**Zeitschrift:** The Swiss observer: the journal of the Federation of Swiss Societies in

the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1954)

**Heft:** 1240

Rubrik: Commercial news

#### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

#### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

#### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

**Download PDF:** 30.11.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

# COMMERCIAL NEWS

#### Increased activity in the machine industry.

In the Swiss machine-making industry, the number or orders inscribed are once more satisfactory, after having suffered a marked decline at the beginning of the year. According to statements made at the recent meeting of shareholders of important concerns belonging to this branch of trade, work is assured for the machine-making industry for several months in advance. It was during the last Quarter, more especially, that orders came in to an important extent. In certain undertakings these orders exceed those received during the same period last year, by as much as 30%. Thus, prospects for the near future are good, but the Swiss firms have to maintain an intense struggle in the domain of prices, against other countries where wage rates are considerably lower.

#### Fruit growing in Switzerland.

Switzerland continues to improve the quality of the fruit she grows, although exports of fruit, which used to be important, have become very unstable during the last few years. With the help of the State, fruit-growing companies are making tremendous efforts in order to obtain fruit of the highest possible quality, and during the course of recent years, they have succeeded in obtaining remarkable results, through rendering their orchards more healthy. Proof of this was very convincing to the visitors who attended the Exhibition of Swiss-grown fruit, which is now taking place in Lausanne.

#### Motor-cars in Switzerland.

The motorisation of Switzerland is proceeding at an accelerated rythm; during the first nine months of 1954, the number of motor-cars imported surpassed the figure for last year by 9%. Small cars are occupying an increasing important place in Swiss imports of motor vehicles, and it is Germany who heads the list of supplyers, by a long way. She has, in fact, supplied more than half the number of vehicles imported; the remainder can be repartitioned more or less equally between France, the Unitd Kingdom, Italy and the United States.

During the First Quarter, a marked decline was to be observed in respect of Swiss imports of motorcycles and of motor-scooters, which had attained a very high level during recent years. However, imports of these commodities became brisk again during the Third Quarter, and they even exceeded the imports for the corresponding period of last year. For the whole of the first nine months, however, they show a decline of about 15%, as compared with those for 1953.

Switzerland herself, also exports motor-cycles, and a very satisfactory increase is to be observed, at the present time, which has been taking place steadily, throughout the year. A particularly satisfactory level was attained in September.

#### A new calculating machine.

Swiss industry has just put the finishing touches to a new book-keeping machine, which is entirely automatic. Its principal characteristic is a device which automatically places the account-sheet at the level where the entry is to be made. In order to arrive at this result, the device in question utilizes simultaneously the possibilities of mechanism and of electricity.

### Treasured the world over



Everyone adores them they're so so gay and colourful in a variety of designs:— stripes, spots, checks and tartans. Also self colours in satins, taffetas, failles and petershams. Ask for "Panda" and know you are buying the best.



## SELECTUS LIMITED

BIDDULPH · STOKE-ON-TRENT
Telephone: Biddulph 3316-7. Telegrams : Selectus,
Stoke-on-Trent. WHOLESALE & SHIPPING

## M.A.T TRANSPORT LIMITED

FORMERLY MACHINERY & TECHNICAL TRANSPORT LIMITED

INTERNATIONAL SHIPPING & FORWARDIND AGENTS

LING HOUSE, DOMINION STREET, LONDON, E.C.2

Telephone: MONARCH 6040 (20 Lines) Telex: LONDON 8404 - MACANTECH.

Telegrams: MACANTECH, PHONE, LONDON

#### ALLIED HOUSES:

BASLE

M·A·T TRANSPORT A.G., Centralbahnstrasse 9 PHONE: 224646. TELEX: BASLE 62216 - MATTRANS ZURICH

M·A·T TRANSPORT A.G., London House, Bahnhofstrasse PHONE: 258994 TELEX: ZURICH 52458 - MATTRANS