

# The 39th Lausanne National Fair

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## THE 39th LAUSANNE NATIONAL FAIR. 13th to 28th SEPTEMBER 1958.

By EMMANUEL FAILLETAZ.

*Managing Director of the Lausanne Fair.*

### Traditional exhibits and novelties.

When the Industries Fair of the Canton of Vaud was inaugurated in Lausanne in the month of May 1916, thus creating the first cantonal industries fair ever to be held in Switzerland, even the most optimistic could hardly have imagined the extent to which this small fair — organised in the middle of a world war to offer the producers and consumers of the canton a meeting place designed to promote new economic growth — was to develop within the space of a few short years.

Subsequently promoted to national status, under the name of Swiss Comptoir, and becoming Switzerland's second biggest fair and most important autumn economic event thanks to the very great success met with right from the start, the Lausanne National Fair to-day extends over some 1,320,000 square feet and each year houses some 2,300 exhibitors and welcomes over 800,000 visitors.

The present premises occupied by the fair, known as the Palace of Beaulieu, are mainly of recent date, having been built specially, over a period of several years, to replace the former temporary premises erected each autumn to house the majority of the exhibitors. They extend in the form of a quadrilateral round huge gardens laid out in the French style, with colourful beds of flowers and an impressive fountain. With their quiet clean-cut lines and their modern installations based on the latest technical developments, they offer exhibitors an ideal setting for the presentation of their exhibits.

The exhibitors come from all parts of Switzerland to display their wares in the twenty sectors into which the different aspects of the country's main economic activities are divided: industry, trade, agriculture and craftwork. Industry is represented by furniture, textiles, china and glassware, the graphic arts and publishing, water, gas, electricity, the household arts, heating, building, special baking machinery, machines for butchers, washing machines, etc. Under trade are included displays of ready-to-wear clothing, furs, sports equipment and outfits as well as office equipment.

But although the Lausanne Fair is representative of the Swiss economy as a whole, it has nevertheless remained faithful to the original conception of its founders: to be the traditional meeting place of Swiss farming circles, and it has every reason to be proud of the important part it has played in the development and modernisation of the country's agricultural activities. Each autumn, in a large space specially set aside for it, which will be several thousands of square feet bigger this year, it presents a comprehensive display of agricultural machinery, consisting of the latest types of tractors, reapers, harvesters, threshing machines, in short the whole impressive array of machines without which modern agriculture is inconceivable. These machines are all Swiss made with the exception of a few models not yet manufactured in Switzerland. Thus, each autumn, Swiss farmers have the opportunity of studying in detail all the improvements and new means of cultivation offered them, of comparing the different models and deciding at leisure which they prefer. The exhibition of heavy

agricultural machinery is supplemented by a display of lighter tools, forming an exhibit unparalleled for its completeness anywhere else in the country.

The Lausanne Fair, not content with displaying to its visitors from the country the machinery and tools indispensable to modern farming, also deals with another aspect of the problem, devoting a big sector — that of agricultural chemistry — to the study of modern aids to soil cultivation. With the assistance of the big Swiss chemical industries, it has succeeded in presenting in an instructive and attractive manner the continually widening range of chemical fertilisers, insecticides and antiparasitic products. It has also reserved a sector for selected seeds and grains, fruit and vegetables, the dairy industry and model installations for cowsheds and stables.

The agricultural contribution to the Lausanne Fair is made even more interesting and colourful by the inclusion of big cattle and horse shows, which take place every year in the rural exhibition sheds specially built for the purpose; the fame of these cattle shows, which are as interesting to the town dweller for their picturesqueness as they are to the farmer for the quality of the livestock exhibited, has extended far beyond the frontiers of the country; foreign buying commissions are sent there and often place big orders with Swiss cattle breeders.

Nowadays, when so much emphasis is laid on machinery and mass-production, it is a good thing if from time to time a place can be made for the craftsman who, using movements and techniques inherited

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draw the attention of merchants, forwarding agents and firms connected with Switzerland engaged in the import and export trades to the fact that the SCHWEIZ ALLGEMEINE VERSICHERUNGS-AKTIEN-GESELLSCHAFT, Zurich, have a British subsidiary company the **Switzerland General Insurance Co. (London) Ltd.**, offering the facilities of a first class British insurance company backed by the Swiss company and a world-wide agency organisation. Insurances can be effected at very competitive rates with personal service and advice given where required. We have special facilities for arranging insurances with this company and welcome enquiries.

from a bygone era, works the material with his own hands to create objects bearing the stamp of his personality and skill. Every year the Lausanne Fair reserves a certain number of stands for national craft-work, where the exhibitors work before the eyes of the crowds of visitors who are always clustering round to watch. The embroiderers, lace-makers, ceramists basket weavers, woodcarvers and leather workers in this sector remind visitors of the day, not so long ago, when there was still time for the creation of priceless objects requiring long hours of devoted and painstaking attention to detail.

