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## THE SWISS INDUSTRIES FAIR, A MANIFESTATION OF WORK AND OPTIMISM.

It is difficult to draw a picture of Switzerland without pointing out how much of her success is due to real hard work. Just like the mountain peasants of ancient Helvetia, perpetually at grips with adverse natural forces, the workers and industrialists of modern Switzerland are engaged in a never-ending battle against economic difficulties. What has remained steadfast throughout the centuries is the care devoted to manufacturing operations, the love for precision and exactness, the desire for perfection — all of which is clearly evidenced at the Swiss Industries Fair in Basle.

This manifestation, which comprises more than 2,000 exhibitors, will take place from 7th to 17th April, 1951. Just as in previous years it will enjoy the active support of commerce and industry and will thus be able to claim to represent, within its national framework, every aspect of Swiss economic activity, as it has been doing for year after year.

In the same way as Switzerland, at the close of the last war, placed her productive apparatus at the service of general reconstruction requirements, she now takes pleasure in offering her manufactured products to all the nations within the new framework of economic co-operation which is tending to replace the bilateralism of recent years. The Industries Fair in Basle in 1951 will reveal the progress accomplished in the machinery industry in general, in machine tools and woodworking machinery in particular, in textile machinery, watchmaking, as well as textile products and electricity. Special mention should be made of the horological exhibit; that most important display of fashion in the "Creation" pavilion with its atmosphere of elegance; the numerous kinds of control and measuring apparatus essential for modern industry; the instruments of precision constructed by highly specialised workers who have acquired their knowledge and skill in the many technical schools and scientific laboratories throughout the country.

By visiting the Swiss Industries Fair personally those interested are in a position to obtain all the advantages of entering into direct contact and personal touch with representatives of all classes of Swiss industry.

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