

# Commercial news

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## COMMERCIAL NEWS

### Swiss participation abroad.

The firm of CIBA, in Basle, which specialises in the manufacture of chemical products, is now building a new industrial plant, near Naples, in collaboration with an Italian Company. This new factory will be devoted to the production of antibiotics and enzymes.

### A "Swiss Fashion House" in Zurich.

The buyers of ready-to-wear garments who visit Zurich periodically will now be able to visit twenty-six firms and view twenty-six collections at one and the same address. This is due to the fact that twenty-six manufacturers of knitted wear, dresses, coats, etc. and underwear, from various regions in Switzerland, have grouped together in order to build an edifice in which they have installed their sales offices and the rooms in which their goods are exhibited and presented; this is in no way a collective exhibition, as each firm possesses its own "salons". This building, which is called "Swiss Fashion House" has just been inaugurated; it possesses a permanent secretariat and will remain open throughout the whole year, and not only when the new collections are being shown. This concentration of firms in one spot will render valuable services to foreign buyers, of whom large numbers come to Zurich, which is the Swiss centre for ready-to-wear goods.

### Automation in Switzerland.

A well-known firm in Geneva, which manufactures gas and electric stoves, has now applied automation to its enamelling work-shop in order to rationalise production. This new equipment, which comprises a continuous electric furnace, a dryer and chain conveyors, designed for a moderately-sized plant, has been partially invented and executed in the plant itself. These new apparatuses, which have now been in operation for several months, are giving entire satisfaction, both from the standpoint of production and that of quality.

### Push-button music.

An automatic record-player, the mechanical part of which is of entirely Swiss construction, was to be seen at the last Lausanne Fair. This juke-box, which is called "Chantal", is the smallest one in the world that presents a choice of 200 records, as it is only 30 inches broad. Its construction denotes the greatest precision and shows remarkable ingenuity, as it can be taken to pieces very easily without the help of tools, so that should anything go wrong, the mechanism can be changed within a few minutes.

### Ant-like work at lightning speed.

Certain modern industries, such as those belonging to the watchmaking and electronics branches, now use increasingly small parts for their work. The counting of these parts, which are produced in large numbers by highly perfected machine-tools, is a very delicate business as it cannot be done by hand and weighing does not give sufficiently exact results in regard to parts which possess a high value. A manufacturer of electronic apparatuses, in Lausanne (Switzerland) has just built an electronic machine which is capable of counting objects having the tiniest dimensions, at the rate of from 30 to 40 per second, with a precision of approximately one per thousand. This apparatus not only makes it possible for a continuous counting to take place during the process of manufacture, but it also separates parts in accordance with given quantities, such as are required, for example, for the sale of bags containing a determined number of parts. The electronic meters in this machine automatically record up to a total of a hundred million units. The apparatus can be regulated to such a fine degree, that it eliminates all foreign particles, such as grains of dust or other minute bits of waste. This machine does the work of an ant, at lightning speed.

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#### A big foreign order placed in Switzerland.

The firm of Escher Wyss Ltd., of Zurich, has received an order for six screw-turbines with fixed helical ribs, from the Aluminium Company of America, for the equipment of a hydro-electric plant in Dutch Guyana, which is to supply electric power to an aluminium factory. With this purpose in view, it has been planned to establish a reservoir on the river Surinam. Under the effects of a 141 feet fall of water, each of the six Escher turbines will develop a capacity of 47,000 h.p.

#### Growth of TV in Switzerland.

At the end of October, 1959, there were 72,469 owners of TV sets in Switzerland, of which number, six thousand were to be found in public establishments, hospitals, sanatoria and nursing-homes. There are approximately 51,000 licence-holders in the German-speaking regions, 15,000 in the French-speaking parts of the country and 5,700 in the Italian-speaking districts.

#### Work progresses on the Great Saint Bernard road tunnel.

The excavation work on the road tunnel through the Great Saint Bernard is proceeding in a very satisfactory manner on the Swiss side. Now that it has been possible to set up the drilling equipment, the work is advancing at the rate of 26 to 30 feet per day, and the excavation has already attained 1,315 feet.

