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38th LAUSANNE NATIONAL FAIR, SEPTEMBER 7th to 22nd.

In view of the great intensity of her economic life, resulting in the general prosperity of the country and full employment in all fields of activity but at the same time demanding continual vigilance in order to ward off the dangers inherent in such a situation, it is good for Switzerland to stop from time to time to take stock, to consider the progress she has made and study carefully the paths she intends to follow.

For Switzerland's economy, the Lausanne Fair constitutes one of these necessary and most welcome halts. The presence, in its 22 halls, of over 2,300 exhibitors from all parts of the country and all fields of activity is proof that it has become an economic meeting place of the greatest importance, attended each year by well over 800,000 visitors. Its different sectors house all the main branches of Swiss activity — industry, craftwork, trade and agriculture — whose manifold products although extremely varied are all characterized by the same concern for good workmanship and desire for continual improvement in production techniques that have made Swiss products famous all over the world.

Although essentially national in character, the Lausanne Fair has for some time now made an exception by inviting each year one foreign country to participate as guest of honour. After Canada, it is Portugal's turn to enjoy this privilege.

Thus for the period from September 7th to 22nd, 1957, the vast halls of the Lausanne Fair, whose great size and excellent technical installations made it the ideal setting for GRAPHIC 57, the International Exhibition of Printing Industries and Allied Trades, will once more be housing a striking synthesis of Switzerland's economic life and activities.

Considerable facilities, in the form of reductions on certain Swiss and foreign rail and air fares, will be granted to visitors, who should get in touch with Switzerland's official representatives in their country of residence or origin.

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