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## COMMERCIAL NEWS

### Meat consumption in Switzerland during 1958.

In 1958, the average consumption of meat in Switzerland attained the record figure of 115 pounds per inhabitant. There has been a steady increase in the consumption of meat, ever since 1945, when the rationing ended. In 1956, it attained 111.4 pounds and in 1957, 114 pounds.

### The Swiss Federal Railways consume 3.5 million KWh a day.

It is estimated that for railway traction this winter (i.e. for the period elapsing between the 1st October, to the 30th April, 1960) the Swiss Federal Railways will consume some 750 million kWh., which comes to 3.5 million kWh per day. They own seven plants, which produce part of the required current; the other portion is supplied by the electric power stations which they operate in common with other business undertakings.

### Swiss clocks for American military plane.

A Swiss watchmaking factory has just made a control-panel clock for motor cars and aircraft, which in addition to possessing a very high degree of precision, has a very simple construction, so that it can be kept in good order very easily. This modern control-panel clock is being used very successfully and on a large scale on the aircraft belonging to the American Air Force.

### To write better, more quickly and without tiring.

The creators of the Swiss typewriting machine "Hermes" have just put on the market a new electric machine, with a difference: the Hermes Ambassador Electric has a type bar movement which assures, at the same time, an unsurpassably soft and regular touch and a sturdy construction. The motor operates the shaft which turns continually; 46 tiny connecting clutches are set around this shaft, which contract and come into action when you press one of the 46 keys. The type bar begins to move, driven by the motor. Security appliances prevent all untimely working and connecting of the machine, which runs with the wonderful regularity of a Swiss watch.

### A new extra flat Swiss watch.

A Swiss watchmaking factory has succeeded in making an extra thin automatic watch, by placing the oscillatory mass on the periphery of the movement, the displacement of which assures the winding up of of the spring. It is owing to the invention, by its own research laboratory, of a patented "planet" rotor, that the firm in question has been able to solve the problem, which had become very real, of the manufacture of watches of which the automatic winding-up system did not tend to make the watch-case thicker.

### Extension of the Zurich-Kloten Airport for jet air traffic.

In order not to become out-of-date, the airport of Zurich-Kloten has already got to be thinking about lengthening its principal runway. According to the plans made for the extension of this runway, its length had been fixed at 11,450 feet; however, before even the construction work has been finished, new international norms, based on experiments made with heavy load carrying jet aircraft, prescribe a minimum length of 11,800 feet in respect of conditions, such as are to be found at Kloten. In order that it may not be deprived of international jet aircraft traffic, the airport at Zurich-Kloten has now decided to extend, to a length of 12,130 feet its principal runway for taking-off.

### The part played by umbrellas in industrial decentralisation in Switzerland.

Manpower is growing more and more scarce in the big centres; in some parts of the country, on the other hand, certain sections of the population have difficulty in scraping a living from the soil. In order to avoid the exodus of rural populations towards the towns, factories are being set up in the country or mountainous districts, to which they bring a welcome means of livelihood. This form of industrial decentralisation has been much practised in Switzerland of recent years, and particularly in the mountainous canton of the Valais. The latest factory to be opened in this region is a branch of a Zurich umbrella factory. This new concern will provide work for some fifteen people, in an industry employing 700 men and women in different parts of Switzerland. In this connection, let us just add that Switzerland produces a million umbrellas each year.

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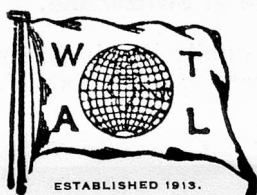
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23<sup>rd</sup> April - 3<sup>rd</sup> May 1960

## Swiss Industries Fair Basle

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 brochure, etc.,  
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