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## THE 1946 SWISS INDUSTRIES FAIR.

Basle, May 4th — 14th.

(*Swiss Industry and Trade*, December, 1945.)

In view of the manifold demands of a specialized nature which had to be met during the six war years now behind us, Switzerland's industrial production of consumer goods could scarcely be quantitatively increased during that period. On the other hand, this country's production capacity has remained unchanged and has even made great progress as a result of revolutionary technical innovations. These conditions were fully apparent at the five war-time Swiss Industries Fairs (1940-1945) which presented a real synthesis of the nation's technical production which in turn appeared as a unified whole.

More intensively than ever before, every branch of Swiss trade and industry is now eagerly preparing for the 1946 Fair to be held in Basle from May 4th-14th for the 30th year in succession. To-day, with several months still to go before the opening of the Fair, prospects point to such an activity, that the Management of the Fair is faced with a most difficult task, if all demands for exhibition space are to be met satisfactorily. This is all the more remarkable, when one considers that in 1945, a further exhibition space of 13,500 sq. yards was added, bringing the total surface up to approximately 66,400 sq. yards, covering 14 Halls. And even so, last year, quite a number of would-be exhibitors were unable to obtain space.

The Swiss export industries, above all others, are eager to be represented at the first post-war Basle Fair. It is their task, of course, to contribute to the economic reconstruction, and they are technically prepared to fulfil that task. At the same time, however, in these times of economic stress, these industries wish to present as diverse a picture to the world as possible.

Among the tremendous inflow of demands for exhibition space at the 1946 Fair, it is from the Swiss machine industry that the greatest number — proportionately speaking — are coming. For close on one hundred years, this industry has contributed in a remarkable fashion to the magnificent development of the Swiss export trade, and it can to-day offer the

finest of products which will, without doubt, be greatly appreciated by foreign buyers. The metal and wood-working machinery section alone has expanded to such an extent, that the three Halls reserved for this branch hardly suffice. Nor do textile machinery manufacturers lag behind with their very complete range of products. The rich selection of special machinery for the foodstuff industry is also most extensive, as is also the choice presented in the line of printing machinery. This extremely varied range of machinery of all types corresponds exactly to technical and industrial requirements and to the needs of precision mechanics and optics. The electro-technical industry, which has won for itself a leading position in the country of "white coal," will also present its usual comprehensive range of products. The Swiss watch-making industry, which enjoys so remarkable a reputation on all world markets, will be even better represented than ever before at the coming Fair. The chemical industry is no longer to be divided into sections according to the application of its products, but will this year be presented as a complete unit in itself. The building trades and transport sections are also following the upward trend. And, to close this brief survey, let us say that the Swiss textile and footwear industries are also actively preparing their participation; branches specialized in the export trade will be reunited in a special display to be held in the former Watch Pavilion. It goes without saying that the industries which more specially supply the home market will also present their usual fine display at the 1946 Fair.

One thing is clear from this picture of intense activity, and that is, that Swiss economic circles are determined to give foreign visitors to the Fair next May every proof that the reputation for quality Swiss products enjoy is well deserved.

### TO THE "SWISS OBSERVER."

Among your pleasing pages  
I always love to browse.  
They stir me and, by stages,  
Strange moods in me arouse,  
Not patriotic fervour,  
Nostalgia seems to be  
The spell, dear "Swiss Observer,"  
You sometimes cast o'er me.

I see as in a vision  
The land that gave me birth  
Which I, with bold decision,  
Once thought the best on earth.  
Aflow with milk and honey  
And to my youthful eye  
At all times bright and sunny,  
Why have we parted . . . why ?

Thus do you set me musing,  
Still, I have no regret,  
The path I have been choosing  
With blessings was beset.  
Yet, to my heart appealing,  
First loyalties survive,  
It is this innate feeling  
That you in me revive.

J.J.F.S.

BRITISH FIRM require experienced man to take over sole control of Watch Factory in England. Must be thoroughly experienced in all branches of watch manufacturing, including draughtsmanship, and able to work without supervision. Knowledge of English essential. Good salary. Reply Box No. 11, Swiss Publicity Office, 35, Fitzroy Square, London, W.1.