

39th Swiss Industries Fair

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The Great Vingrowers Festival at Vevey (August 1-14, 1955).

A celebration on the scale of the great Vine-growers Festival (August 1-14, 1955), which is held only once every 25 years, in the lovely town of Vevey on the shores of the Lake of Geneva, between Lausanne and Montreux, involves a considerable outlay. The figure quoted provisionally is put as high as 3 million 700,000 francs. The construction of the stands alone with all their installations will cost in the neighbourhood of one million Swiss francs. The elliptical form of the stands will ensure excellent visibility for all seats, a big improvement in fact on 1927 when the stands were horse-shoe shaped. In 1955, all the spectators will be facing the main stage where the principal scenes will be performed.

In 1927, expenditure amounted to 1 million 200 thousand francs and the price of tickets varied between Swiss francs 5.50 and Swiss francs 82.50 inclusive of taxes; all seats were sold out for the last performances, the public coming in ever greater numbers, owing to the great success of the Festival. In August 1955, in spite of the expenses being 3 1/2 times greater and in spite of the increase in prices in general, the seats have been fixed at from Sw. francs 10. to 70. for the day performances and Sw. francs 10. to 80. for the evening, inclusive of all taxes with the exception of a slight surtax for insurance against rain.

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The 11th International Competition for Musical Performers 1955 in Geneva.

After the big success of the 10th International Competition for Musical Performers in Geneva, in which participated 227 candidates belonging to 34 countries, the Organising Committee has decided to carry out another International Competition in 1955. This is to take place from September 17th to October 1st and will comprise the following categories: Voice, Piano, Organ, Viola, Trumpet and Sonatas for Piano and Violin.

Young artists, between 15 and 30 years, from all countries may compete. Money prizes amounting to 12,000 Swiss francs are anticipated. Once again the Competition will be organised in collaboration with Radio Geneva and the Swiss Romand Orchestra. The list of the jury, formed by eminent international and Swiss masters, will be published at the end of February.

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Calderon's Great World Theatre at Swiss Marian Shrine. Maria Einsiedeln, Switzerland:—

One of the most spectacular attractions of the 1955 European summer season will be, from mid-June to the end of September, a production of Don Pedro Calderon de la Barca's religious play, "The Great World Theatre", with a cast of hundreds in the historic Monastery Square at this famous pilgrimage centre and Marian Shrine. The setting, dominated by the sumptuous Baroque front of the twin-towered Benedictine Abbey Church, the statue-framed ramps of the Monastery and the famous Fountain of Our Lady, will be one of the most beautiful to find anywhere in the world. Maria Einsiedeln's theatrical traditions date back to the 12th century, when the Benedictine monastery saw its first golden age as a

stronghold of Christian culture. The Monastery, easy to reach from Zurich and Lucerne by rail or road, or a combined lake steamer and rail excursion, stands on the site where a holy man, St. Meinrad, was murdered by highwaymen in his hermitage in the year 861. "The Great World Theatre", to be performed twice to three times a week, will be directed by Dr. Oscar Eberle, Switzerland's outstanding expert on folk theatricals.

39th SWISS INDUSTRIES FAIR

Basel, April 16th to 26th, 1955.

The Swiss Industries Fair has been held in Basel every spring since 1917. Its 17 technical divisions, comprising 2,300 exhibitors, give an excellent survey of what is being done in the various branches of production. For a number of years the export industries have played a predominant part and the interest taken by foreign business firms in the Basel Fair has grown accordingly. During the 1954 Fair, for instance, 12,275 visitors from 78 countries were welcomed.

Products ready for export and sure to interest overseas buyers are to be found in every division and even if people do not buy, they will have a splendid opportunity to make comparisons. Foreign firms, however, will be particularly interested in the following large export divisions which will be represented at the next Fair: watches, textiles, shoes and leather goods, electrical engineering, general mechanical engineering, machine tools, industrial requirements.

At the watch fair, which will be held in conjunction with the Industries Fair for the 25th time, about 150 actual watch factories will be represented. In addition, there will be 50 exhibitors from branches related to the watch industry. Roughly 280 exhibitors will be displaying their goods in the textiles, shoes and leather goods sector. In the technical industries division, where this year it will be the turn of machine tools to occupy the place reserved last year for textile machines, about 500 firms will be represented, some of whom have long been world famous. Thus, the next Swiss Industries Fair to be held from April 16th to 26th, 1955 will display an abundant selection of products and it will be well worth while coming a long way to see them.

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