

**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:** - (1957)

**Heft:** 1300

**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:** 11.12.2025

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

## COMMERCIAL NEWS

### New University institute in Berne.

The Berne University has just inaugurated a new institution for the study of the organisation and running of big commercial undertakings. This new educational unit's principal task will consist of making students familiar with questions of a practical order. It will also carry out research work for the account of private enterprise.

### Swiss trade in the Far East.

At the Fourth International Japanese Fair, in Tokio, which has just ended, Switzerland was represented by nearly one hundred firms, the chief exhibits being machinery and watches. Instruments of precision, in the manufacture of which Switzerland specialises, aroused the keenest interest in Japan.

### Building activities in Switzerland.

Last year building activities in Switzerland gave work to a total of approximately 188,000 workmen, of whom 80,000 were foreigners. At the present moment the building industry and civil engineering head the list in regard to the number of workers employed in Switzerland.

### Swiss world export in carton cheese.

Carton cheese is now playing an increasingly important role in the Swiss dairy industry. In this country the consumption of such cheeses has increased by 6½ per cent from 1955 to 1956, whilst exports of Swiss carton cheeses rose by more than 7 per cent during the same period, and this in spite of foreign competition. Swiss carton cheeses are being exported at the present time to ninety-six countries.

### Swiss footwear market begins to be saturated.

Last year the Swiss Market absorbed more than twelve million pairs of footwear and the Swiss Association of Footwear Manufacturers believes that, from certain indicative signs, there is the possibility of the market beginning to be saturated. Imports

increased in 1956 and attained 2.3 million pairs. Exports were, fortunately, also greater and once more attained the pre-war level, namely more than a million-and-a-half pairs, of which total three-quarters consisted of leather shoes.

### Swiss company for atomic power plant.

Considering that it appertains to the existing business undertakings to exploit atomic energy for the supply of electric power, four big Swiss companies, engaged in the production of electricity have just founded a joint-stock company, in Berne, under the name of "Suisatom". This new company will start with a share-capital of six million Swiss francs. The "Suisatom" intends to pursue, without delay, the studies which have already been begun in regard to the building of a power station for tests, possessing a capacity of 10,000 kilowatts. After the tests have taken place, then the company will build an atomic plant for the regular production of electric power.

### An international art exhibition in Geneva.

In order to pay tribute to the first Head of the International Labour Office, Mr. Albert Thomas, a

## SWISSAIR to the Far East



### Second Weekly Flight

A new service every Friday to Karachi, Calcutta, Bangkok, Hong Kong and Tokyo — the perfect supplement to Swissair's Tuesday flight to Tokyo via Karachi, Bombay, Bangkok and Manila. Both services by DC-6B — weather-radar equipped for smooth flying.

#### Specimen Fares:

London — Calcutta  
£385-4-0 (1st Class Return)  
£268-4-0 (Tourist Return)  
London — Hong Kong  
£549-0-0 (1st Class Return)  
£383-8-0 (Tourist Return)

Book through your Travel Agent NOW



OFFICES IN LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN

*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

former French Minister, on the occasion of the twenty-fifth anniversary of his death, the International Labour Organisation and the Board of the Museum of Art and History, in Geneva, organised a big international exhibition, under the title of "Art and Labour". All the Member-States of the Organisation were invited to send to Geneva, samples of the most representative works of art, produced in their country. More than thirty countries — among them being some from America, Australia and the Far East — responded to this invitation. Among the exhibits are to be found paintings, engravings, sculpture, goldsmiths' works, ceramics, tissues, tapestries and articles made of wrought iron. A great many of these works of art have been produced by artists possessing international fame, in the past or at present.

#### Satisfying results of the international "GRAPHIC 57" exhibition in Lausanne.

The International Exhibition "Graphic 57", in Lausanne, closed its doors on the 16th of June. During the sixteen days that it was open, it attracted a total of 221,500 visitors from Switzerland and abroad. Commercial results for the exhibitors have proved excellent and the volume of business done amounts to several million Swiss francs.

#### New international association of printing art people.

During the Exhibition "Graphic 57" an International Typographical Association was founded, in Lausanne. This new group aims at bringing together all the members of the typographical arts. It intends to defend the principles of the trade in regard to the respect due to individual rights, to combat, more

especially, reproductions, to establish a code of authors' rights, to promote the settlement of disputes by means of arbitration, etc. etc. The International Typographical Association also plans to establish a centre for international typographical documentation.

#### New Swiss "EUROPA" post stamps.

On the 15th of July next, the Swiss Postal Administration will issue two special new stamps "Europa". The designs on them are intended to express the idea of the European Community. There will be a red 25-centime stamp and a blue 40-centime stamp; no limit has been fixed for their validity. These stamps, which have been designed by the St. Gall artist Werner Weiskönig, have been carried out in copperplate engraving on white paper.

## FREIGHT EXPRESS LIMITED

SHIPOWNERS, BROKERS,  
CHARTERING AGENTS,  
FORWARDING, WHARFAGE

11/12, FENCHURCH STREET, LONDON, E.C.3

Phone: MANsion House 7561/7  
Telegrams: "Telcoport, Telex, London

Express Wharf, 38, Westferry Road, London, E.14

Phone EASt 2422.3

# SWISS BANK CORPORATION

(A company limited by shares incorporated in Switzerland)



In SWITZERLAND there are offices in Basle, Geneva, Zurich and all the principal centres.

In LONDON the City Office is situated at 99, Gresham Street, E.C.2, and there is a WEST END BRANCH, specially equipped for the convenience of visitors, at 11c, Regent Street, S.W.1, close to Piccadilly Circus.

In NEW YORK there is an Agency at 15, Nassau Street, and a Branch at 10 West 49th Street.

In CANADA the Bank is represented by the Swiss Corporation for Canadian Investments at 360, St. James Street West, Montreal.

**CAPITAL AND RESERVES — S.Frs.275,000,000**

**TRAVELLERS' CHEQUES AND ALL  
BANKING BUSINESS.**

