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# BUSINESS IN SWITZERLAND

## A Pakistani Minister in Switzerland

Recently, General K. M. Shaikh, Pakistani Minister of Agriculture, accompanied by His Excellency the Pakistani Ambassador in Berne, visited the factory of Buehler Bros. at Uzwil — the firm which specialises in the manufacture of flour milling machinery, silos and unloading plant, and is at present executing a number of large orders for Pakistan. The foreign guests were shown, in addition to the engineering department and the modern research centre, a group of silos with a capacity of 20,000 metric tons, built by Buehler Bros. at Wil.

## Testing the Quality of Watches Now Compulsory

On 1st September this year, compulsory technical testing of the quality of Swiss watches was introduced for all watches produced by manufacturers affiliated to the Swiss Federation of Associations of Watch Manufacturers. The experience of just over a year in this field was sufficient to confirm the effectiveness and efficiency of these testing centres, which worked on an optional basis until the end of August. By then, 1½ million watches had been submitted to the twelve testing centres situated in the different watchmaking districts and employing a total of some forty experts. Thanks to the technical advice given to manufacturers by specialists in these centres, the number of those whose products were not up to standard has greatly decreased, amounting to only 8 per cent last June.

## Last Quarter-century's Motor Traffic in Switzerland

In 1936, motor vehicles in Switzerland numbered 120,800, consisting of 93,300 motor-cars and 27,500 motor-cycles. 25 years later the number of automobiles in Switzerland has increased more than six-fold to 573,800, while that of two-wheeled vehicles has increased more than ten-fold to 291,326, the total number of motor vehicles being in the neighbourhood of 900,000. In this connection it is interesting to note that, during the same period of time, the number of four-wheeled motor vehicles in the world has more than trebled, rising from 40 to 120 million.

## Four new Stamps

In the middle of September, the Swiss Post Office issued four new postage stamps, three of which replace the existing 3-, 5- and 10-franc stamps issued in 1938, the fourth being a brand-new 20-franc stamp, intended in particular for postal packets and airmail packages for abroad. The subjects of these stamps have been taken from wood carvings of the fifteenth century showing the effigies of the four Evangelists. The lilac-coloured 3-franc stamp represents St. Matthew and the angel, the blue 5-franc stamp St. Mark and the lion, the dark brown 10-franc stamp St. Luke and the bull, and the brown-orange 20-franc St. John and the eagle.

## Beyond the wildest dreams of Gutenberg

One of the most extraordinary developments in the

graphic arts is the great progress that has been made in the offset printing process during the last thirty years or so. The advantages of this system are such that it has been adopted by a large number of printing works, which value its versatility, its efficiency and economy, the brightness of the colours and the fact that it can be used on all types of paper and cardboard. Owing to the great scope it offered, a Zurich firm some thirty years ago began, in spite of strong international competition, to manufacture sheet-fed offset presses, and it is still the only one to manufacture such machines in Switzerland. At present, these Swiss offset machines are found in all parts of the world, where they are highly appreciated for their reliability and accuracy of register, among other qualities. Approximately 90 per cent of the total output is exported, and although production amounts to 200 machines a year, it does not meet the demand completely.

## OUR NEXT ISSUE

Our next issue will be published on Friday, 10th November 1961. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscriptions: W. R. Renfer, James Sieber, F. G. Sommer, W. S. Schlappfer, L. S. R. Asch, G. Muller, Léon Jobin and M. Heilingner.



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