

# Swiss Industries Fair at Basle

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1933)**

Heft 591

PDF erstellt am: **21.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-688610>

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## IN THE DAYS OF QUEEN VICTORIA.

The present Lord Leverhulme has published a Life of his father "Viscount Leverhulme by his Son." Publishers George Allen & Unwin Ltd., London from which we take the liberty of quoting the following passages:—

One Saturday afternoon when Lever had stayed late at Warrington in order to go round the factory by himself after the work of the week had ended, he saw a stranger enter the work yard and look about him, as if he were seeking someone to speak to. The stranger at once compelled attention; he was unusually tall and possessed a leonine head — crowned with a wide-brimmed hat — a strong profile and aquiline nose; but perhaps the most remarkable thing about him was his wealth of long dark hair brushed back from his temples and overhanging his collar. Lever spoke to the stranger, who was surprised to find himself in the presence of the proprietor of the business not expecting to encounter him in this unconventional way. The visitor stated the object of his call, and, seated on two upturned packing cases they had a conversation, which led to his accepting an appointment with Lever Brothers in France, to undertake in the first place the arrangement of some special advertising at the Paris Exhibition of 1889. Such was the first meeting, between Lever and Lavanchy-Clarke. — In due time the works at Olten were started in 1898 when Lever made a speech. — The Swiss Customs duties have not been the great barrier, Custom duties never are. The most serious obstacle to international trade is the great difficulty — I might almost say the impossibility — while living in one country, of appreciating the tastes and requirements of another. The slightest variation of the simplest detail often means all the difference between success and failure. It is not within the range of man's ability to train up in one country a staff capable of dealing perfectly with all the details of a business in another. —

The book contains many other grains of wisdom for business people, but these you must find out for yourself if you decide to read the book.

The book also states that F. H. Lavanchy-Clarke was a Swiss married to an Englishwoman. As a youth he spent a great deal of his time in Egypt where he made a study of Egyptology and Arabic, very often dressing & living as an Arab. As a young man he became interested in the cause of the blind and it was at Cairo after the Franco Prussian War, that he first started an institution for them. In 1873 he was appointed as an Egyptian delegate at the Vienna Congress for the Blind. He kept this interest throughout his life. He founded a workshop for the Blind in Paris and induced an International Congress to adopt universally the Braille system of reading and writing. Lavanchy was a man of original mind, so was Lever.

The Sunlight Soap advertisements attracted him, he obtained an introduction to Lever and when the two men met, they found a different nationality no barrier since they belonged to the same country "The Realm of Ideas."

### "14 JUILLET."

Some time ago, in a corner on the subject of films I mentioned how much I had enjoyed "Le Million" by René Clair. This week I want to say something about his latest film "14 juillet" which is now showing at the Academy Theatre, 165 Oxford Street, W.1.

If René Clair had not produced "Le Million," this film would be a master piece, but when some one has produced so perfect a film as "Le Million," it is almost inevitable that his later work should suffer from comparison.

Having said this, I am now going to praise "14 juillet." I enjoyed it intensely and although at times it is inclined slightly to drag, there are so many delightful episodes that any shortcomings may be forgiven. Firstly, we have Annabella who played the heroine in "Le Million" and Annabella is as delightful to watch as she is pleasing to hear. She now takes the part of a flower girl and the story is concerned with her adventures and those of a young and good looking taxi driver named Jean. The story, or at any rate part of it, is supposed to take place on the 14th of July — hence the title.

I am not going to tell you the tale, for it would take too long and the delight of the film is not so much in the story as in the different incidents.

I therefore do not agree with those who complain that the story is weak and disconnected, for to me the attraction of the film is that it gives a series of clichés of life in a poorer quarter of Paris and a number of humorous incidents each of which is complete by itself.

I particularly enjoy René Clair's pictures, for they are never vulgar, and it is such a relief to get away from the long drawn out embraces beloved of the American producer and to hear the soft tones of Annabella's voice in place of the strident notes of so many famous heroines of the "talkie" world.

Raymond Cordy once again takes the part of a taxi-driver, friend and rival of Jean, but this time has a more important rôle, and Paul Oliver plays the part of a gentleman who is described on the programme as "The Eccentric" with much success. The part of Jean is taken by Georges Rigaud. *ck.*

## SWISS INDUSTRIES FAIR AT BASLE.

March 25th - April 4th, 1933.

The annual Swiss Industries Fair will be held at Basle, its permanent headquarters, from March 25th - April 4th next. This lovely old city on the Rhine has been a centre of the commercial and intellectual life of Europe for many centuries, and the progressive tendencies of modern times in the fields of transportation, trade and industry manifest themselves everywhere. Basle is a great international railway centre: a strikingly busy inland harbour, and a vital spot in Europe's system of airways. Its production of silk ribbons and chemical and pharmaceutical articles have elevated it into the ranks of the world's industrial leaders, and progressive economic development, duly adapted to the needs of the times, are other characteristic traits.

Basle's singularly favourable location and eminent standing were responsible for its selection as the permanent seat of the Bank of International Settlements.

When the first Swiss Industries Fair took place in 1916, this dignified city on the Rhine was selected as hostess. The venture proved an immediate success and ever since Basle has been the home of this interesting industrial manifestation. Since the first Fair buildings were destroyed by fire, the premises rebuilt in 1925-1926, at a cost of over ten million Swiss francs, spell the last word in convenience and equipment, a feature appreciated by the exhibitors as well as by the buyers.

