Zeitschrift: The Swiss observer: the journal of the Federation of Swiss Societies in

the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1950) **Heft:** 1140

Artikel: 31st National Fair of Lausanne

Autor: [s.n.]

DOI: https://doi.org/10.5169/seals-692672

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

Download PDF: 31.07.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

31st NATIONAL FAIR OF LAUSANNE.

The "Swiss Comptoir," National Fair of Lausanne, will be taking place from September 9th to 24th, 1950. The National Fair of Lausanne is the living reflection of Swiss activity, which is so varied and

typically ingenious.

The fundamental elements of this activity are brought out. Switzerland is generally regarded by the foreigner as an agricultural country. He will be able to realize what Swiss agriculture really is, from the exploitation of the products of the soil to the breeding of cattle and the milk-producing industry. A special hall is devoted to the latter, which with a show of national wines illustrating the work of Swiss winegrowers, unites all the raw products of the country.

Rich in forests, Switzerland counts as one of her principal industries: the timber industry, which is the foundation of many industrial firms and smaller handicrafts enterprises. A new and very interesting section of the Swiss Comptoir will present the latest machines

for wood-work.

Very poor in raw materials Switzerland is an importing country of the first order and an industrial nation, and a few sections of the fair, most interesting to the foreign visitor, clearly point out the use which Swiss native work makes of imported raw materials, especially in delicate machinery, measuring and accuracy instruments, machine tools and agricultural machinery. Switzerland exports foodstuffs and is well known for her high quality produts. The National Fair of Lausanne is at the same time the Fair of the food industry, and many specialities of this economic

branch are exhibited there with the care of elegant presentation which characterises Swiss work. To these we must add electricity, gas, office organisation, graphic arts, fashions, textiles, leather work, agricultural science, pharmaceutical products, arts and crafts, sport, tourism, etc.

This numerous activities very well express the genius of Switzerland, with her contrasting soils, her variety of people and her diversity of language. National Festival of industry, the Fair of Lausanne, which is held every Autumn, unites and contrasts the numerous types of the population. It offers a glittering fresco of Switzerland herself, united under her national flag which is the emblem of 22 cantons.

Although a typically national show, the Fair of Lausanne some years ago instituted the custom of inviting a foreign guest of honour. France, Belgium, Holland have already accorded their official participation. The 31st Swiss Comptoir has the privilege of announcing the participation of Italy in its exhibition of September 1950; and the Pavillion, organised by the Italian Department of Foreign Trade will constitute another attraction to this great economic event of Switzerland.

G.

SWISS LEGATION.

The Swiss Minister and Madame de Torrenté held a reception, on Tuesday, July 18th, at the Legation, in honour of the Swiss delegates attending the International Congress of Ophthalmology.

YOU know the joy and pleasure of a holiday in Switzerland. Perhaps your English friends do not. Please put them wise, and ask them to apply for full information, also travel tickets by Rail or Air to:—



THE SWISS NATIONAL TOURIST OFFICE AND OFFICIAL AGENCY FOR THE SWISS FEDERAL RAILWAYS

458/9, STRAND LONDON, W.C.2