

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: 1227

Rubrik: Commercial news

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: 01.08.2025

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

COMMERCIAL NEWS

Exhibitions.

a) Swiss Tourism and International Culinary Art Exhibition.

The President of the Confederation, M. Rodolphe Rubattel, will be at the opening ceremony on May 14th of HOSPES, the exhibition devoted to tourism in Switzerland and international culinary art. Spread over a floor area of 170,000 square metres, it boasts a foreign participation comprising Belgium, Germany, France, Holland, Italy, Brazil, the United States, Great Britain, India and Austria.

"The aim of the exhibition" the President of HOSPES stated at a recent Press conference "is, in the mind of its organisers, to draw the attention of the whole nation to the considerable economic, ethical and demographic importance of tourism in a country such as ours, which is poor in raw materials. . . Tourism is closely linked to culinary art, to which we have devoted all our care and attention. The purpose of this section of the exhibition is to raise the professional level of hotel-keeping, to give both employers and employees an enhanced consciousness of their worth."

b) Swiss National Agriculture Exhibition.

Work is advancing rapidly on the site chosen for the 11th Swiss National Exhibition of Agriculture, Sylviculture and Horticulture, which will be held in Lucerne from the 16th September to the 11th October next. Buildings will be erected on 40,000 square metres, whereas the remaining area (160,000 m²) will be surrounded by demonstration stands easily accessible to 9,000 spectators.

c) Textiles at the Basle Samples Fair.

Perhaps in no other one are there so many possibilities for new creations as in the textile group, and every year the Basle Samples Fair provides an opportunity of showing these novelties. It would be difficult this year to describe them in details, but colours, designs and weave, as well as new mixtures of fibres, all play a part in making fashion news. Silk reaffirms its prestige, in the company of rayons, nylons, cottons. To all of them, recently discovered technical treatments give a new aspect.

Other materials deserve mention, too, and in particular woollen fabrics, whose quality places them to an increasing extent in the international class.

A special feature of the textile group at this year's Fair will be the new "Monsieur-Madame" Salon, in which are displayed ready-to-wear clothes, lingerie articles, underwear sets and accessories, grouped under such headings as "travel", "week-end", "youth", "evening parties".

Swiss Participation in International Fairs.

There was an impressive display of Swiss products both at the Hanoverian Industries Fair and at the Milan Fair. In Hanover Switzerland had the largest show of all participating foreign countries. The display in Milan was very effectively organised by the Swiss Office for the Development of Trade.

Swiss Loans to Foreign Countries.

It has now been possible to complete the negotiations concerning the Swiss loan to the French State Railways mentioned in the last issue of the Swiss Observer, and an agreement was to be signed in the early part of this month. Moreover, the satisfactory conclusion has been announced of the negotiations for the launching on the Swiss market of a loan by the French group of Pechiney, one of the most important industrial concerns in France in the chemical, electro-metallurgical and mining fields. The loan, amounting to 25m. francs and carrying interest at 4½ per cent., will be issued by a consortium of Swiss banks.

Blocked Assets in the United States.

The Swiss Federal Political Department has drawn public attention to the prolongation until 9th February, 1955 (instead of December 7th, 1954), of the period within which claims may be made for the restitution of assets blocked in the United States, by the Offices of Alien Property, Department of Justice, because of possible enemy ownership.

THE ANGLO-SWISS INSURANCE AND RE-INSURANCE AGENCY LTD.

of 29-30, HIGH HOLBORN, LONDON, W.C.1.

Tel.: CHAncery 8 5 5 4 (5 Lines)

are at the disposal of Members of the

Swiss Colony to advise about any

insurance matters.

Summer Programme

Affiliated to Schweizer Reisekasse

of Conducted or
Individual Tours

To: SWITZERLAND
AUSTRIA, BELGIUM,
FRANCE, GERMANY,
SPAIN, HOLLAND,
ITALY, NORWAY,
YUGOSLAVIA,
LIECHTENSTEIN

Independent Travel
arrangements a
Speciality

U.K. General Agents
European Athletic
Championships - Berne
August 24th - 30th.

Agents for

BRITISH, FRENCH, SWISS & GERMAN RAIL-
WAYS, COACH SERVICES & ALL AIR LINES

London Office

6, ROYAL ARCADE, OLD BOND ST.
& ALBEMARLE ST., LONDON, W.1.

Nearest Tube Stations, Piccadilly & Green Park.

Telephone:

HYDe Park 1352/3

No. 25 Bus route

