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SATISFIED EXHIBITORS AT THE 5TH EUROPEAN WATCH, CLOCK AND JEWELLERY FAIR

The 5th European Watch, Clock and Jewellery Fair, which was held in conjunction with the 61st Swiss Industries Fair in Basle recently, met with a positive echo from the great majority of the participants.

At a press conference held on the penultimate day of the Fair the representatives of the total of 1,154 exhibitors from 14 countries – 472 (40 per cent) of them in the watch and clock sector, 512 (45 per cent) of them in the jewellery sector and 170 (15 per cent) of them in affiliated branches – expressed their general satisfaction with the results of this year's event.

It was again pointed out that the European Watch, Clock and Jewellery Fair is increasingly becoming a central meeting place for manufacturers and specialist visitors. At the Reception Service more than 20,000 tickets for the Watch, Clock and Jewellery Fair were given to foreign buyers from 127 countries. A conservative estimate would put the total number of foreign buyers at well over 70,000. The majority of them come from European countries, but there were also numerous specialist visitors to the Fair from the United States, South America, the Near and Far East and from South Africa.

This international character of the interested public, as well as the excellent

organisation of the Fair which was emphasised from all sides, offered the exhibitors again this year a guarantee for successful business dealings, which on an average were clearly higher than last year. The trade obviously showed more confidence with regard to economic developments and an increased willingness to buy was apparent. Depending on the articles, the companies and the country there were, of course, many nuances which were reflected in the individual final reports for the press conference. The fact that exhibitors of many years' standing were more successful than companies that have only participated at the Fair in more recent times was particularly mentioned. Thus an old adage has again proved true, namely that representation at a trade fair is a long-term investment for an exhibitor.

**58th LAUSANNE NATIONAL FAIR
10th-25th September 1977**

The Lausanne National Fair will be opening its gates at the Palais de Beaulieu for the 58th time from 10th to 25th September this year. The most important economic event in the country, the Swiss Comptoir, as it is known locally, gives some 2,500 exhibitors an opportunity of displaying to over one million visitors the original products of the leading branches of the Swiss economy: industry, agriculture, trade and craftwork.

Although a strictly national fair,

the Swiss Comptoir has made a practice since 1945 of inviting Switzerland's trade partners to put on official government displays as guests of honour. This year it will have the privilege of welcoming three foreign guests: Saudi Arabia (which will be exhibiting in Europe for the first time), Thailand, which will be placing the emphasis on the evolution of its economy, on its tourism and its traditional arts; Nigeria, the main supplier of oil to Black Africa. The French Economic Association of the Grand Delta will occupy the fourth guest of honour pavilion.

Dynamic, efficient, national and wide open to the world, the Lausanne Fair is held every autumn, the most favourable season for starting up new business, and offers its foreign visitors a number of facilities, details of which may be obtained from any of Switzerland's official representative offices abroad.

"BERNE CATHEDRAL FIGURES AND FLOWERS"

For most visitors to Berne the first and foremost place of interest is without doubt the Cathedral. It is a masterpiece of later Gothic church architecture – slender, yet towering with majestic splendour above the old town. It is not only the overall appearance of the Cathedral that impresses visitors but also its highly artistic individual features, not the least of which is the stone-sculptured "The Last Judgement".



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SWITZERLAND

The five-and-a-half centuries which have passed since the foundation stone of the Cathedral was laid in 1421 have left their mark on the sandstone building. Damage is constantly being repaired, and destroyed features are replaced. Over the past 12 years the 45 individual figures surrounding "The Last Judgement" have been removed from the main portal and painstakingly copied by the Cathedral's sculptor, Walter Fuhrer.

The entire series has now been completed and the new figures will be mounted on the main portal later this year. But first they are being displayed — along with the time-worn originals — at the Park Department of the City of Berne located in the Elfenau. From 27th May to 3rd July visitors were afforded a unique opportunity to examine and enjoy these outstanding works of art at close range — an opportunity which will never be repeated. It was also possible to compare the copies with some of the originals — a comparison which sculptor Walter Fuhrer welcomes. For his own works of art are outstandingly faithful recreations of the original 15th-century treasures.

The originals will later be preserved for posterity, protected for ever from the ravages of time. The originals were all sculptured from sandstone. With one exception (the figure of Justice, completed in 1575) all were made between the years 1490 and 1495 by the sculptor Erhard Kung, who also created "The Last Judgement". The Kung figures include angels, prophets, the Apostles, and the Wise and Foolish Virgins.