The Salon of Luxury Industries, filled with fine creations in which manual work is indispensable, is closely related to this field. Introduced for the first time two years ago, this salon met with the unanimous approval of visitors to the fair; in an appropriately luxurious setting, it displays the main Swiss products in the fields of watches, goldsmith's work, jewellery, leatherwork and luxury binding. Each year a central theme gives it a new character. Two years ago the centrepiece was formed of exact replicas of the British Crown Jewels; last year, the Horological and Precision Engineering School of the Valley of Joux displayed its tools and a number of old watches of great value. The third Salon of Luxury Industries will be grouped around the Roman relics brought to light in this country, including the mosaics of Boscéaz, some of the finest ever discovered in Switzerland.

The other traditional sectors of the Lausanne Fair include the halls reserved for the restaurants, wine cellars, etc., and the sampling of food and liquid refreshments; in these halls, which are full of colour and . . . delicious smells, the visitor can try the main gastronomic specialities of the different cantons and the most famous wines of the country.

A living, dynamic fair cannot afford to remain aloof from the main trends of the day. It must keep abreast of the times. This was the reason that led the management last year to organise, for the first time in Switzerland, a Salon of Plastics, whose original presentation was much admired by visitors. The same exhibition will be held again this year, in a new form, placing the emphasis on the technical uses of plastics, which play such an important part to-day in precision engineering, the automobile industry, optics, surgery and medicine, to quote but a few of their fields of use.

After being occupied these last two years by the very popular exhibitions of Canada and Portugal, the pavilion set aside for the exhibition of the official guest of honour will this year be housing a most interesting display put on by China and placed under the patronage of the Ambassador of the People's Republic of China at Berne.

Among the new features, we must include the special pavilion devoted to model making. This pavilion will contain an interesting collection of models made with quite amazing patience and ingenuity by people devoting their leisure time to the making of scale models of objects of all kinds, working models of machines, miniature replicas of famous buildings, boats and many other objects besides.

Lastly, true to its tradition of promoting the arts and considering that an artist could not wish for a better "salon" than the meeting place of 800,000 people, the Lausanne National Fair will this year have the privilege of displaying, in a special exhibition, the works of the famous engraver Robert Hainard.

Thus, both in its traditional and its new sectors, the Lausanne Fair has done everything possible not only to make its 39th year worthy of the confidence placed in it by its exhibitors and visitors, but also to maintain its reputation as the most important autumn economic event in Switzerland.

## BETRIFFT: AUSLANDSCHWEIZERTAGE 1958.

Liebe Landsleute,

Wie Sie unsrer Auslandschweizerzeitschrift ECHO bereits entnommen haben, finden die diesjährigen

### Auslandschweizertage

am *Samstag 30. und Sonntag 31. August 1958* in Baden und in der SAFFA in Zürich statt.

Die Arbeit für die Auslandschweizer soll an dieser Tagung um einen wichtigen Schritt gefördert werden; als wichtigster Gegenstand steht die Frage der Vertretung der Auslandschweizer in der Heimat auf der Tagesordnung.

Ausserdem werden die Gesetzesentwürfe über die Invalidenversicherung und über die Revision des Militärpflichtersatzes sowie die Anwendung des Bundesbeschlusses vom 13. Juni 1957 über eine ausserordentliche Hilfe an Kriegsgeschädigte Anlass zum Meinungsaustausch geben. Schliesslich wird in Baden auch die Genossenschaft Solidaritätsfonds der Auslandschweizer feierlich gegründet werden, welche, wie Ihnen bekannt ist, der Vorsorge für den Fall von Schädigungen der Auslandschweizer durch Krieg und Unruhen dienen wird.

Wir bitten die Schweizervereine dringend, uns bis spätestens 31. Juli die Fragen mitzuteilen, die sie am Auslandschweizertag in Baden zusätzlich behandelt haben möchten. Diese Meldung ist unerlässlich, damit wir diese Fragen richtig vorbereiten und qualifizierte Fachbearbeiter, die im Laufe der Diskussion die notwendigen Auskünfte erteilen werden, rechtzeitig orientieren und einladen können.

Sie werden zu gegebener Zeit das Programm der Auslandschweizertage und die Meldeformulare für Ihre Delegierten erhalten. Jeder Auslandschweizer ist an unseren Verhandlungen willkommen, doch können nur die von den Auslandschweizervereinen offiziell delegierten Vertreter als deren Sprecher das Wort ergreifen.

Wir hoffen, Sie recht zahlreich in Baden begrüssen zu dürfen, und wir entbieten Ihnen unsere besten landsmännischen Grüsse.

AUSLANDSCHWEIZERWERK DER NHG.

(A. Briod.)