

Swiss Legation

Objektyp: **Group**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1950)**

Heft 1140

PDF erstellt am: **08.08.2024**

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31st NATIONAL FAIR OF LAUSANNE.

The "Swiss Comptoir," National Fair of Lausanne, will be taking place from September 9th to 24th, 1950. The National Fair of Lausanne is the living reflection of Swiss activity, which is so varied and typically ingenious.

The fundamental elements of this activity are brought out. Switzerland is generally regarded by the foreigner as an agricultural country. He will be able to realize what Swiss agriculture really is, from the exploitation of the products of the soil to the breeding of cattle and the milk-producing industry. A special hall is devoted to the latter, which with a show of national wines illustrating the work of Swiss wine-growers, unites all the raw products of the country.

Rich in forests, Switzerland counts as one of her principal industries: the timber industry, which is the foundation of many industrial firms and smaller handicrafts enterprises. A new and very interesting section of the Swiss Comptoir will present the latest machines for wood-work.

Very poor in raw materials Switzerland is an importing country of the first order and an industrial nation, and a few sections of the fair, most interesting to the foreign visitor, clearly point out the use which Swiss native work makes of imported raw materials, especially in delicate machinery, measuring and accuracy instruments, machine tools and agricultural machinery. Switzerland exports foodstuffs and is well known for her high quality products. The National Fair of Lausanne is at the same time the Fair of the food industry, and many specialities of this economic

branch are exhibited there with the care of elegant presentation which characterises Swiss work. To these we must add electricity, gas, office organisation, graphic arts, fashions, textiles, leather work, agricultural science, pharmaceutical products, arts and crafts, sport, tourism, etc.

This numerous activities very well express the genius of Switzerland, with her contrasting soils, her variety of people and her diversity of language. National Festival of Industry, the Fair of Lausanne, which is held every Autumn, unites and contrasts the numerous types of the population. It offers a glittering fresco of Switzerland herself, united under her national flag which is the emblem of 22 cantons.

Although a typically national show, the Fair of Lausanne some years ago instituted the custom of inviting a foreign guest of honour. France, Belgium, Holland have already accorded their official participation. The 31st Swiss Comptoir has the privilege of announcing the participation of Italy in its exhibition of September 1950; and the Pavillion, organised by the Italian Department of Foreign Trade will constitute another attraction to this great economic event of Switzerland.

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SWISS LEGATION.

The Swiss Minister and Madame de Torrenté held a reception, on Tuesday, July 18th, at the Legation, in honour of the Swiss delegates attending the International Congress of Ophthalmology.

YOU know the joy and pleasure of a holiday in Switzerland. Perhaps your English friends do not. Please put them wise, and ask them to apply for full information, also travel tickets by Rail or Air to:—



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