

**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:** - (1962)

**Heft:** 1401

**Artikel:** The 46th Industries Fair

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-687443>

#### 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:** 13.08.2025

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

## THE 46th INDUSTRIES FAIR

At the 46th Swiss Industries Fair from 31st March to 10th April 1962, in Basel, some 2,300 exhibitors will be displaying their products in 21 halls extending over 158,236 square yards of exhibition space. The goods on show will be divided into 27 display groups, of which especially the most important export groups, namely the Watch Fare, textiles, clothing, shoes, machine tools, the heavy machinery and metal industries, electrical engineering and industrial supplies will be of international interest. As the machine-tool and tool industry is represented at Basel only every second year, the display of virtually the complete range of its products at the coming Fair, together with a particularly large number of its latest designs with electronic control, will prove a special attraction this year.

\* \* \*

The ever-increasing exchange of goods between nations can only achieve maximum impetus when accompanied by detailed information about the goods each individual country has to offer. Only when this condition is fulfilled is the customer assured of finding the product which meets his needs best, and which guarantees the best deployment of his productive forces in satisfying the demand for his goods.

This is why the importance of the great Industries Fairs grows year by year. For, as a means of providing the prospective buyer with a survey of a country's industrial production they are far superior to any other medium of information or publicity. Where photos and descriptions necessarily end, the Industries Fair begins, in affording concrete, on-the-spot comparison of the manufactures displayed and the chance to talk to the makers themselves.

The Swiss Industries Fair at Basel is one of the oldest of these institutions. As the industrial showpiece of a highly industrialized country which is intimately connected with the world market, it has long ranked among the foremost events of its kind. No other event provides such a comprehensive insight into the whole range of Swiss manufacturing.



## CARAVELLE SUPER SWISS London - Zurich twice daily

For a full appreciation of the finer, more delectable points of European air travel, you must fly Caravelle 'Super Swiss'! For by weather-radar equipped Rolls-Royce powered Caravelle jetliners — cutting flying time to 90 minutes! — Swissair have set to wings a service between London and Zurich that is second to none. Elegant cabin interior, superb comfort and genuine hospitality make the 'Super Swiss' a supreme example of luxury in flight.

Morning and afternoon flights from London at 10.30 and 18.05.  
(Mon. 18.50).

First and Tourist class on all flights.

SEE YOUR TRAVEL AGENT

# SWISSAIR

EUROPE MIDDLE EAST FAR EAST USA SOUTH AMERICA  
Offices in LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN

**FOR Your  
WORLD  
TRANSPORT**  
(ANYTHING - ANYWHERE)

## WORLD TRANSPORT

1 MARTIN LANE · CANNON STREET  
LONDON E.C.4.

AIRPORT OFFICES:  
LONDON BIRMINGHAM  
MANCHESTER SOUTHEND

BRANCHES: BASLE · MANCHESTER · BRADFORD · HULL · SHEFFIELD · LIVERPOOL · LEICESTER · STOKE



*Ask /  
first!*

Tel: Mansion House 3434 · Telex: 28401 London

## AGENCY LIMITED

Specialized Regular Groupage Services  
GREAT BRITAIN - SWITZERLAND and ITALY  
and VICE VERSA