

The 47th Swiss industries fair Basle

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GALA EVENING

On 2nd May the famous artist MAURICE CHEVALIER will appear at a gala evening at the Saville Theatre in London. It will be in aid of the French Hospital which despite its name also looks after Swiss and Belgian nationals. This charity performance will give us an opportunity of showing our appreciation of all the French Hospital is doing for our compatriots.

The Swiss Ambassador and Madame Daeniker are Patrons.

Please reserve the evening and apply for tickets as soon as possible. GRO 3278. Tickets from 10 gns to 5/- each.

BROMSGROVE FESTIVAL OF MUSIC

The entire programme of the International Concert at the next Bromsgrove Festival of Music will be devoted to Swiss composers. It takes place this year on Saturday, 11th May. The works chosen for performance are by Bloch, Honegger, Frank Martin and two of our younger composers.

Throughout the Festival, that is from 27th April to 18th May, there will be an exhibition of woodcuts by the Swiss animal painter, Robert Hainard, kindly lent by the Tryon Gallery, of London.

Tickets may be obtained through the booking agents: Wright's Travel Service Ltd., 41 Worcester Road, Bromsgrove, Worcestershire. The concerts are held in the College Hall, Bromsgrove College of Further Education.

MISS JEMIMA'S SWISS JOURNAL

It was not until the coming of the railways that the wonders of Switzerland could be admired by those who could not afford the time and expense of the traditional Grand Tour. A hundred years ago Thomas Cook announced his first conducted tour of Switzerland "With cheap tickets to Mont Blanc". By a happy accident an account of this journey by one of the excursionists, a Miss Jemima, has been preserved, in two red-bound volumes, which were found amongst the rubble of a blitzed warehouse in the East End of London, and it is being published, lavishly illustrated with contemporary prints and photographs, on 1st April by Putnam and available in all bookshops at 15/-.

To celebrate the publication of this most interesting book, the Managing Director of Messrs. Thomas Cook & Son Ltd., Mr. Charles Holt, C.B.E., gave a reception at the Company's headquarters in Mayfair on 28th March. A number of personalities well known in the publishing trade, and several good friends of Switzerland had been invited. The Swiss Ambassador, Sir Thomas and Lady Cook, Mr. A. Kunz, Manager of the Swiss National Tourist Office in London, and the Editor of the "Swiss Observer" were present. Mr. Holt told of how the journal was found and of the efforts which were made to identify the author. It was with great pleasure he announced the recent revelation — so shortly before Messrs. Putnam were publishing the book — that she was Miss Jemima Morrell, of Selby, Yorkshire.

Her identity had been revealed by Miss Anne Vernon, a well-known novelist and biographer, at present working on a history of the Morrell family of Yorkshire.

A review of MISS JEMIMA'S SWISS JOURNAL will appear in the next issue of the "Swiss Observer".

THE 47th SWISS INDUSTRIES FAIR BASLE

20th — 30th April 1963

Extremely rapid advances in every field of human activity are the keynote of our times and call for progressive ideas and attitudes. Alertness must therefore be the watchword of the business community; it must be alive to every current trend and receptive to even the boldest of new ideas provided they are useful and give promise of success. To obtain a comprehensive picture of the latest achievements in industry, businessmen are turning in ever greater numbers to the big national and international industrial fairs. At these shows the products of a single country or of a major industrial region are displayed and thus afford an opportunity, as it were, to feel the pulse of a particular branch of industry or of the whole productive system of a nation.

For almost half a century the Industries Fair in Basle has acted as an economic barometer of Switzerland and its success grows steadily with the years. Small though it may be, Switzerland is highly industrialized and intimately connected with the world market. Those qualities of design and manufacture which are peculiar to Swiss products constitute a special attraction of the Fair.

In 1963 the Basle Fair will house approximately 2,300 exhibitors in 28 groups. Awaiting the visitors' attention will be the export sections: the world-famous watch fair, now considerably expanded, as well as display groups for heavy engineering and the metal industry, transport, plastics, textiles, clothing, fashion and footwear. At the 1963 Fair, the groups that take part only once every other year will include mechanical handling, coachwork, lorries and trailers, boilerwork and radiators, machine tools for wood-working as well as optics, photography and cinema.

Thousands of businessmen from all over the world come annually to the Basle Fair. In his invitation the director assures a hearty welcome to any visitors. The Fair, he says, will provide an opportunity of acquainting oneself rapidly and effortlessly with Swiss production in general and with any one industry in particular. He feels sure that the journey will amply repay the effort.

There are special facilities for travel, not only inside Switzerland, but the railway authorities in many European countries grant a reduction on the price of international tickets to Basle (SBB) for visitors travelling to the Swiss Industries Fair. This is as much as 35% in Denmark and Sweden. Inside Switzerland single tickets to Basle which are stamped at the Fair entitle the holder to a free return journey by the same route if made within six days.

The 1963 catalogue is in two parts and has 1,200 pages. It contains official notices, an index of exhibitors, plans of the exhibition halls, indexes of trade marks and branded goods, as well as notices about various entertainments and specially recommended restaurants.

The catalogue is an invaluable guide for the actual visit, and also serves as a reference work throughout the year.

Business visitors from Great Britain can obtain a free copy of the Catalogue and information from the Swiss Embassy in London and the Consulate in Manchester (see advertisement).

In Basle the Catalogue can be purchased for Fr.1.50.