

# Expo 1964

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# EXPO 1964

The Swiss National Exhibition 1964 is a small town built on the site of the Roman Lousanna. Today some three thousand people earn their daily bread there. The catering trade of the EXPO alone engages nearly 1,350 employees in the forty-eight eating establishments. Administration and office staff comprise 1,200, to which number must be added cleaners and security personnel.

On 18th June, two and a half million visitors had visited the Exhibition. The daily average of not quite 50,000 is slightly below expectation, but it must be remembered that the holiday period has hardly begun. Above expectation is the large number of schools which have already visited the exhibition.

Several "Cantonal Days" have taken place since our last report: Vaud, Glarus, Zug, the Ticino, Baselland (whose motto was "Our country — our future" and whose original Liestaler "Hexensabbat" was a tremendous success), Central Switzerland (Uri's theme was "Freedom", Schwyz's "Unity", Obwalden's "Peace" and Nidwalden's "Readiness to Defend"), Geneva (whose contingent arrived by boat), Baselstadt (whose procession consisted only of two hundred drums and fifes and the participants of their satirical review "Voici Bâle"), Zurich (with a peaceful invasion of two thousand) and Lucerne (whose contribution included concerts by the famous "Festival Strings").

The Vaudois were surprised that so far it was the smallest Cantons which showed the most original and imaginative pageants and processions. Incidentally, each Canton makes sure to include in its contingent prominent personalities of its own. Federal Councillor Spuehler arrived with the Zurich visitors, and the Basle representatives had Federal Councillor Tschudi in their ranks.

On 21st May, the sector "Goods and Values" was visited by representatives of Swiss economic life. On the same day there was a special demonstration on the subject "clear water — pure air". The next day was reserved for the university students. It is estimated that three thousand of them visited the EXPO on that day which ended with a torch procession and a ball. The rectors of nearly all Swiss universities and eminent personalities of university life attended a meeting of the Federation of Swiss University Students.

Saturday, 30th May was given over to the neighbouring Savoy, the only officially invited group of "foreigners". The Day of the Invalids was on 31st May, and early in June (7th) the EXPO congratulated its chief architect, Alberto Camenzind, on his fiftieth birthday. The Federal Gymnastic Society gave gymnastic displays, and the tea-totallers had their special day. A balloon "HB-BIZ Toblerone" was released with three passengers, and some seven hundred pedigree dogs took part in an international dog show. A gymnastic competition Italy v. Switzerland also took place, but its finals had to be postponed owing to the tumultuous preponderance of the Basle drum and fife players whose success was literally overwhelming all else. International horse riding, show jumping and tennis was organised, and the same week-end the 65th Swiss festival of music took place with no fewer than five concerts.

Radio and TV Day was on 10th June, and a week later brought the new trial dives of the mesoscaphé which should be ready for public use by the time this issue is published. On 17th June, the Tour de Suisse cycling race finished in the EXPO (Vidy Stadium), the victor Rolf Maurer appropriately being Swiss. The same day, but with far less publicity, the orphans of Humlikon visited the exhibition. They were invited by Swissair, and their tour in charge of a Swissair Hostess included a visit to the Swiss national circus Knie.

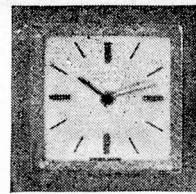
The Day of the Yodellers took place on 21st June, when two thousand singers and yodellers in costume, forty "Fahnenschwinger" (tossing the flag) and fifteen alphorn blowers regaled large crowds with their art. Finally, representatives of fashion, textile and jewellery industries gathered for their Day of Fashion.

[A.T.S.]

## IMPORT FAIR IN ZURICH

The sixth Import Fair took place at the "Hallenstadion" in Zurich from 5th to 14th June. 207 firms took part, exhibiting products by six hundred manufacturers from twenty-two countries. The American Minister of Trade, Mr. Luther H. Hodges, was one of many personalities attending the official opening. The fair was a great success, and already space has been booked for the next one which is to take place in 1966.

[A.T.S.]



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