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As has already been stated previously, this tunnel will make it possible to use the famous Great St. Bernard route between Italy and Switzerland, for motor traffic, all the year round.

#### Swiss Post Office keeps abreast of modern progress.

For some years past, already, the Swiss Postal Administration has been using an electronic sorter for the payment-slips used in the postal-cheque Service. A new improvement is being introduced by this same Administration, as from the 1st of January, 1960, in that the present deposit slips will be replaced by deposit-cards, for the use of important customers of the Postal Cheque Service. They will serve as perforated cards, first of all for the use of the Postal Administration and then, later on, for that of the customers, who will be able to use them directly for their own perforated card accountancy, thus doing away with the necessity for any carrying forward of the amounts and abolishing a source of errors. From this it will be seen that an important Swiss public administration is capable of adapting itself to the most modern improvements, and this for the benefit of its customers.

#### Switzerland possesses the first moving ramp in Europe.

Lausanne is the first town in Europe, in which is to be found a moving carpet — the Speedwalk — for the conveyance of persons. This is an apparatus, built under licence, in Switzerland by the firm of Messrs. Schindler of Lucerne and installed in a large shop, at the entrance to a super-market. This conveyer, which is 3.2 feet wide and 24 feet in length, moves at the speed of 1.6 foot per second and can carry from 6,000 to 8,000 persons per hour. Its gradient is of 10 degrees and the motive power required is only 15 h.p. Experts consider that the moving carpet will be the chosen means of the future for the rapid conveyance of persons, over short distances. We would like to recall the fact that the Swiss firm in question has made a name for itself during the last 85 years in the domain of the manufacture of elevators and other means of transport.

#### A LUNCHEON

As a token of appreciation of the great work the Swiss Embassy has rendered before and during the "Swiss Fortnight", Mr. A. Schmid, gave a luncheon on Saturday, 21st November, at the Glendower Hotel, S.W.7 The following were present: H.E. the Swiss Ambassador, Monsieur A. Daeniker, Messieurs J. J. de Tribolet, R. Faessler, E. M. Bircher, H. Müller, E. Ribl, F. Magnin, F. Burgunder, R. Maurer. There were also present: Messrs. F. Schmid, C. Milani and A. Stauffer.

#### OUR NEXT ISSUE

Our next issue will be published on Friday, December 18th 1959 (one issue only). We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: A. Bon (Basle), R. de Watteville, E. Eha, E. H. Muller, H. Ott, J. D. Bernoulli, L.S.R. Asch, Mrs. H. C. Cownie, W. Meier, E. Zwicky, W. Schlapfer.



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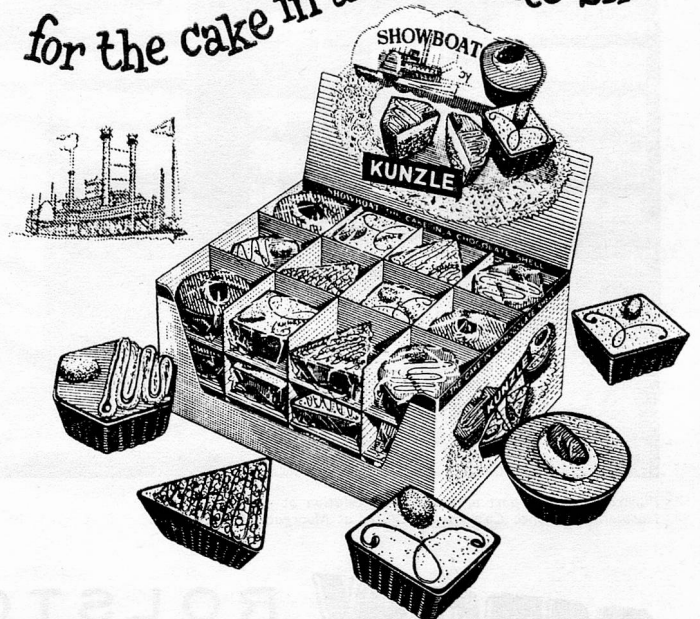


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