

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: - (1960)

Heft: 1355

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: 04.02.2026

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

COMMERCIAL NEWS

Meat consumption in Switzerland during 1958.

In 1958, the average consumption of meat in Switzerland attained the record figure of 115 pounds per inhabitant. There has been a steady increase in the consumption of meat, ever since 1945, when the rationing ended. In 1956, it attained 111.4 pounds and in 1957, 114 pounds.

The Swiss Federal Railways consume 3.5 million KWh a day.

It is estimated that for railway traction this winter (i.e. for the period elapsing between the 1st October, to the 30th April, 1960) the Swiss Federal Railways will consume some 750 million kWh., which comes to 3.5 million kWh per day. They own seven plants, which produce part of the required current; the other portion is supplied by the electric power stations which they operate in common with other business undertakings.

Swiss clocks for American military plane.

A Swiss watchmaking factory has just made a control-panel clock for motor cars and aircraft, which in addition to possessing a very high degree of precision, has a very simple construction, so that it can be kept in good order very easily. This modern control-panel clock is being used very successfully and on a large scale on the aircraft belonging to the American Air Force.

To write better, more quickly and without tiring.

The creators of the Swiss typewriting machine "Hermes" have just put on the market a new electric machine, with a difference: the Hermes Ambassador Electric has a type bar movement which assures, at the same time, an unsurpassably soft and regular touch and a sturdy construction. The motor operates the shaft which turns continually; 46 tiny connecting clutches are set around this shaft, which contract and come into action when you press one of the 46 keys. The type bar begins to move, driven by the motor. Security appliances prevent all untimely working and connecting of the machine, which runs with the wonderful regularity of a Swiss watch.

A new extra flat Swiss watch.

A Swiss watchmaking factory has succeeded in making an extra thin automatic watch, by placing the oscillatory mass on the periphery of the movement, the displacement of which assures the winding up of the spring. It is owing to the invention, by its own research laboratory, of a patented "planet" rotor, that the firm in question has been able to solve the problem, which had become very real, of the manufacture of watches of which the automatic winding-up system did not tend to make the watch-case thicker.

Extension of the Zurich-Kloten Airport for jet air traffic.

In order not to become out-of-date, the airport of Zurich-Kloten has already got to be thinking about lengthening its principal runway. According to the plans made for the extension of this runway, its length had been fixed at 11,450 feet; however, before even the construction work has been finished, new international norms, based on experiments made with heavy load carrying jet aircraft, prescribe a minimum length of 11,800 feet in respect of conditions, such as are to be found at Kloten. In order that it may not be deprived of international jet aircraft traffic, the airport at Zurich-Kloten has now decided to extend, to a length of 12,130 feet its principal runway for taking-off.

The part played by umbrellas in industrial decentralisation in Switzerland.

Manpower is growing more and more scarce in the big centres; in some parts of the country, on the other hand, certain sections of the population have difficulty in scraping a living from the soil. In order to avoid the exodus of rural populations towards the towns, factories are being set up in the country or mountainous districts, to which they bring a welcome means of livelihood. This form of industrial decentralisation has been much practised in Switzerland of recent years, and particularly in the mountainous canton of the Valais. The latest factory to be opened in this region is a branch of a Zurich umbrella factory. This new concern will provide work for some fifteen people, in an industry employing 700 men and women in different parts of Switzerland. In this connection, let us just add that Switzerland produces a million umbrellas each year.

The highest electricity cable in Switzerland.

The highest electricity supply line in Switzerland has just been put into operation. This new high vol-

OVERALLS made in the **NEW** wonder material **GUARD J.601**



A special Cotton Drill—spun, woven and finished in Lancs. The non-shrinking and long wearing qualities will amaze you. Obtainable in all styles and sizes—Men's and Women's. For details and prices, please cut out and send this advertisement to us with your name and address or 'phone us.

AIRGUARD · LIMITED
60 LILLIE ROAD, LONDON, S.W.6.
Telephone: FULham 3344 (10 lines)

MANUFACTURERS OF INDUSTRIAL GLOVES · OVERALLS · PROTECTIVE WEAR

ALL IN
Favour
 OF CONTINENTAL
Flavour
 LOVE
MAGGI
SOUPS
9 DELICIOUS VARIETIES



tage line with a power of 220 kV is one of the finest achievements in the Swiss long distance electricity network. The Grandunagia line, as it is called, carries the electricity produced by the Maggia and Blenio power stations across two chains of mountains 8,960 feet and 8,200 feet high. It cost $7\frac{1}{2}$ million Swiss francs to build this $13\frac{1}{2}$ mile long line.

Star products of
 Swiss industry
 17 groups - 21 halls



23rd April - 3rd May 1960

Swiss Industries Fair Basle

Information,
 brochure, etc.,
 obtainable from
 The Swiss Embassy,
 18 Montagu Place,
 London, W.1, or
 The Swiss Consulate,
 Midland Bank Bldgs.,
 Spring Gardens,
 Manchester 2.



WORLD TRANSPORT AGENCY LTD.
 Incorporating WORLD AIR EXPRESS LTD. and WORLD TRAVEL AGENCY

HEAD OFFICE: 1 MARTIN LANE, CANNON STREET, LONDON, E.C.4

Shipping — Forwarding — Insurance
 Air Freight — Travel

Telephone: MANSION HOUSE 3434.
 Telex 28401 - London
 Telegrams: Wortrancy, London, Telex.

Specialised Regular Groupage Services
GREAT BRITAIN — SWITZERLAND
 and ITALY
 and VICE VERSA

MANCHESTER - LIVERPOOL
 LONDON AIRPORT

BRANCHES
 HULL - BIRMINGHAM - BRADFORD - SHEFFIELD
 and at SOUTHEND AIRPORT

Passenger Reservations and Tickets by
LAND — SEA — AIR
NO BOOKING FEES

WORLD TRANSPORT A.G. 33, NAUENSTRASSE BASLE, 2