

The industrial Groups at the swiss Industries Fair 1950

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THE INDUSTRIAL GROUPS AT THE SWISS INDUSTRIES FAIR 1950.

The reputation which Swiss Industry enjoys on the world's markets is based, for the most part, on the excellent results achieved in connection with industrial production. It is an undeniable fact that in point of quality Swiss production can hold its own with the excellent goods made in other countries. Naturally, Swiss producers recognise the limits of their capacity and will always have to avoid trying to introduce mass-production. The possibilities open to them are based upon the high degree of precision resulting from unremitting research work, and the Swiss manufacturers are able to adapt themselves very closely to the requirements of each individual foreign market.

The goods offered by Swiss industry are probably never seen anywhere else in such compact and yet all-embracing display as at the Swiss Industries Fair in Basle. At this industrial Fair, which has never ceased to emphasize its export character, the number of exhibitors showing technical products has continued to increase, and this will be the case again for the 34th Fair, from the 15th to the 25th April, 1950.

One of the principal groups will be the Swiss machinery manufacturers who will be in a position to present a display capable of satisfying the most exacting demands with regard to the use of genuine materials, harmony of shape and precision of execution. Attention may be directed here particularly to the metal and wood working machinery and also to the textile machinery group which will be again united in a homogeneous and uniform display. Constructional machinery will also once again be a prominent feature of the building trade display, and machinery for the graphic, paper and foodstuffs industries will be concentrated in a special group worthy of attention. No less interest will be aroused by the special group comprising industrial accessories, tools, precision mechanics, measuring instruments, surgical instruments, optical and photographic goods. The Swiss electrical industry will also be present with a choice display representing the many processes of production involved. Mention should not be omitted either of the motor lorry exhibit, as well as the groups for gas, water and heating.

Finally, the Swiss watchmaking industry, which may claim for itself the reputation of manufacturing precision made goods of the finest material in artistic perfection, will be represented with its own special exhibit, taking place for the 20th time.

The rapidly approaching 34th Swiss Industries Fair will, in spite of the very fluctuating conditions on the world's markets, again be able to count on attention from foreign countries.

Swiss Legations, Consulates and Chambers of Commerce are only too willing to supply information about making the most favourable arrangements for a visit to the Fair in Basle.

SWISSAIR TRAFFIC IN 1949.

Swissair traffic statistics which have just been published show that compared to previous years results in 1949 are remarkably improved. A most satisfactory increase has been registered in passenger-, freight- and postal traffic and an extension of the flight programme of the Swiss Air Transport Company has therefore proved to be a necessity.

The travelling public recognises more and more the enormous advantages offered by the aeroplane; the number of those who give preference to this most modern means of transport grows from year to year.

Swissair has therefore not hesitated to modernise its aircraft park by adding four Convair Liners. This "Flying Pullman" attains a cruising speed of 300 miles per hour.

Thanks to its excellent organization, its principle of high quality in personnel and material Swissair has made great strides in the past years. To-day its network comprises approximately 23,000 miles of route.

	1948	1949
Miles flown	3,867,979	5,350,660
Passengers	113,622	153,812
Freight (kg.)	1,224,971	1,733,383
Mail (kg.)	430,996	603,444
Regularity	98.81%	98.90%

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