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33rd SWISS INDUSTRIES FAIR, BASLE

May 7th-17th, 1949.

Since the autumn of 1948 it has become increasingly clear that the number of exhibitors at the next Swiss Industries Fair will certainly not be less than last year. Although there has been no propaganda to recruit exhibitors, applications have been pouring in unceasingly, both from former exhibitors and from firms now coming forward for the first time — and these from all branches of industry. This is indeed striking confirmation of the confidence felt in the Basle Fair by all economic circles in Switzerland. However, as this will be the first time in many years that no new premises have been built, and as the Rosenthal buildings will not be available for use owing to the Fair having been arranged too late in the year, all applications have had to be considered very carefully. Nevertheless, by concentrating and unavoidably reducing the size of stands, it will be possible to accommodate sufficient exhibitors to ensure that the number of those taking part will not be less than in previous years.

In 1949, the largest contribution will be made as in other years, by the technical industries. Firstly, machine manufacturers will be exhibiting almost the whole range of their famous products, with the exception of some of their larger pieces. The electro-technical industry will also be very well represented. Halls VI and XIII — unfortunately still separated though adjoining — will be taken up by the metallur-

gical industries and also partly by welding machines and plants, heating installations, burners, etc. Wood-working machines will be in Hall VII as usual, while textile machinery will take up the greater part of Hall IX and machines for building, their usual place in the Building Fair in Hall VIII. Machinery for paper-making and the graphic arts will be found in Hall XI, and Hall IV will be devoted to machinery for the food-stuff industries, the catering trades and hospital establishments. The exhibition of watches and electrical measuring instruments, mechanical measuring instruments, optical and photographic instruments, precision machine tools, watchmaking accessories and requisites, radio equipment and medical apparatus will be found, as last year, in the building constructed in 1947, and on the ground floor of this building the "Water" and "Gas" exhibition. Hall V will again be filled, to the last available inch of space, by the display of the remarkable products of the electro-technical industry.

Among the masterpieces of Swiss precision production it is undoubtedly the watch that takes first place; the watchmaking industry will therefore be appropriately represented by a most comprehensive and tasteful exhibition in the entrance, Hall I. Hall IX is reserved for transport, and motorized and non-motorized vehicles; the chemical industries will be represented in Hall III.

The textile and footwear industries are among the most interested in the export market. Their products will be exhibited in Hall II and another building, while the special exhibition already well-known under the name of "Creation," will reach the very height of perfection. The furniture-making industry is to be housed in some of the halls of the main building where wholesale furniture will be displayed, while the model furnished rooms will be found in Hall VIII A, which has such a pleasant view of the park. Office equipment, the products of the "paper," "graphic arts" and "publicity" groups will be in Hall X. Part of the galleries will be reserved for the applied arts and fine pottery, and the remainder of this space for lamps, razors and hairdresser's appliances. The temporary pavilions that are to be erected will house the very important and varied exhibition of household equipment. The toys have had to be moved and this year they have been allotted the top floor of a high building on the south side. As in 1948, the greater part of the book exhibition will be displayed in Hall XIII.

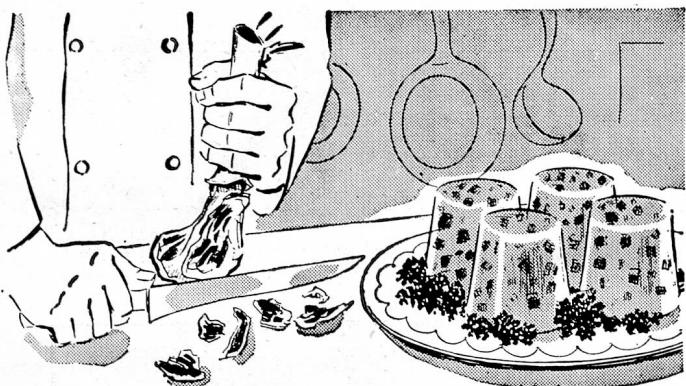
The 33rd Swiss Industries Fair in Basle promises to be worthy in every way of exhibitions of previous years and of Swiss industrial effort as a whole. Without presuming too much, a heartening flow of visitors can be counted on, not only from Switzerland, but also from abroad; the figures of the last two years — 7,500 and 8,500 — will certainly be equalled.

(*Swiss Industry and Trade.*)

OUR NEXT ISSUE.

Our next issue will be published on Friday, April 29th, 1949.

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