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# FRANCE

## FRENCH TOURIST NEWS

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Issued by **THE FRENCH GOVERNMENT TOURIST OFFICE**  
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2355/2540/CK

31st July 1953

10 AUG 1953

For Immediate Release

### MARSEILLES INTERNATIONAL FAIR

When summer and the high-season in France comes to an end, the premier port of the country, Marseilles, welcomes businessmen and tourists to the Marseilles International Fair, held in this ancient Mediterranean trade-centre. For the 29th time, this event which takes its place in the six most important international fairs in France, popularly known as the "BIG SIX", will throw its gates open to the throngs of visitors on September 12. It is the last of the "BIG SIX" which have met with a remarkable success this year, for the number of visitors and the volume of business transacted, without mentioning the particularly big international participation. The Fair will draw to a close on September 28.

The very city which holds this Fair has endowed it with a special importance in the international trade. If the Phocian seafarers founded Marseilles, six centuries before Christ, to open a big commercial route linking the western Mediterranean to the North-Eastern Europe, and built it as a centre of exchange for the products from Europe and the Orient, Marseilles today carries the same tradition in the Marseilles International Fair which gathers exhibitors as well as visitors from all parts of the world. Marseilles is a necessary transit for businessmen, whatever country they belong to, and this event is a golden opportunity for them to establish trade relations with manufacturers and dealers from several other countries.

From a humble beginning in a 6,000 square-yard single building in 1925, the Marseilles International Fair today occupies an area of more than 200,000 square-yards nearly half of which is covered by the admirably laid-out and beautifully arranged "palaces" and pavilions.

This year the number of exhibitors in this Fair runs well over 3,000. Besides the French contingent forming a well representative section of the country's production, exhibitors from Germany, England, Belgium, Spain, Hungary, Italy, Holland, Switzerland, the U.S.A., Czechoslovakia, etc., will make up an unique array of trade interests which for businessmen offers a remarkable scope of dealing with the full knowledge of the world market and international production.

The range of products displayed in the Marseilles International Fair does not only interest businessmen and industrialists, but there is hardly anybody from the school-boy to the housewife for whom a visit to the various stalls does not represent an extremely pleasant and useful experience.

The exhibits are arranged in different well defined sections grouping all the products falling under a particular category. Most important among them are: FURNITURE, CLOTHING and TEXTILE, INDUSTRY, TRANSPORT, ELECTRICITY, GAS, DOMESTIC APPLIANCES, RADIO, TELEVISION, OPTICAL INSTRUMENTS, CINEMA, PHOTO, FOOD PRODUCTS, REFRIGERATION, ART INDUSTRIES, MODERN OFFICE, BUILDING and PUBLIC WORKS, AGRICULTURE and MODEL FARMS, CAMPING and OPEN AIR, HANDICRAFTS, etc. The latest improvements in the manufacture of various products will be incorporated in the specimens of exhibits and a comparative assessment of their worth is highly facilitated by the sections that group together samples from different countries.

Several advantages are offered to visitors, more than a million and a quarter of them are expected this year. This will be also an occasion for them to visit this admirably situated Mediterranean city, its Old Port, its 4-mile long Promenade de la Corniche along the coast, the cosmopolitan Canebiere flanked by luxury stores, hotels and cafes, and its beautiful suburbs.

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