

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

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1956)

**Heft:** 1273

**Rubrik:** Commercial news

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 12.05.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## COMMERCIAL NEWS

### Final Report on the 40th Swiss Industries Fair, Basle.

There was an extraordinarily large number of visitors at the 40th Swiss Industries Fair which took place from 14th to 24th April, 1956, in Basle. It is estimated that the total number of visitors was 750,000. Very great interest was shown by visitors from other countries, the Foreign Visitors Office having recorded 13,780 visitors from 86 countries. However, experience has shown that not anything like all foreign buyers report to the Foreign Visitors Office, but a conservative estimate of the number of foreign visitors places the figure at 30,000.

At the time of preparing this report there are no details yet available about the amount of business actually done, but one thing is certain and that is that, from a general point of view, there was an atmosphere of well-founded confidence in the further trend of economic development. If an attempt were to be made to reflect the general feeling which obtained during business conversations at the Fair, perhaps the situation could best be described as one of wary optimism.

Demand from foreign countries was particularly brisk in the case of the watchmaking industry for which the Basle Fair represents the most important economic manifestation of its kind. The electrical industry, general engineering and the textile machinery industry also reported many visitors and experts in those lines. A great impression was made on those visiting the textile machinery industry sec-

tion where the two special displays "Création" and "Madame-Monsieur" aroused enthusiastic interest.

### Swiss Participation at International Toys Fair.

At the 6th International Toys Fair recently held in New York, Switzerland exhibited, among other articles, watches for children, music-boxes, dolls with musical movements, bicycles and toy railways. One Swiss manufacturer of toy railways has a considerable success on the American market. Other Swiss products shown in New York included steam engines and other toys of a technical character. The Swiss toys were particularly remarkable for their careful finish and excellent quality.

*For Quality and Value it's*  
**Ovaltine**  
*every time!*

## SWISS BANK CORPORATION

*(A Company limited by Shares, incorporated in Switzerland).*

**99, GRESHAM STREET, E.C.2**  
**and 11c, REGENT STREET, S.W.1.**



**Capital and Reserves s.f. 244,000,000**

**NEW YORK AGENCY**  
**15 NASSAU STREET.**

*Branch Office: 49th STREET OFFICE*  
**10, WEST 49th STREET, NEW YORK 20, N.Y.**

**Affiliated Company in Canada :**

**SWISS CORPORATION FOR CANADIAN INVESTMENTS LTD., MONTREAL.**

**BASLE • BIENNE • GENEVA • LA CHAUX-DE-FONDS**  
**LAUSANNE • NEUCHÂTEL • SCHAFFHOUSE • ST. GALL • ZURICH**