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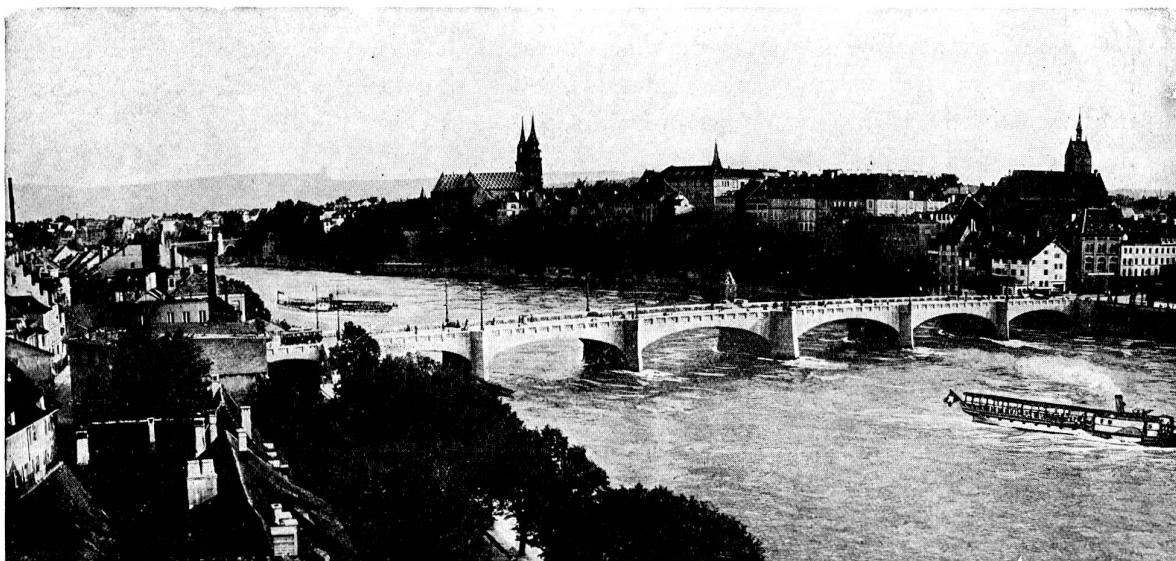
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SEVENTH SWISS SAMPLES FAIR, BASLE,

April 14th to 24th, 1923.



Traders and Importers are cordially invited to visit the SEVENTH SWISS SAMPLES FAIR, which will be held in Basle from the 14th to 24th April, 1923. It will afford them a unique opportunity of obtaining a clear and comprehensive idea of the scope of Swiss manufacturers and of becoming better acquainted with genuine Swiss goods of every description.

A visit to the Fair cannot fail to prove profitable in every way, as it will not only enable Traders to cover their requirements to the best advantage, but also to obtain valuable hints for the development of their business. The Fair offers the best possible opportunity for studying Swiss industries, of which it is thoroughly representative.

Traders will, therefore, find it in the best interests of their business to attend the Swiss Samples Fair. Everything possible will be done to make their visit to Basle a pleasant and memorable one, and the management hope to have the satisfaction of welcoming them in large numbers.

Offices of the SWISS SAMPLES FAIR,

Managing Director,
Dr. W. MEILE.

BASLE, January, 1923.

SWISS SAMPLES FAIR.

Basle has, from time immemorial, been a great commercial centre and is particularly well suited to be the home of the Swiss Samples Fair, lying as it does on the very borders of Switzerland, within easy reach of two adjoining countries. It has, moreover, the advantage of being a great international railway junction, served by numerous express trains from every part of Europe.

The Swiss Samples Fair is the direct descendant of the ancient Fair which has been held in Basle, at varying intervals, ever since the 15th Century. The progress of the Fair, since it was reorganised on the present lines in 1917, has been constant, visitors being attracted from all parts of the world. This is illustrated by the fact that representatives of no less than 22 foreign countries visited the 6th Samples Fair, held in 1922.

The Fair is *essentially Swiss in character*. Its object is to promote the sale of Swiss products in the home markets and to encourage exports. It plays a prominent part in fostering international trade relations, ranking among the most important of all Fairs and Exhibitions of a similar nature.

It has been the special aim of the management to provide for foreign buyers every facility which may tend to assist them in the transaction of their current business during their visit to Basle. Special private offices are at their disposal for their business interviews, where they may conduct their correspondence and obtain the services of trained shorthand typists and interpreters. A **Foreign Information Bureau** is open in the Fair for the benefit of visitors. Telephone, telegraph and all postal facilities are also available on the spot.

The Manager of the Swiss Samples Fair at Basle will also, at all times, be pleased to give information, free of charge, regarding Swiss Manufacturers.

HOTEL ACCOMMODATION.

A Special Office in Basle undertakes to arrange for hotel accommodation at reasonable prices. (See Form of Application on last page.)

TRAVELLING FACILITIES.

Any information regarding travelling facilities to and from the Swiss Samples Fair will gladly be supplied by the Swiss Federal Railways, Carlton House, 11b, Regent Street, London, S.W. 1, or at the nearest office of Thos. Cook & Son. The latter will also undertake to reserve any accommodation required.

Through tickets to Basle are issued by all direct routes.

