

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: - (1954)
Heft: 1226

Artikel: Basle Fair
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DOI: <https://doi.org/10.5169/seals-689336>

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BASLE FAIR. Invitation.

In Switzerland it is the custom that, when the roof has been added to a new building (not necessarily complete in itself) the builders erect a small tree from the branches of which brightly-coloured streamers flutter in the wind, and this is the signal for a celebration.

When planning the new three-storey building, containing halls 10-21, the dimensions of which provide a very appreciable extension to the existing exhibition area, the architect decided to adopt entirely new methods enabling him to present a construction which may truly be said to be representative of the Swiss spirit of initiative. When the new building is finally ready for occupation there will also be many changes in the general presentation of the wide range of exhibits covering every aspects of Swiss production, the variety and excellence of which have become so well known throughout the world.

At a time when the completion of the new building marks the beginning of a new epoch in its own development, the Swiss Industries Fair highly appreciates the opportunity thus provided to display to foreign visitors from all over the world from the 8th to the 18th May 1954 the results of the unremitting and conscientious labour of a nation and particularly the most recent achievements of Swiss industrial production. On behalf of the exhibitors, the authorities of the Fair itself and the municipal authorities of Basle the management extends to you a very hearty welcome.

The Director: Th. Brogle.

ANNUAL SWISS SPORTS AND GARDEN PARTY

SATURDAY, 22nd MAY, 1954

at

**THE POLYTECHNIC STADIUM, CHISWICK
from 2 to 7 p.m.**

The programme includes

**ATHLETIC EVENTS
BOYS' and GIRLS' RACES
MIXED RACES
SPECIAL EVENTS**

and musical entertainment by the Swiss Accordion Club.

PRIZES WILL BE GIVEN TO THE WINNERS.

Admission free no tickets required.

Covered Stand in case of rain.

Refreshments available.

Programmes with full details will be on sale on the Grounds.

How to reach the Polytechnic Stadium, Chiswick:

By Train from Waterloo to Chiswick S.R. Station thence a few minutes walk.

By Underground District Line to Turnham Green Station, thence by No. 55 bus to Chiswick S.R. Station.

By Bus No. 71 from Hammersmith to Polytechnic Sports Ground.



Rest and Relax in **SWITZERLAND**

See the mighty Alps clothed in their Summer glory, the meadows covered with beautiful flowers, the lovely pine forests, the deep blue lakes, the terraced vineyards, the medieval towns and villages.

Chair-lifts and mountain railways will take you to the highest peaks, amidst the snow-covered mountains glittering in the Alpine sun.

Make the most of a Holiday in nature's wonderland right in the heart of Europe. Facilities for golf, tennis, walking, picnicking, sailing, fishing and mountaineering are at your command — or you may prefer just to laze in the sunshine to your heart's content.



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