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Its objective is to provide services that meet the requirements of both business and holiday travellers. Swissair has never seen itself as a mass transport undertaking and its charter activities are therefore not extensive. Elliott added — "We leave the charter side to our associate company Balair, which is specially equipped for this task."

Swissair has always been environmentally conscious. Large sums have been invested in minimising noise during testing and ground running of engines at Zürich Airport, most of the flight training now takes place in flight simulators outside Switzerland and, although the ban at Swiss airports on night flying are sometimes inconvenient, they are accepted as Swissair's contribution to the public interest.

1976 has started well for Swissair. Traffic in the first four months of the year is almost 20 per cent up on the same period last year. Revenue is also well ahead of expenditure, although the continued uptrend in the value of the Swiss franc against other currencies is still causing concern.

Before his talk, John Elliott showed Swissair's latest film called "Swissair in Concert". In an artistic manner, it seeks to link the preparations for a transatlantic Jumbo flight with those for a concert by the Orchestre de la Suisse Romande, a musical score rather than a spoken commentary providing the continuity.

Copies of the film will be available on loan from Swissair or the Swiss National Tourist Office later this summer.

News from Acrow

Four Acrow Group Companies, Coles Cranes Ltd., the largest manufacturers of mobile cranes in Europe, Thos Storey (Engineers) Ltd. world renowned manufacturers of Acrow unit construction bridging and Acrow "Uniflote" equipment, Priestman Brothers Ltd., known world-wide for its earth moving equipment and Crawley (Refrigeration) Ltd., well known for their Acro-Kool chilled water installations, exhibited at the B.A.E.E. (British Army Equipment Exhibition) 21st to the 25th June, 1976, at the Rushmore Arena, Aldershot.

The Acrow Group is an international organisation with manufacturing interests throughout the world.

As well as being one of the great names in building construction equipment, pre-fabricated bridging, mobile cranes and earthmovers, its other many manufacturing interests include materials handling and storage, freight containers, metal fabrication for the oil, gas and petrochemical industries and heating and marine pipework installations.

Mr. R. J. Shove has been appointed to the board of Acrow Limited as a Group Deputy Managing Director effective as from 1st June, 1976.

Robert Shove has been in the general management field for the last 13 years, acting as Chief Executive in

subsidiary companies and divisions in the Rank Organisation, Hanger, Firth Cleveland and Turner & Newall Groups.

This appointment follows the announcements of 3rd February, 1976 and 30th March 1976, of Mr. W. Jack's appointment as Acrow Group Managing Director, Acrow Limited and Mr. Ian Green's as a Group Deputy Managing Director, Acrow Limited.

Mr. W. A. de Vigier remains as Group Chairman, Acrow Limited.

BIG EXPORT ORDERS FOR SAURER

Among its export activities, Adolph Saurer Co. Ltd., at Arbon, Thurgau, has succeeded in winning an order for over 800 weaving looms to be delivered to Iran. The Swiss firm thus consolidates its already very strong position on the Iranian market. This big order, which is to be completed in the course of the year, emphasizes the importance assumed, for firms belonging to the Saurer group in Switzerland, Germany and France, by sales abroad which, in the sectors of weaving looms, embroidery machines and twisting machines, represent nearly the whole of the group's output.



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SWISS FOREIGN TRADE, JAN - MAR 1976

IMPORTS

	Values in millions of francs	Variations in % compared with the 1st quarter 1975
Agricultural and forestry products	1,180.6	- 12.1
Energy	830.9	20.5
Textiles and clothing	999.0	- 3.8
Paper and its articles	336.3	- 6.1
Leathers, rubber, plastic	272.8	- 4.7
Chemical products	991.8	- 5.7
Materials for the construction, ceramic glass	139.2	- 16.9
Metals and metal work	744.1	- 30.9
Machinery	1,159.4	- 13.1
Vehicles	798.8	- 4.2
Instruments, watches	899.7	69.5
Other various products	297.9	- 9.9

MAIN SUPPLIERS

	<i>in millions of francs (variations in % compared with the 1st quarter 1975)</i>	
1. West Germany	2,446.7	(- 3.0)
2. France	1,158.6	(- 7.1)
3. Italy	822.5	(- 6.0)
4. Great Britain	617.5	(- 13.9)
5. USA	606.8	(- 23.4)
	<i>in millions of francs (variations in % compared with the 1st quarter 1976)</i>	
6. Austria	341.8	(- 15.6)
7. The Netherlands	333.2	(- 1.4)
8. Belgium-Luxemburg	296.0	(- 2.2)
9. Sweden	208.7	(- 21.4)
10. Japan	191.5	(- 19.5)

THE SWISS DYESTUFFS INDUSTRY IN 1975

Accounting for 3.5 per cent of Switzerland's overall exports and 16.4 per cent of her chemical exports, the Swiss dyestuffs industry was severely hit, in 1975, by the recession which heavily affected users of its products: the automobile industry, textiles, building and paper. Sales in this sector, which account for 95 per cent of the total output, fell 29.3 per cent in value, to amount to 1,192 million francs, and 27.1 per cent in weight (49,357 tonnes). This industry is therefore in a more difficult situation even than watchmaking, whose exports dropped by 15 per cent.



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