessitates the erection of new buildings. The 1924 exhibition will accordingly be held on the 17<sup>th</sup>—27<sup>th</sup> May 1924

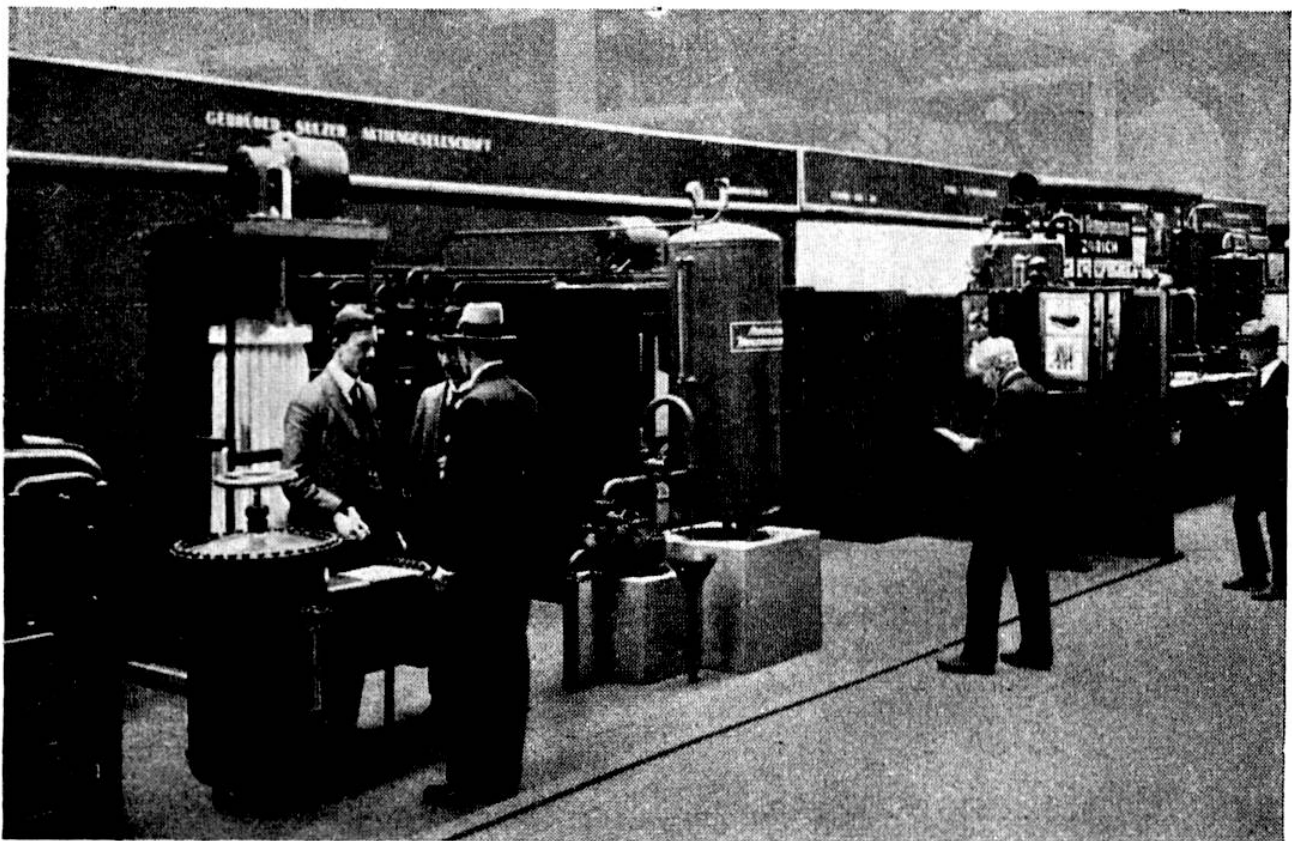
**SITUATION.** Basle has, from time immemorial, been a great commercial centre and is specially fitted to be the home of the Swiss Industries Fair, lying as it does on the very borders of Switzerland, within easy reach of two adjoining countries. It has the advantage of being a great international railway junction, served by numerous express trains from every part of Europe. Moreover, Basle has recently completed the building of a harbour on the Rhine, lending additional importance to the town as a commercial, industrial and banking centre.





