

Letter from Switzerland

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LETTER FROM SWITZERLAND.

Switzerland's pavilion at the Brussels Universal and International Exhibition.

The Brussels Universal and International Exhibition will open on April 17th next for a period of six months. In addition to Belgium and certain international organisations, 46 countries will be taking part in this important international event, which will attract visitors from all over the world.

At a time when cooperation between the nations seems to be mankind's only hope for the future, Switzerland naturally did not hesitate in accepting the invitation of the organisers. She was one of the very first countries to do so and was consequently able to choose a particularly favourable site, situated between two big avenues symbolically named Avenue of Europe and Avenue of the Alps.

Although a certain amount of work still remains to be done, it is none the less possible even at this early date to gain a good idea of what the Swiss pavilion will be like. It is both original and practical in design, consisting of a series of hexagonal cells juxtaposed to form a honey-comb; here the industries of the country will be exhibiting their latest products and creations in collective and thematic displays. However the technical side is not the only one to be emphasised; in keeping with the current trend, the human factor too will be given the great importance it deserves.

Visitors to the Swiss pavilion will pass first of all through an introductory section giving a general picture of the country, and then move on to the different economic sectors. The first of these is the

textile pavilion, where feminine visitors will be inclined to linger. Elegance will also be the keynote of the watchmaking display; together with tradition and precision, this quality remains one of the major attractions of this industry, almost the whole of whose output continues to be sent abroad. Further on, the Swiss machinery industry, whose sales abroad account for 30 per cent of the country's total exports, will give an overall picture of its production. A place of honour will also be reserved for aluminium as well as, of course, for the chemical industry, one of the mainstays of Switzerland's economy. It was only right moreover that a special section should be set aside for transport, which is quite naturally followed by that of tourism, where the holiday atmosphere of sun, scenery and sports makes the visitor imagine himself already in Switzerland — the tourist's paradise. Finally, he will come to the last section devoted to agricultural produce, much of which is famous and popular the world over. If he wishes to try some or, better still, to become acquainted with the country's wealth of gastronomic specialities, he will be able to pay a visit to the Swiss restaurant, where even the most exacting of gourmets will not be disappointed.

When it has been added that the artistic side will not be overlooked and that Switzerland will be sending some of her best actors and musicians to take part in the programme of theatrical and folkloric events, with a view to showing the important part played by these arts in this country, then almost everything will have been said.

Almost, but not quite all. The rest — the essential — will only be revealed at Brussels itself in a few months' time.

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