BASLE FAIR PARTY.

Under the patronage of the Swiss Legation in London, and for the convenience of intending visitors, the *Swiss Observer* is arranging a conducted party **at reduced rates** to Basle via Dover-Calais-Hirson-Metz. The party will leave London, Victoria Station, at 11 a.m. on Saturday, April 14th, 1923, and arrive in Basle at 8 o'clock the following morning. The return journey may be made independently within 33 days, and by the payment of a small additional fee (détour ticket) the route via Paris can be chosen.

The price of tickets, which **include five days' hotel accommodation** (room and breakfast) at Basle, is :

First-class Return ... £9 10 0

Second-class Return ... £6 10 0

Applications, which should be made at once as the accommodation is limited, should be accompanied by a deposit of £2 for first and £1 for second-class tickets (returnable in full if the tour should for any reason have to be abandoned) and should be addressed, marked "Basle Fair Party" to

The "Swiss Observer," 21, Garlick Hill, London, E.C. 4

(or c/o. The Swiss Federal Railways. 11b, Regent Street, S.W. 1),

who will supply any further information.

BASLE FAIR PARTY.

DATE.....

THE "SWISS OBSERVER,"

21, GARLICK HILL, LONDON, E.C. 4.

Dear Sirs,

I wish to join the *Special Party to Basle on April 14th* and enclose cheque for $\frac{40/-}{20/-}$ being deposit on account of one $\frac{\text{first}}{\text{second}}$ class return ticket, including five days' hotel accommodation (room and breakfast) at Basle, and undertake to pay the balance by April 2nd.

Yours faithfully,

Name

(in full and in capitals)

Address



GROUPS :

1. Chemical and Pharmaceutical Products.
2. Household and Kitchen Utensils and Articles, Brushware, China and Glassware.
3. House Fittings, Furniture, Basketwork.
4. Lighting, Heating, Sanitation.
5. Special Articles in Wood, Metal, Glass, Cork, Leather, Rubber, etc.
6. Inventions and Patents.
7. Office and Shop Fittings, Drawing and Painting Materials (including School Materials).
8. Advertising (including Graphic Arts, Publications and Packing Materials).
9. Paper and Paper Goods.
10. Musical Instruments and Music.
11. Sports Goods and Toys.
12. Industrial Arts.
13. Watches, Clocks and Jewellery.
14. Textiles.
15. Clothing and Outfitting (including Boots and Shoes, Leather and Celluloid Articles, Fancy Goods and Haberdashery).
16. Small Machinery and Tools.
17. Transport.
18. Delicate Mechanical Instruments and Apparatus.
19. Electrical Industry.
20. Raw Materials and Building Materials.
21. Miscellaneous.

FORM OF APPLICATION.

If you intend to visit the Fair or wish to obtain fuller information on it, please fill in this form and send it to the nearest of the undermentioned addresses.

To.....

I, the undersigned,

Surname..... Christian Name.....

Name of Business.....

Business Address.....

Particulars required..... (state if hotel accommodation desired).

Signature.....

UNITED KINGDOM.

Commercial Division, Swiss Legation, 32, Queen Anne Street, LONDON, W. 1.
Swiss Bank Corporation, 45, Lothbury, LONDON, E.C. 2.
Swiss Consulate (P.O. Box 502), 11, Albert Square, MANCHESTER.
Swiss Consulate, 9, Rumford Street, LIVERPOOL.
Swiss Consulate, Lloyd's Bank Chambers, Market Place, HULL.
Swiss Consulate, 58, Renfield Street, GLASGOW.

DOMINIONS AND OTHER TERRITORIES OF THE BRITISH EMPIRE.

CANADA.

Swiss Consulate General, 212, Drummond Street, MONTREAL, Quebec.
Swiss Consulate, 716, Empire Building, 64, Wellington Street, W., TORONTO, Ontario.
Swiss Consulate, 719, McIntyre Block, 416, Main Street, (P.O. Box 86), WINNIPEG, Manitoba.
Swiss Consulate, 122, Hastings Street, VANCOUVER, British Columbia.

SOUTH AFRICA.

Swiss Consulate, 28, Wale Street, CAPE TOWN.
Swiss Consulate, 31, National Bank Buildings, Pritchard St. (P.O. Box 4077), JOHANNESBURG.

WEST AFRICA.

Swiss Consulate, Rawdon Street, FREETOWN, Sierra Leone.

BRITISH INDIA.

Swiss Consulate General, 1 Rampart Row, BOMBAY.
Swiss Consulate, 86, Clive Street, CALCUTTA.
Swiss Consulate, P.O. Box 45, MADRAS.
Swiss Consulate, Gaffoor Buildings, Main Street, COLOMBO, Ceylon.

STRAITS SETTLEMENTS.

Swiss Consulate, 117/121, Market Street, SINGAPORE.

AUSTRALIA.

Swiss Consulate General, 31, King Street, MELBOURNE, Victoria.
Swiss Consulate, 163, Pitt Street, SYDNEY, New South Wales.
Swiss Consulate, 116, Elizabeth Street, BRISBANE, Queensland.

SWITZERLAND.

Dr. W. MEILE, Manager of the Swiss Samples Fair, 30, Gerbergasse, BASLE.