

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 18 (1954)  
**Heft:** [1]

**Artikel:** 34th Lausanne National Fair  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-942626>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **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. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 15.03.2025

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

paper and bright coloured strings, and though no one had told them, I think they had a very good idea for whom they were meant. The bachelor girls were also counted as children (for that day only, of course) and they received a little gift, which was a charming thought from our hostess, Mrs. Oesch. The parcels were opened by excited children, who seemed very happy and delighted with their presents, which had been purchased by a Christmas fund contributed by the group. So ended our gay and joyous Christmas party.

Mrs. Oesch has been the mainspring of our Group since its re-formation after her arrival in Wellington, and we are most grateful for her kind interest in us all, and especially in the children.

We would be very happy to see any Swiss ladies, whether visitors or residents of Wellington, when we meet at Kirkcaldie and Stains tearoom on the last Tuesday of the month, from 2.30 to 4.30 p.m.

M.B.

### 34th LAUSANNE NATIONAL FAIR

Each year two great events impart a vital impulse to the Swiss market—the National Fairs of Basle and Lausanne, which, in their own respective parts of the country and according to their own particular specialities, are both representative of the main activities of Switzerland. Through a concentration of trade on a scale in keeping with the size of the country, they have for more than thirty years now been successfully undertaking the two-fold task of providing economic information and acting as a market stimulus.

True to this aim, the 34th Lausanne National Fair will once again be opening its gates, from September 12th-27th next, to display the original products of Swiss agriculture, industry, trade and craft work. This fair, extending over a total area of more than 1,000,000 square feet, endowed with large new buildings, and strong in the individual or collective participation of some 2250 exhibitors, is Switzerland's main autumn economic event.

Although essentially national in character, the Lausanne Fair, in a spirit of international goodwill, has the honour and privilege of setting aside an official pavilion for Brazil, organised by the Brazilian Office of Propaganda and Promotion of Trade.

The Lausanne Fair, departing from its purely commercial character, is presenting to its visitors a special pavilion dedicated to "Atoms and Radiations," under the auspices of the Swiss National Fund for Scientific Research, thus giving science a prominent position within the framework of the exhibition.

The customary advantages granted to foreign visitors are again available through all official Swiss organisations abroad.

## OUR FATHERLAND

(Continuation)

### NEUCHÂTEL AND THE JURA:

Our Western university town is a city of distinction, with shady lakeside promenades, beautiful buildings, up-to-date shops and a great view right across the sizeable lake to the distant alpine chain. With its celebrated schools, the College of Music, the many fine Museums, the University, etc., Neuchâtel is quite a centre of intellectual life. The buildings delight the eye by the texture of their stone, a yellow limestone, and by the dignity of their architecture. On the hill forming the site of the old town, are the Collegiate Church and the Castle, residence of the counts of Neuchâtel, now the seat of Government departments. These two buildings, with their cloister, the shady terrace encircling the ancient keep, and the old street which climbs the hill, form one of the most complete and delightful architectural groups in Switzerland.

Neuchâtel has its beach with a fine lido and the prolific vineyards expand from the immediate surroundings along the entire length of the lake.

The Neuchâtelers seem to speak the purest French anywhere in Switzerland. They are clever people and extremely conscious of their culture and many feel, as far as important things in life are concerned, that the world begins and ends within the confines of their canton. Following the old Swiss tradition of mercenary service, many Neuchâtel aristocrats served under foreign flags. A regiment from Neuchâtel took the city of Seringapatam in India for the British East India Company. In modern times, during the last war, sons of old Neuchâtel families were killed fighting as volunteers in the Royal Air Force.

Along the lake in the direction of Geneva are several charming and picturesque towns, many with their own castles and all surrounded by vineyards: Auvèrner, Colombier, Boudry, Gorgier, etc. A long narrow strip of land lies between the lake of Neuchâtel and the first hills of the Jura. Then come the valleys, cut deep into mountains, like the Val-de-Travers, through which the defeated Bourbaki army retreated from France in 1871 to seek refuge in Switzerland; or the Val-de-Ruz, which again received regiments of a defeated French army in 1940.

To the south-west, in the Jura Vaudois, is Ste. Croix, a small town with a beautiful view of the Alps. The people there are busy with production of cheese, a little watchmaking, as well as manufacturing the famous Swiss music boxes. Further on are the two small lakes of Joux and Brenet, the green surfaces of which, in the middle of a dark, beautiful countryside, produce an atmosphere similar to Scandinavia. This part of Switzerland, away from the large cities, in the