**IMPORTANCE OF THE FAIR.** Founded on a solid basis, the Swiss Industries Fair has rapidly developed into an important commercial enterprise, the advantages of which are being appreciated more and more in business circles. The progress of the Fair, since it was reorganised on the present lines in 1917, has been constant, visitors being attracted from all parts of the world. This is illustrated by the fact that representatives of no less than 21 foreign countries visited the 7<sup>th</sup> Industries Fair, held in 1923. Its object is to promote the sale of Swiss products in the home markets and to encourage exports. It plays a prominent part in fostering international trade relations, ranking among the most important of all Fairs and Exhibitions of a similar nature. Foreign traders are able to cover their requirements to their entire satisfaction.

**ORGANISATION.** Unfortunately, as the result of a disastrous fire, the hitherto provisionally erected Fair buildings were almost wholly destroyed, rendering necessary the erection of new buildings of a more substantial nature for the next Fair. Products and articles of the same class are grouped together. This with a view to assist traders to form a complete idea of the exhibits in the shortest possible time. It has been the special aim of the management to provide for foreign buyers every facility tending to assist them in the transaction of their current business. Special private offices are at their disposal for their business interviews, where they may conduct their correspondence and obtain the services of trained shorthand typists and interpreters. A **FOREIGN INFORMATION BUREAU** is open in the Fair for their benefit. / The Manager of the Swiss Industries Fair at Basle will also, at all times, be pleased to give information, free of charge, regarding Swiss Manufacturers.



## GROUPS:

1. Chemical and Pharmaceutical Products.
2. Household and Kitchen Utensils and Articles, Brushware, China and Glassware.
3. House Fittings, Furniture, Basketwork.
4. Lighting, Heating, Sanitation.
5. Special Articles in Wood, Metal, Glass, Cork, Leather, Rubber, etc.
6. Inventions and Patents.
7. Office and Shop Fittings, Drawing and Painting Materials (including School Materials).
8. Advertising (including Graphic Arts, Publications and Packing Materials).
9. Paper and Paper Goods.
10. Musical Instruments and Music.
11. Sports Goods and Toys.
12. Industrial Arts.
13. Watches, Clocks and Jewellery.
14. Textiles.
15. Clothing and Outfitting (including Boots and Shoes, Leather and Celluloid Articles, Fancy Goods and Haberdashery).
16. Small Machinery and Tools.
17. Transport.
18. Fine Mechanical Instruments and Apparatus.
19. Electrical Industry.
20. Raw Materials and Building Materials.
21. Miscellaneous.

**HOW TO VISIT THE FAIR.** On applying to the nearest of the undermentioned addresses:

Commercial Division, Swiss Legation,

32, Queen Anne Street, LONDON W. 1.

Swiss Bank Corporation,

43, Lothbury, LONDON E. C. 2.

Swiss Consulate (P. O. Box 502)

11, Albert Square, MANCHESTER.

Swiss Consulate, 9, Rumford Street, LIVERPOL.

Swiss Consulate, Lloyd's Bank Chambers,

Market Place, HULL.

Swiss Consulate, 58, Renfield Street, GLASGOW.

Thos. Cook & Son, chief office: Ludgate Circus,

LONDON E. C. 4 and BRANCHES.