Over 1,000 exhibitors participate in this Swiss Industries Fair, their products being divided into the following groups: chemical and pharmaceutical products; household articles, kitchen utensils and appliances, brushware, glassware, heating and sanitary installations; house fittings, furniture, basketwork; musical instruments; sporting goods and toys; applied arts, pottery and china; watches, clocks and jewelry; office and business fittings and appliances; paper and paper goods, office and schoolroom supplies; advertising and propaganda, graphic arts, publication and printing; textile goods, clothing and outfitting; footwear and leather goods, accessories, etc.; technical articles (wood, metal, glass, cork, leather, rubber, etc.); patents and inventions; fine mechanical and precision instruments and apparatus; electrical apparatus and appliances; machinery and tools; means of transportation; raw materials and building materials; miscellaneous.

The management of the Fair and all Swiss Legation and Consulates, also the Agency of the Swiss Federal Railway, 11b, Regent Street, S.W.1, will be pleased to furnish foreign buyers with full information and cards of introduction. These cards provide for special facilities for visitors from abroad, and likewise for reduced railway fares. For the benefit of English-speaking visitors it may be mentioned that interpreters will readily be placed at their service. The management of the Fair wishes to meet visitors in every way, so that their business transactions at Basle may be as pleasant and as profitable as possible.

The information office of the Swiss Industries Fair gives free information, either verbally or in writing, throughout the year regarding sources of supply of Swiss goods. During the Fair, the Swiss Office for the Development of Trade maintains a special information bureau for visitors at Strand No. 171, Hall No. 1. Business men can obtain at the Fair any information desired regarding the production and sale of Swiss goods.

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## NEWS FROM THE COLONY.

### CITY SWISS CLUB.

le 7 février, 1933.

Je n'ai pas assisté à la réunion de janvier mais je peux faire le compte rendu de cette soirée en trois mots en m'inspirant du procès verbal de notre excellent Secrétaire.

Présents 23 membres. Une admission. Aucune démission.

La soirée du 7 février était un peu mieux que la précédente, car il y avait 37 membres présents et 2 invités parmi lesquels Monsieur Biland, Président de notre Club en 1891-2, de cela il y a 40 ans! Cela fait frémir.

Monsieur Biland a fait un petit discours qui a été fort applaudi. Il nous a dit que, bien qu'il se trouvât dans un autre local, l'atmosphère était la même. De son temps, il y avait trop de jeunes au Club. J'en conclus qu'il y avait des séances turbulentes. Quelle différence avec celles d'aujourd'hui! Nous sommes si sérieux, et quelques une parmi nous commencent à avoir des cheveux blancs... s'ils ont encore des cheveux pour subir ce changement.

Monsieur Biland est retourné en Suisse et nous a dit que c'était la première fois que les circonstances lui ont permis d'assister à une de nos réunions depuis son départ de Londres. Nous espérons le revoir. Une admission. — Aucune démission.

Dans l'absence de Monsieur Schupbach, Monsieur Georges Marchand a occupé la chaire présidentielle avec son tact habituel.

Le Comité désire rappeler aux membres qu'il y aura une SOIREE DANSANTE au MAY FAIR HOTEL le samedi 25 février.

Ce sera la SEULE et UNIQUE soirée dansante cette année et le Comité espère que les membres seront présent en grand nombre.

Cette soirée promet d'être un grand succès. Vous pouvez lire les détails dans le Swiss Observer, journal hebdomadaire qui contient toutes les nouvelles intéressantes aussi bien d'importance mondiale (voir la première page) que d'intérêt locale (voir la dernière page). *ck.*

### OLD FRIENDS RALLY.

It was a very happy thought of Mr. A. Wyss, proprietor of the Swiss Hotel, Old Compton Street, W., to arrange the "Old Friends Rally," which took place on Wednesday the 8th, at the Swiss Hotel.

The social part of this successful gathering, was preceded by an excellent supper. — I was informed that a special invitation had been sent to all those "Boys" who in 1914 went back home to join up, and I am delighted to say a good many of the "Boys" turned up. I quite expected to see an array of Colonels, Majors, Captains, etc., but either they were engaged otherwise, or they do not exist over here. There was however, a real Captain present, and a very nice one too, and I had the good luck to sit near him, which, as I am only an ordinary corporal, was most flattering. On my right, I had not only a good friend sitting, but a sergeant, who however, is not adorned with a waxed moustache, nor does he swear, at least not on that evening.

There were a good number of non-commissioned officers, and, of course, also Tommies. (The Swiss Army is not to be compared with the Mexican one, where there are more Generals than privates), and many a happy memory was recalled from those times spent at the Frontier. — I forgot to mention, that there were also ordinary civilians present, and they were none the less welcome, because they had dutifully paid their military tax, (at least I hope they did), and thus did their little bit too. Then, of course, there were the Ladies, I speak of them last, for the simple reason, that some of my friends and readers of the S. O. assured me, that they only read the end of my articles, so I wanted to make sure, that they get the attention which is due to them. Someone addressed the company as "old boys," and I was sitting as if on burning coals, in case he should make a slip, and address the Ladies as "old girls," because that would have been not only rude, but not in accordance with the fact, as really and truly they looked very young, gay and sweet. I do not know, of course, how many amongst them took a tender farewell in 1914 from their husbands, anyhow the parting tears have long since dried up, and they do not seem to have suffered from the fleeting years.—

Mr. C. L. Schlaeppli presided over this enjoyable gathering, and he made a very happy little speech; he said amongst other things, that it was a great pity that one does not more often meet, and I fully agree with him, these little informal parties, are like a tonic in these disturbing days. Mrs. Rossier and Mrs. Aebersold regaled the company with a few numbers from their large repertoire and I need hardly emphasize, that they earned the applause which they richly deserve. Mrs. Scherrer played the piano most efficiently, her share in the success of the evening was not small. Mr. G. E. DeBrunner expressed the thanks of the company to the artistes, singing out speci-