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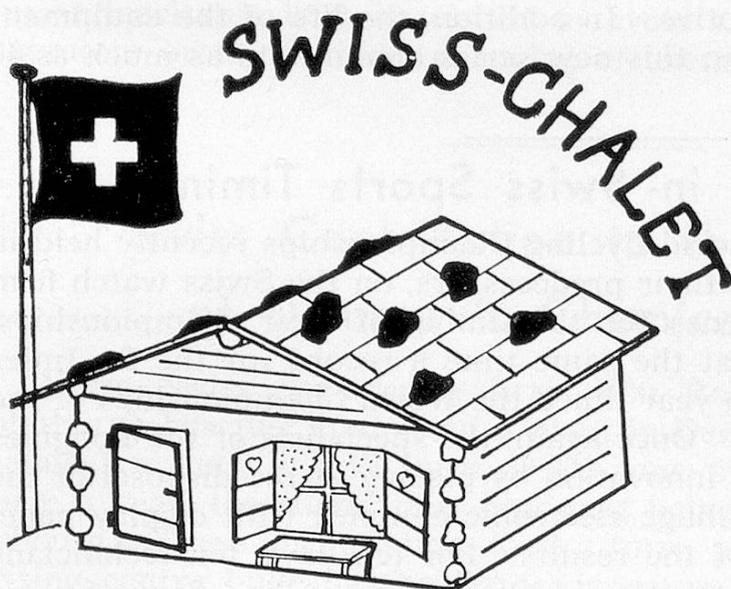
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Migros Celebrates its 50th Anniversary

Founded 50 years ago by Gottlieb Duttweiler, Migros is one of the leading commercial firms in Switzerland today. What a long way it has come since 25th August 1925 when the firm's first mobile shops in buses were launched in Zurich, offering only six products for sale and returning in the evening with takings of 3,500 francs. At present, the firm's range comprises some 800 articles; in 1974, the mean turnover per sales day worked out at 17.8 million francs for the company as a whole, composed of 444 branches, 78 specialised stores and 19 mobile shops in buses. The Migros Co-operative Stores Federation, with one million members and a total staff of over 45,000 employees, achieved a turnover of 5.4 billion francs in 1974, which represents 11.6 per cent of the total turnover of Switzerland's retail trade, estimated at 46.9 billion francs; Migros' share of the retail trade is even higher if foodstuffs alone are taken into consideration, in which field it accounts for 24.8 per cent of the total. Migros also has a number of production firms and service organisations ranging from insurance to travel agencies, as well as being extremely active in the cultural field (schools, language centres, organisation of concerts, etc.).—(SODT)



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