

# Commercial news

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# COMMERCIAL NEWS

## Swiss apple- and grape-juice at Brussels.

Sixty different kinds of apple-juice and grape-juice! This is the astounding variety of soft-drinks to be obtained at the "Swiss Picnic" snack bar in the Swiss Pavilion at the Brussels Exhibition. It is hardly necessary to add that — the hot weather abetting — the visitors have discovered to their obvious satisfaction the products of an industry in which Switzerland has played, and still plays, the role of pioneer.

## Up-to-date and always on time.

The Swiss watchmaking industry has always striven to create watches which will correspond to the exigencies of modern life — which grows more and more complicated. In this connection we would like to mention the appearance, among its latest creations, of a wrist-watch which will prove extremely useful to motorists in the big cities, by measuring the length of time their cars have been parked, and reminding them of the fact. This is done by means of the ringing of an alarm device, which has been set at the required time by moving the international sign "P" (parking), and which goes off at the end of 30, 60, 90 or 120 minutes, as desired.

Among other interesting novelties are to be found: a wrist-watch supplied with a perpetual calendar, which indicates correctly the day of the month, without any manual intervention; another, of which the hour-hand is replaced by a moving disc, bearing the names of twenty-four towns which represent the time-belt and, thus, shows what time it is in all parts of the world; and, finally, the watch which makes it unnecessary for those who make long journeys by air to turn the minute hand right round whenever the time changes; in this latest model, the hour hand is

independent and is controlled by two small push buttons, one to advance and the other to retard the movement.

## Electricity and comfort in the home.

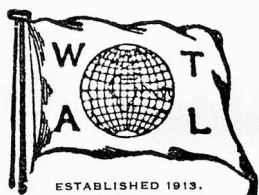
The consumption of electric power in Swiss households is very great; indeed, it amounts to as much as 2,740 kwh per annum per head of the population thus exceeding the figure for any other European country. The most important users, after Switzerland, are Great Britain (1,613 kwh), Sweden (1,410 kwh), Holland (810 kwh), Austria (645 kwh) and West Germany (618 kwh).

In this connection it is interesting to note that of every hundred Swiss households, on an average 53 possess an electric cooking stove, 61 have an electric boiler equipped with an accumulator, 17 have a refrigerator, and 11 a washing-machine.

We would add, furthermore, that in Switzerland 99 per cent of the houses are connected with a network for the supply of electricity.

## A jubilee in the Swiss aluminium industry.

The Aluminium Works of Chippis, in the Canton of Valais, have just celebrated their fiftieth anniversary. It was on 13th July 1908 that the first ingot of a metal which has become indispensable to-day was cast in that locality. The Chippis Works, which have about 2,000 employees, are engaged in the manufacture, in their rolling-mills and presses, chiefly of bars, tubes and profiles intended for architecture and for means of transport. Their consumption of electric power, which amounts to hundreds of millions of kwh per year, exceeds that of the Swiss Federal Railways, notwithstanding the fact that more than 95 per cent of these are electrified.



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