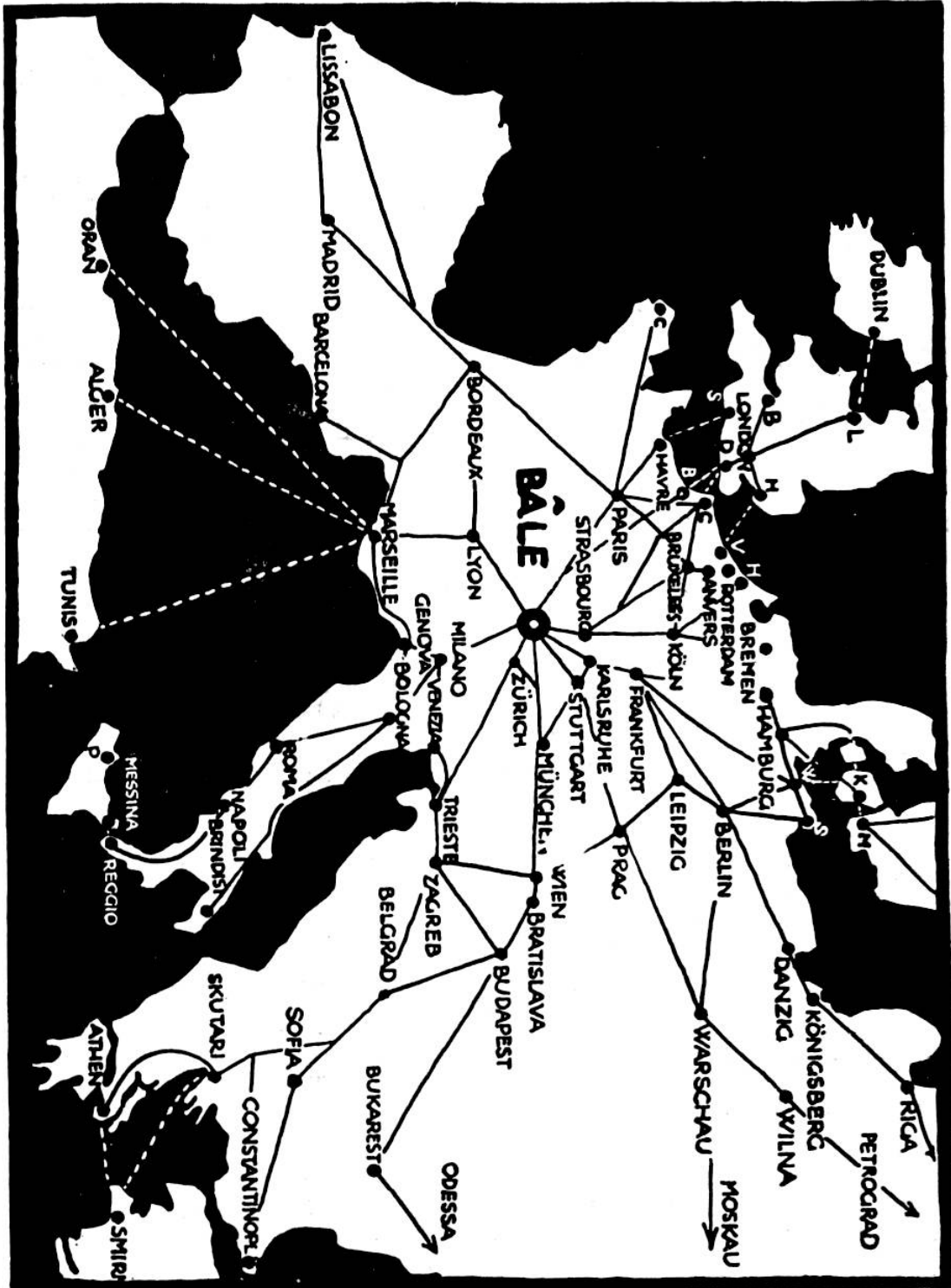
These Offices will be glad to supply information regarding the kind of goods which will be exhibited, as well as details of the journey etc.

Any information regarding **TRAVELLING FACILITIES** to and from the Swiss Industries Fair will gladly be supplied by the **SWISS FEDERAL RAILWAYS**, Carlton House, 11 b, Regent Street, London S. W. 1.

**HOTEL ACCOMMODATION.** A special Office in Basle undertakes to arrange for hotel accommodation at reasonable prices, provided visitors give notice in advance of their requirements.



Those visiting the Industries Fair are afforded opportunities for making excursions to the various beauty spots of Switzerland and of becoming acquainted with her incomparable wonders of nature.



Information can also be obtained from any office of Messrs. THOS. COOK & SON.