

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: - (1955)
Heft: 1250

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: 20.01.2026

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

COMMERCIAL NEWS

The Swiss Ready-to-Wear Clothing Industry.

The Swiss industry specialising in the manufacture of ready-to-wear garments provides occupation for 55,000 workers and employees in 1,400 concerns, so that one-tenth of the manpower employed in Swiss industry, works in this branch. Since 1948, exports of Swiss ready-made garments have more than doubled, rising from 39 to 83 million francs in value. These figures give an idea of the importance of the industry in question.

Swiss Cost of Living in March.

The Swiss cost of living index, showing the fluctuations in the retail prices for the principal articles of consumption, stood at 171.6 points at the end of March, 1955. The slight decline registered in comparison with the previous month, may be attributed to the general decline which is customary at this season.

Escher-Wyss Established 150 Years Ago.

It is just a hundred and fifty years since the Swiss firm of Escher-Wyss was established. From the small spinning-mill that it used to be, at its beginnings, this concern soon became one the most important machine manufacturing plants in Switzerland, especially famed for its hydro-electric turbines.

Holland Buys Trams from Switzerland.

An order for twenty-nine fully equipped tram-cars has been received by the Swiss firm of Schindler Wagons S.A. from the Tram Company of Rotterdam. The contract, which amounts to the sum of more than seven million Florins, has been approved by the Communal Council of the great Dutch port, in spite of objections raised by Dutch industry, the conditions of payment and the terms of delivery offered by the Swiss firm being the most favourable. The agreement also provides for the future manufacture, under Swiss licence, of some 150 to 170 tram-cars, by Dutch firms.

Will Switzerland have her Model City.

A group of young Swiss has launched the very original idea that the next National Exhibition, which is planned to be held in 1964, should be replaced by the erection of a Model City. This City, inspired by similar ideas already realized in India by the famous Swiss architect known as Le Corbusier, as well as in Great Britain and in the United States, would be created right in the Swiss countryside. The City would extend over an area measuring from four to five square kilometres, and could house from 10 to 15,000 inhabitants; it would be furnished with all the most modern improvements, chief among them a thermic central station which would provide heating for the whole town. Each trade and profession would be represented by model installations, so that the city would constitute a kind of permanent National exhibition. For the present, all this is merely a project, but it has aroused great interest in all quarters.

Swissair Plans.

The Swiss national aviation company, "Swissair", not content with its more than satisfactory results for the last few years, has now decided to improve its services for 1955 and 1956. No new line is to be opened up in its already very extensive network of air-lines, but those existing will be made the object of an intensified service. The Company's 25 aircraft

Treasured the world over

Panda
REGD.
ribbons

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.



Regd. Trade Mark

SELECTUS LIMITED
BIDDULPH · STOKE-ON-TRENT

Telephone: Biddulph 3316-7. Telegrams: Selectus,
Stoke-on-Trent. **WHOLESALE & SHIPPING**

**two words
in season...**



MAGGI SEASONING

is *always* kept handy by professional cooks. See how it brings out the natural flavour of soups, stews, gravies, pies, salad dressings and similar dishes. Maggi's Seasoning is a 'must' in every good cook's kitchen.

4 OZ. BOTTLE
2/6

The Nestlé Company Limited, Hayes, Middlesex

will fly an average of 60,000 kilometres per day, that is to say, one and a half times the circumference of the globe. It is interesting to note that even the air traffic between Geneva and Zurich, which covers a very short distance and is subject to very strong road and rail competition, will have three daily services, in each direction. As a result, the centres of these two important Swiss towns, will find themselves at less than two hours' distance from each other.

Swiss Foreign Trade in March.

Compared with the preceding month, Swiss imports in March increased by 80 million francs, in value, whilst exports showed an increase of 44 millions. If one compares these figures with those of March, 1954, one finds that there is an increase of approximately 68 millions in respect of imports whereas that relating to exports only shows an increase of about 12 million francs. Taken as a whole, exports reflect the usual seasonal tendency, whilst imports considerably exceed the limits of this seasonal development.

Postal Traffic in Switzerland.

In consequence of the exceptionally favourable economic conditions which prevailed throughout last year, Swiss postal traffic attained a considerable development. The number of letters and parcels, etc. carried by the post surpassed the figure of a thousand millions, in the internal postal service, whilst the figure for correspondence sent abroad attained 112 millions. Moreover, Switzerland is a land of newspapers, proof of this being the number of 660 million newspapers delivered by the post during the period under review.



HEAD OFFICE:
ALLTRANSPORT BUILDING,
LITTLE TRINITY LANE,
LONDON, E.C.4.

Telephone: CENTRAL 5200 (20 lines)
Telex: LONDON 8336

WEST END BRANCH:
BURLINGTON ARCADE, PICCADILLY, W.1.
Telephone: MAYfair 0111 (5 lines)

SWISS BANK CORPORATION

(A Company limited by Shares, incorporated in Switzerland).

99, GRESHAM STREET, E.C.2
and 11c, REGENT STREET, S.W.1.



Capital and Reserves s.f. 235,000,000



NEW YORK AGENCY
15 NASSAU STREET.

Branch Office: 49th STREET OFFICE
10, WEST 49th STREET, NEW YORK 20, N.Y.

Affiliated Company in Canada :
SWISS CORPORATION FOR CANADIAN INVESTMENTS LTD., MONTREAL.

BASLE • ZURICH • ST. GALL • GENEVA • LAUSANNE
LA CHAUX-DE-FONDS • NEUCHÂTEL • SCHAFFHOUSE • BIENNE