

Strong links in more than one sense

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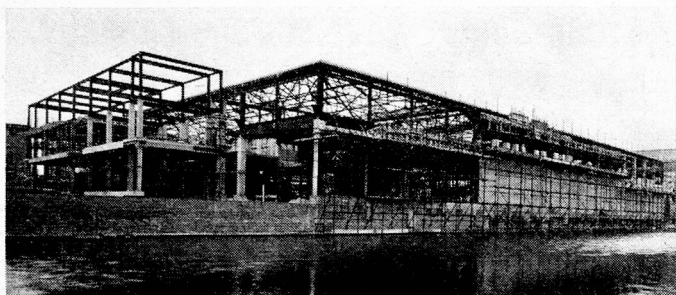
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STRONG LINKS IN MORE THAN ONE SENSE

As readers of the "Swiss Observer" will know, one of the many British firms having strong links with Switzerland is Le Bas Tube Company Limited, who have recently released preliminary details of a project which will be of interest to many members of the Swiss Colony in Great Britain: the building of a large, purpose-designed Warehouse at Eagle Wharf Road, Shoreditch, London N.1 — just about one mile north of the Company's present registered Office on Finsbury Pavement, E.C.2.

Le Bas is one of the oldest-established and largest concerns of its kind in the United Kingdom, with offices and warehouses in London (E.C.2 and E.14) and at Manchester, Brierly Hill (Staffs), Glasgow and Belfast. Their activities, and consequently their need for greater accommodation space, have increased rapidly, particularly in the post-war years; hence the purchase of the centrally located Eagle Wharf Road site.

The total site covers an area of 1½ acres and stands on the South Bank of the Regent's Canal, off New North Road. About two-thirds of the total area has been under development since April 1963, and will become operative in the summer of 1964. This first stage comprises the warehouse mentioned above, together with office annexes to accommodate the Company's sales departments and service staff. At a later date, a multi-storey building will be added, mainly to absorb the remainder of the present Head Office staff, but two floors are already earmarked for even more warehousing purposes.



A Company of the George Fischer (Great Britain) Group, which is a subsidiary of Georg Fischer Aktiengesellschaft of Schaffhausen, Le Bas is among the foremost organisations in the United Kingdom specialising in the distribution of tubes, tube fittings and allied articles — all widely used in the building and engineering industries — and it is quite fascinating for a Swiss to study a list of the products distributed by Le Bas, and to see just how many originated in Switzerland. The world-famous GF and +GF+ trade-marks (derived from the initials of George Fischer) feature very prominently of course: GF Malleable Iron Tube Fittings, +GF+ Tube Cutting machines, +GF+ Tube Screwing Machines, and +GF+ Rigid PVC Pipe Fittings and Valves. But Le Bas have other Swiss connections, too: with Jansen & Co. AG of Oberriet, SG, makers of high quality profiled steel sections of which Le Bas are the sole distributors in the United Kingdom, and with VelopA GmbH of Zurich whose neat and efficient bicycle holders have been made under licence by Le Bas in London for the past ten years.

The GF Malleable Iron Fittings, by the way, have been made in England since 1933 by another member of the George Fischer Group — Britannia Iron and Steel Works, Ltd., of Bedford.

Despite our pardonable pride in our Swiss products, however, we must not leave readers with the impression that Le Bas' activities are restricted to these! For example, the name of Le Bas is known to users of steel tubes throughout the country. As official stockists for various companies in the Tube Investments Group, Le Bas carry a tremendous range of Precision Steel Tubes; they are stockholders of gas, water and steam pipes made by Stewarts and Lloyds Limited; and they also have a manufacturing division which serves British industry in the supply of "tubular" products — from Car Park Reservation Posts to large and elaborate Steam Mains.

All in all, then, the new building at Eagle Wharf Road will enable Le Bas to continue to expand their services to industry in the United Kingdom — and in the Commonwealth, where the GF trade mark is as well known as it is in Europe — and at the same time to increase their already considerable contribution to Anglo-Swiss relations.

A NEW HOME HELP FOR WOMEN

Springtime and thoughts turn to new furnishings for the home to brighten things after the dull winter months. New covers for chairs, and cushions, curtains, or fresh new frills for dressing-tables or settees.

At the new lower price of 3d. per inch, "VELCRO", a Swiss invention makes life in the home so much easier as it can be used for many different purposes. "VELCRO", the touch and close fastener, can be used in the home for pelmets, loose covers and cushions, pillows, eiderdowns, and laying carpets and rugs.

It is worth its weight in gold when making any home furnishing. It can be sewn by hand or machine to almost any fabric, and can be tacked, stapled, or glued to materials such as wood, metal, leather or plastic, but should, of course, always be sewn to fabrics and never glued.

Pelmets can be fixed with "VELCRO" — just tack or glue the firm hook strip of "VELCRO" to the first edge or facing ceiling, and sew the soft loop strip of "VELCRO" to the inside of the pelmet, and you have a neat and firmly fixed pelmet which can be quickly pulled off for washing or cleaning, and just pressed back into place afterwards, without sewing or fiddling with hooks, rings or poppers. In particular it solves the tricky fitting problem of curved corners on pelmets and upholstery and makes a smooth, secure fastening without any unsightly gaps.

Loose linings for curtains, frills on dressing-tables, beds and settees, fastened with the touch and close fastener are also quickly removed for washing or cleaning and again quickly pressed into position afterwards.

"VELCRO" is long-lasting, and can be washed and dry-cleaned time after time. It is extremely easy to sew and cannot rust or jam. You can buy as many, or as few inches, as you need.