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THE SWISS MINISTER'S VISIT TO THE AUSTIN WORKS.

A fleet of cars, carrying the Swiss flag on their bonnets, arrived at Longbridge, near Birmingham, shortly before 11 o'clock, on Wednesday, November 21st on a visit to the famous Austin Works.

The party consisted of the Swiss Minister, Monsieur Henry de Torrenté, Colonel Ryser, Messieurs P. Clottu, E. M. Bircher, R. Keller and G. Lepori of the Legation, the Swiss Press was represented by Dr. H. W. Egli, London Correspondent of the "Neue Zürcher Zeitung", Mr. A. Stauffer, Editor of the "Swiss Observer" and Dr. Tauber, London Correspondent of "Die Tat" and "Der Bund".

At Redditch the party was met by a Delegation of the Swiss Club, Birmingham, headed by the President, Mr. O. Wuest, and Messrs. Duvoisin, Kloetzli and C. Kuenzle, who accompanied them to Longbridge.

On arrival at the works, which employ over 20,000 workhands with an output of 3,200 vehicles per week, and which resembles in many respects, a small town with its own railway sidings, station and loading bays, 5 miles of roadways, an internal police force, restaurants and canteens, medical and welfare services, a rehabilitation centre, electric power plants, the party was received by Mr. S. A. C. Haynes, Advertising Manager, J. W. Bache, Assistant Managing-Director, Mr. A. Hess, Public Relation Officer, Mr. Griffith, Planning Superintendent, T. Welch, Chief Reception Officer.

It was noted with special pleasure, that the main buildings of this huge factory, had hoisted the Swiss flag in honour of the Swiss Minister's visit.

The morning was spent in visiting the foundry, the press shop, and various other departments.

At 1 o'clock an excellent luncheon was served over which Colonel A. C. R. Whaite, Deputy Chairman of the Board, presided, who was accompanied by Mr. J. F. Bramley, Managing Director, Mr. J. W. Bache, Asst. Managing-Director, Mr. J. R. Edwards, General Manager, Mr. A. O. Tookey, Director. Colonel Whaite in an informal speech extended a hearty welcome to the visitors to which the Swiss Minister, Monsieur Henry de Torrenté replied, expressing thanks for the generous hospitality received.

The afternoon was spent in the new and most modern assembly plant where the party witnessed the assembling of cars, right from its beginning by an ingenious and entirely automatic system of control. All conveyors, together with tracks, hoists and electric tools are joined by some 100 miles of cable, involving 14,000 connections, direct to a control room.

The visit of this part of the works was indeed a revelation and a most interesting experience, unfortunately, space does not allow it to be told in detail as that would fill pages and pages of this paper.

After tea had been served the Minister and his party took leave, expressing once more their appreciation for a most interesting and enjoyable visit to one of the world's most famous motor-car works.

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FUN AND FROLIC FOR YOU AND YOUR CHILDREN ON SUNNY SNOWFIELDS IN SWITZERLAND.

Your English friends too will want to know about the joys of a Winter Holiday in your Country. Please tell them.



THE SWISS NATIONAL TOURIST OFFICE AND OFFICIAL AGENCY FOR THE SWISS FEDERAL RAILWAYS

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