

# The 48th Swiss Industries Fair 11th to 21st April 1964

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## THE 48th SWISS INDUSTRIES FAIR 11th TO 21st APRIL 1964

For years Switzerland's successful trading with other countries all over the world has been sustained by a consistently high level of economic activity. As the outstanding trade show of a highly industrialised country intimately connected with world markets, the Swiss industries Fair in Basle has for almost fifty years acted as an intermediary between supply and demand by bringing together buyers, manufacturers, dealers and potential customers. The many and various items appearing on the programme of the Swiss Industries Fair show convincingly what a wide range of useful contacts can be made with a view to establishing permanent business connections.

In 1964 the Basle Fair will make a trip to Switzerland particularly rewarding. The date fixed for the opening of the Fair shortly before the start of the holiday season proper and, in particular, the considerably extended exhibition area (including an entirely new hall) are both calculated to enhance the pleasure of a visit. More than 2,300 exhibitors in twenty-nine groups will be there to give a picture of what Swiss industries and crafts can produce and more especially to show goods of interest in any particular line. Among the groups producing primarily for export special mention might be made of the Watch Fair and of the heavy machine-building and metal industries, machine tools and tools, electrical engineering, plastics, textiles, clothing, fashions and the shoe industry.

The number of businessmen from every corner of the world who seize this opportunity of obtaining a comprehensive survey of the latest products of Switzerland is growing from year to year. The Swiss Industries Fair and the town of Basle, situated at the intersection of international traffic routes, will do all in their power to make a stay as agreeable and successful as possible.

### SWISS-GERMAN: AN APPRECIATION BY A NON-SWISS

Seldom has a non-Swiss grasped the character of the Swiss dialect so well and described it so trenchantly, as the Viennese Professor E. G. Lammer (who also introduced a new note into the sport of mountain-climbing during the eighties of the last century — solo climbing). In 1932, Professor Lammer wrote to a friend in Zürich: "... Swiss-German, as far as I have been able to learn — partly from listening to various sub-dialects in Zürich, Bern, Basel, the Valais, eastern Switzerland, Solothurn, etc., and partly by hearing readings of provincial dialect-poetry — is a wonderfully intimate, highly expressive language. In richness of vocabulary it is in no way inferior to any written tongue, since it is used by educated and uneducated people alike, in every stratum of society, as the primary means of communication. In fact, it may well be even richer in fine shadings of meaning and in strong language than the so-called 'written German'. It is precisely this inexhaustible wealth of vocabulary which makes it a language extraordinarily difficult to master for one coming to it not as a child, but as an adult striving not merely to understand it but to grasp all its linguistic textures and expressiveness. In English or Spanish, when one is in doubt, it is only necessary to reach for the nearest dictionary; but what can a German-speaking non-Swiss do when it comes to the Zürich dialect? ..."

[S.N.T.O.]

## THERE IS NOTHING PROVINCIAL ABOUT SWITZERLAND


Statistics have been called the dull science but they do lend themselves to some entertaining games. And if the results prove gratifying, why should they, boasting apart, be hidden under a bushel? An American survey "The Geography of Intellect" has shown that since the Renaissance Switzerland has produced eighty-seven important thinkers per hundred thousand inhabitants, as against sixty-seven in Germany, which apparently takes second place, followed by Great Britain, France, the Netherlands, Denmark, and the U.S.A.

The names of J. C. Burckhardt, Le Corbusier, Max Frisch, Friedrich Dürrenmatt, Alberto Giacometti, Ernest Ansermet, Arthur Honegger, C. F. Ramuz, Denis de Rougemont, and C. J. Jung, to list only a few Swiss who have been particularly prominent during the past twenty or thirty years, are in themselves sufficient to show that Switzerland is not a backwater engrossed entirely in its own affairs. The "Nobel index", which gives the number of Nobel prizes awarded per million inhabitants of a country from 1901 to 1960, tends to substantiate these findings:

|                |      |                   |      |
|----------------|------|-------------------|------|
| 1. Switzerland | 2.62 | 6. Germany        | 0.71 |
| 2. Denmark     | 1.43 | 7. United Kingdom | 0.67 |
| 3. Austria     | 1.19 | 8. United States  | 0.67 |
| 4. Netherlands | 1.15 | 9. France         | 0.40 |
| 5. Sweden      | 1.13 | 10. U.S.S.R.      | 0.03 |

Relative though the value of such figures may be, it may be useful to recall them if they give food for thought to those who dismiss small countries as being of no account!

[S.N.T.O.]



**Swiss  
Industries  
Fair  
Basle**

**11th—21st  
April  
1964**

In 25 halls and 27 groups Swiss Industry puts its quality products on view.

Information, booklet and catalogue obtainable from the Swiss Embassy, 18 Montagu Place, London W.1 or the Swiss Consulate, Midland Bank Buildings, 56 Spring Gardens, Manchester 2.