

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: - (1966)
Heft: 1498

Artikel: Swiss industries fair jubilee
Autor: [s.n.
DOI: <https://doi.org/10.5169/seals-693091>

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: 28.01.2026

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

SWISS INDUSTRIES FAIR JUBILEE

On 16th April, the Swiss Industries Fair will open its doors for the Golden Jubilee exhibition. To mark the fifty years of its existence, the management has issued a book "50 Jahre Schweizer Mustermesse, Basel" (the same book has also been published in French). The attractive volume in colour deals with various aspects of the Fair, its history and development as well as its aims and objects. It opens with messages by Federal President Schaffner and the head of the Basle Government *Regierungsratspräsident* ab Egg. Next comes an introduction by President and Director of the Fair, Messrs. A. Schaller and H. Hauswirth. From the page of history can be seen that Basle has been a fair centre for five centuries, for it was in 1459, about eleven years after the ending of the Grand Council, that the Basle citizens took the initiative to found a university and a fair.

The jubilee book contains many excellent photographs taken during the years of expansion, and an aerial picture shows that today's MUBA is a city within a city, still growing in size and importance. The volume carries reproductions of all the Fair posters over the years, an Honours List of the seventeen firms which have exhibited at every Fair since the beginning. The book ends with various statistics.

A special coin has been minted to commemorate the Golden Jubilee of the Swiss Industries Fair. It has been designed by the Basle sculptor Willy Hege and is available in gold (at Fr.200.—) and in silver (at Fr.6.—). One side shows a design symbolising the interdependence of supply and demand, and the reverse side of the coin with its wreath of stars represents the close relationship between the Fair and all the Cantons.

SWITZERLAND, THE LAND OF INVENTORS

An article appearing in the journal of the Christian Federation of Metal Workers shows that, taking into account the number of inhabitants of the country, Switzerland comes first for the number of patents applied for under the terms of the Paris Convention. With regard to patents or inventions registered, Switzerland was first in 1961 of the twenty-three biggest countries adhering to the Convention. These figures naturally apply to patents of Swiss origin and not foreign inventions for which legal protection has been claimed in Switzerland. Switzerland is therefore in the lead with 0.87 patents per 1,000 inhabitants, followed by Germany (0.63), Sweden (0.50) and Great Britain (0.42); in the United States, the figure is 0.43 patents per 1,000 inhabitants.

[O.S.E.C.]

Le Restaurant Français de la Place

SA CUISINE—SON SERVICE

CHEZ MAURICE

118 Seaside Road — Telephone 4894

EASTBOURNE SUSSEX

Propriétaire A. Bertschy F.C.F.A.

Chef de Cuisine Diplômé

50 years
Swiss Industries Fair
Basle
16th—26th April 1966



Half a century of service in the promotion of Swiss quality products.
25 halls — 26 display groups

Information, booklet and catalogue obtainable from the Swiss Embassy, 77/81 Gloucester Place, London W.1 or the Swiss Consulate, Midland Bank Buildings, 56 Spring Gardens, Manchester 2.

THE ZURICH GROUP OF COMPANIES

in the United Kingdom and Eire comprise the

ZURICH INSURANCE COMPANY

BEDFORD GENERAL INSURANCE COMPANY LIMITED

and

BEDFORD LIFE ASSURANCE SOCIETY LIMITED

This Group can undertake all classes of insurance business

The Group operate Branch Offices in all the major cities and towns and the United Kingdom. Head Office is situated at :—

FAIRFAX HOUSE, FULWOOD PLACE,
HIGH HOLBORN, LONDON, W.C.1

Telephone: CHAncery 8833

The funds of the **Zurich** group of companies exceed £200,000,000