Isolated from their proper setting, these magnificent figures may lack something of their full impact and effect. So everything possible was done to present these masterpieces — ancient and modern — in the most suitable setting possible. For the Elfenau exhibition, the Bernese florist Christian Maarsen created a fitting floral display which in itself is a work of art worthy of admiration. This floral framework unfolded according to nature's cycle, so that anyone visiting the exhibition several times saw an ever-changing spectacle. The iris and lilies with which the exhibition opened gave way to roses, then later to ferns, the first cut flowers of summer and potted plants, and finally to gladioli. But the central attraction was the same — immortal art amid the comparatively fleeting beauty of fine flowers.

BERNESE OBERLAND — CONDUCTED EXCURSIONS BY TRAIN

The Berne-Loetschberg-Simplon Railway (BLS) is again organising conducted tours by train from Interlaken and Spiez to Stresa (Italy) and Zermatt until 20th September. The trips are conducted by a multi-lingual guide, and the comfortable railcars are equipped with loudspeakers. A detailed programme giving departure dates and fares is available from the Swiss National Tourist Office.

MOTELS IN SWITZERLAND

The Swiss National Tourist Office has just published the 1977 edition of its booklet "Motels in Switzerland". Listed in regional order, the brochure includes information on more than 100 motels in Switzerland and Liechtenstein, such as address and telephone number, opening months, prices, number of beds and other facilities.

LETTS HOLIDAY GUIDE TO SWITZERLAND

Charles Letts & Co. Ltd., have recently published a new edition of their holiday guide-book entitled "Letts go to Switzerland". This attractively presented book of 96 pages, printed in two colours, is a useful combination of a holiday guide and foreign phrase book (English/German/French/Italian). The book is made up of the following sections: Facts at your Fingertips, Motoring and Camping, What to See (Switzerland's ten tourist regions, plus Liechtenstein), Life Swiss Style, Language Guide. The authors are John and Moira Hawkes. Price per copy: 75p. Charles Letts & Co. Ltd., Diary House, Borough Road, London SE1 1DW, Tel: 01-407 8891.

SWITZERLAND — ALL-INCLUSIVE ARRANGEMENTS

The Swiss National Tourist Office has compiled a brochure listing the many local inclusive arrangements available in Swiss holiday resorts. The packages usually include one week's accommodation, admission to local museums,



swimming pools etc., a souvenir and documentation, welcome drink, and other offers depending on the type of the package. The booklet mentions a "Car Veterans' Week" and a "Hot-Air Ballooning Week" at Flims. "Holiday Fun Made to Measure" at Brienz; "Nature Protection Weeks" at Riederalp; Tennis, Golf, Canoeing and Hang-gliding at Scuol-Tarasp-Vulpera; Hobby Holiday Courses at Fribourg, to name but a few examples.

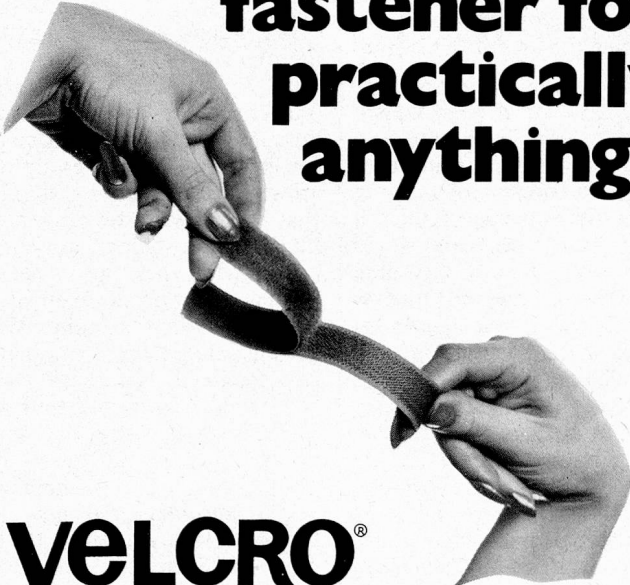
LAUSANNE — INTERNATIONAL TAPESTRY BIENNIAL

The 8th International Tapestry Biennial will be held at Lausanne to 25 September 1977. The venue of this — the world's largest — tapestry exhibition is the "Musée cantonal des Beaux-Arts" at Place de la Riponne.

INFORMATION

The Official Tourist Office of the City of Berne has made available a hotel arrangement on advantageous terms for motorists (for one or more nights), as well as a special information kit.

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