

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: 1131

Rubrik: Swiss Club Manchester

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: 13.03.2026

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

**THE 20th SWISS WATCHMAKING FAIR
AT BASLE IN 1950.**

Although it is a small country from the point of view of territory and number of its population, Switzerland's foreign trade is an important item, and she is once again engaged in the economic struggle in which all industrial nations are engaged on the world's markets.

The recent devaluations perhaps allow Switzerland to import goods under more favourable conditions but, on the other hand, they have created new handicaps for the export of Swiss manufactured products. It is for this reason that the 1950 Industries Fair in Basle will be of great importance, because its object will be to induce foreign visitors to purchase more goods than ever in Switzerland. The very large number of exhibitors will allow the Fair, as usual, to offer an all-inclusive display of Swiss production, and it will afford proof that the industry of this essentially continental country maintains its traditions and knows how to adapt its particular needs to the most varied national economies, even of overseas countries. It may, therefore, be expected that at the Industries Fair in Basle there will be a wide display of manufactured products of excellent quality, adapted to the technical requirements and fashionable trends.

This will be the case, in particular, for the goods offered in the Watchmaking Fair taking place for the 20th time from the 15th to the 25th April, 1950, within the framework of the Swiss Industries Fair. As they wish to make a special anniversary display, the watch manufacturers are doing everything possible to present their pavilion in the most fitting surroundings. The brightest gem of Swiss industrial production, the watchmaking industry is a living proof of what can be realised by an industry anxious to make progress and to supply goods of the highest precision and excellence of workmanship, from the every-day alarm-clock to the elegant desk-clock, from the classical pocket-watch to the jewel-encrusted watches, passing through wristlet watches, chronographs and watches for special uses. The Swiss watchmaking industry, working as it does for countries situated in all latitudes, offers at this Industries Fair the whole range of its infinitely varied products. According to certain estimates, as many as 250 different kinds of watches have been counted at preceding Fairs.

9,000 visitors, coming from all parts of the world last year gave adequate proof of the interest which foreign countries have in Swiss production. The 1950 Fair will be worthy of its predecessors and will be an excellent source of information for customers of and suppliers to Switzerland, thus providing evidence that the reputation enjoyed by Swiss manufactured goods is not in any way exaggerated.

Foreign visitors interested in visiting the Fair will be able to apply to its representatives in foreign countries, Swiss Legations and Consulates, Chambers of Commerce and official Swiss Agencies abroad.

**SWISS CLUB MANCHESTER.
Annual General Meeting 25.2.1950.**

At the Annual General Meeting, held at the Midland Hotel on the 25th February, the Committee for the next year was elected and is constituted as follows:

- President :* Mr. G. Senn
- Vice-President :* Mr. E. Berner
- Secretary :* Mr. R. T. Gschwind
- Treasurer :* Mr. H. Monney
- Librarian :* Mr. F. Heinrich.

GOOD STYLE

GOOD CLOTH

GOOD FIT



can be obtained from

W. PRITCHETT

Makers of Good Clothes
at moderate prices
since 1889

W. PRITCHETT

183 & 184 TOTTENHAM COURT ROAD, W.1

2 mins. from S.M.S. College.

'Phone : MUSEUM 0482

M·A·T TRANSPORT LIMITED

FORMERLY MACHINERY & TECHNICAL TRANSPORT LIMITED

INTERNATIONAL SHIPPING & FORWARDING AGENTS

LING HOUSE, DOMINION STREET, LONDON, E.C.2

Telephone: MONARCH 7174 (10 Lines)

Telegrams: MACANTECH, PHONE, LONDON

ALLIED HOUSES:

BASLE

M·A·T TRANSPORT A.G., Centralbahnstrasse 9
PHONE : 20985

ZURICH

M·A·T TRANSPORT A.G., London House, Bahnhofstrasse
PHONE : 258994