

The Basle Fair

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THE BASLE FAIR

In Spring 1970: a Trip to Basle

There are convenient air services to Switzerland from all parts of the world. The city of Basle, which has direct train services to most of the commercial and industrial centres of Europe, also has an international airport. These convenient connections will again bring large numbers of buyers from the whole world to Basle to visit the Swiss Industries Fair between 11th and 21st April, 1970.

The Swiss Industries Fair is a national event of international renown; it offers a large scale display of high quality Swiss products. These products, which range from watches to machine tools, from textiles and electrical engineering to mechanical engineering, are offered by more than 2,600 exhibitors on an exhibition area of 170,000 m² at the Basle fair. The Swiss Industries Fair is conveniently timed between the Hanover and Milan Fairs, which means that visits to these three important events can be made in one trip. It is tempting and also very restful to combine this trip with a few days holiday in Switzerland.

Basle: a National Fair of International Renown

The large spring fair for Swiss products, the Swiss Industries Fair in Basle, has, since its origins up to the present day, retained its national character with regard to the exhibited goods. Nevertheless, it has become one of those fairs which will attract the most foreign visitors. The reason for this is the considerable participation of important Swiss export industries, mainly the watch industry as well as the textile and clothing industries, which will, in 1970, be joined by the machine tools industry, mechanical engineering and electrical engineering. The Swiss Industries Fair in Basle will take place from 11th to 21st April, 1970 and will unite more than 2,600 exhibitors on an exhibition area of 170,000 m².

The official agencies for the Basle fair are the Swiss embassies and consulates, the Swiss chambers of trade and the Swiss tourist offices; they will be pleased to give you comprehensive information. Interested parties will also receive, free of charge, the fair pass and catalogue at these agencies.

The Swiss Industries Fair offers a close-up of Swiss products

The Swiss Industries Fair in Basle is the largest national fair and offers an instructive close-up of Swiss products. In 1970 it will take place from 11th to 21st April. Each year there are more than 100,000 foreign businessmen, out of a total of one million visitors, who take advantage of this fair, with its many traditions, to make business contacts and transactions with Swiss manufacturers. The watch fair, the machine tools or the industrial electrical engineering

group alone—apart from the other 24 specialised groups—justify a trip to Basle.

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A Stranger is always welcome in Basle

"A stranger is always welcome in Basle"—this is not just a propaganda slogan; rather, the efforts of all departments of the Swiss Industries Fair which takes place from 11th to 21st April, 1970, are aimed at offering businessmen from the whole world all the necessary services. The reception service in Basle is a remarkable scheme: out of the approximately one million visitors registered each year, more than 100,000 are foreign businessmen who are glad to take advantage of the amenities of the reception, lodgings and information services, and who appreciate the post, bank and tourist services which are available. More than 50 years fair experience have brought about a perfect fair organisation, as perfect as the Swiss watches, the machine tools, the electrical engineering products and the textiles which, together with much more, can be found in Basle.

Focal Point of the Swiss Industries Fair 1970

The 54th Swiss Industries Fair will take place from 11th to 21st April, 1970 in Basle. 2,600 firms will participate in it in 27 specialised groups covering an exhibition area of 170,000 m². It is impossible to show the whole diversity of the exhibited goods in a few lines. The 1970 fair is particularly characterised by the participation of machine tools and industrial electrical engineering. Large scale mechanical engineering and the metal industry as well as textiles form further focal points of the exhibition; and, of course, Basle will once again be the main point of interest in the trade as unique world commercial centre for the Swiss watch.

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TOURIST NEWS

Carnival in Switzerland

Lucerne: — The year's shortest month has to resist two attacks by carnival revellers. First they boisterously play in those regions where once upon a time Carnival Night used to precede a period of strict fasting. Thus a frolicsome romp is announced in Central Switzerland (in Lucerne, Zug, Brunnen

and elsewhere) as well as at the hot spring resort of Baden, at Solothurn and other places fond of gaiety. In the Italian-speaking Southern Swiss Canton of Ticino hot risotto and local wines are served free to all comers on the outdoor squares of Bellinzona, Lugano, Locarno and Ascona, a particularly inviting custom. One should not forget to mention those regions where Carnival is celebrated according to the "old calendar". First of all we are attracted by the magnificent four-hour processions at Basle on February 16 and 18. In Zurich at the two Artists' Masked Balls on February 14 and 16 at the splendidly decorated Congress House one may meet the largest assembly of fantastically masked figures, what with prizes for the greatest originality as an added incentive. And something else: Is it a sheer coincidence that an African ballet is going to visit Switzerland just at this time of the year when everybody is pleasure-minded and looking for variety? These guest performances are to take place in Baden on February 4, in Langenthal on February 5, on February 11 in Aarau and on February 12 in La Chaux-de-Fonds.

"Summer birds" in wintertime

Davos: — After having been guests at the "Corn House" in Baden, during the month of February thousands of the most beautiful butterflies and beetles from five continents will be shown in Davos in the full splendour of their colours and shapes. Among them are winged butterflies with bird-like wings and rare beetles from New Guinea, shimmering butterflies from the Brazilian bush, picturesque cicadas from the jungles of Malaya, colourful giant locust from South America and the most beautiful butterflies—or "summer birds" as they are called in dialect—from our region as well as the world's largest butterflies with a wingspan of 24 cm (about 9½ inches). These specimens in magnificent colours come from the private collection of Mr. Clemens Rimoldi of Stäfa (Zurich) and are exhibited in more than 130 showcases.

Artistic Swiss woodcuts in Fribourg

Fribourg: — With a subject of general interest to all of Switzerland the Museum of Art and History at Fribourg has inaugurated its series of exhibitions in the new year. Until February 22 there will be displayed here the graphic show "The Swiss Woodcut" ("La gravure sur bois en Suisse"). Masters of the 16th century, among them Urs Graf, Niklaus Manuel, Hans Holbein, Jost Amman, Tobias Stimmer, are well represented and so are Swiss masters who have been instrumental in raising woodcuts to a high artistic level since the end of the 19th century. Apart from the great Vaudois Felix Vallotton who achieved fame in Paris there are names like Pierre Eugene Vibert and Ernst Sonderegger. This field of artistic endeavour has been given a special impulse since the foundation of the "Xylon" association in 1944 which in 1952 became an international society