

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1955)

**Heft:** 1260

**Rubrik:** Commercial news

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 04.07.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## COMMERCIAL NEWS

### Swiss foreign trade in August.

Swiss foreign trade as a rule has shown a slight fall in the month of August, which, however, usually is compensated by an increase in the preceding months. Up to a point this movement took place in the current year also. Swiss imports in August reached a sum of just over 500 million francs, which is 30 million less than in July, but above last year's August figure. Compared with the preceding month, exports too dropped by roughly 90 million francs; but are above those for August, 1954. The increase in imports mostly concerned raw materials, fuels, machines and automobiles.

In the export sector the textile industry, as well as the metallurgical, engineering and apparatus industries are making constant headway, whereas the export of watches increased only in value, but suffered a slight cut in the number of exported pieces.

Exports fell off in the chemical industry as well, especially in the drug sector. This decrease was only partially compensated by a bigger export of chemicals for industrial purposes. Cheese exports were down, but manufactured tobacco and soup-products slightly increased.

### Cost of living in Switzerland.

The Swiss prices index figure which is a barometer of the cost of living, reached 172.8 at the end of August, 1955, which is 0.2% above the figure of the preceding month. This slight increase is of an essentially seasonal character, and the cost of living in Switzerland can as a whole be considered stable.

### The Swiss labour market in August.

In the month of August there were only 700 unemployed in Switzerland, and in spite of the slight seasonal drop in Swiss foreign trade in August, the country's economic situation remains very good indeed, and activity in industry as a whole has even increased.

Proof for this is the situation of the labour market, where the number of vacant posts stood at 6,000. Furthermore it should be noted that the number of foreign workers temporarily employed in Switzerland shows an all-time peak, and the number of labour permits issued is continually rising.

### Economic tourism in Switzerland.

The Swiss Office for the development of trade in Lausanne whose task it is to promote the sale of Swiss products abroad, from time to time also organises tours for foreign study groups in Switzerland.

A group of French newsmen from Paris and the provinces recently was invited to visit various parts of Switzerland where the four official languages of our country are spoken. The foreign guests were received by the Federal authorities, visited the Swiss industries' fair at Lausanne and took up contact with prominent representatives of Swiss economic and cultural life.

Since the 19th of September, 14 representatives of the Western European, British and Scandinavian industrial and economic press are on a study trip through Switzerland. The journalists who are connected with publications of the labour organisations of 11 countries, came to Switzerland to visit industrial enterprises and to take up contact with representa-

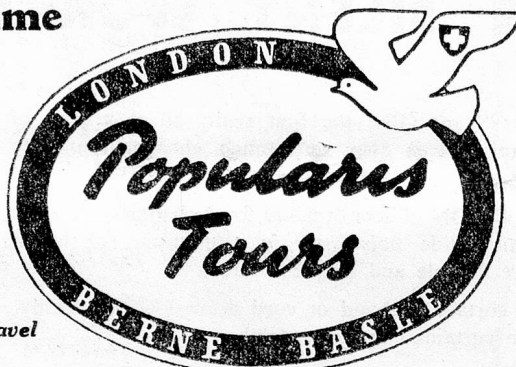
### Winter Sunshine Programme

Affiliated to Schweizer Reisekasse

SWITZERLAND  
AUSTRIA  
FRENCH  
RIVIERA  
MADEIRA  
NORWAY

By Rail, Sea,  
Air or Coach

Independent Travel  
arrangements a  
Speciality



Agents for  
BRITISH (Continental) AUSTRIAN, BELGIAN, DUTCH,  
FRENCH, GERMAN ITALIAN & SWISS  
RAILWAYS COACH SERVICES & ALL AIR LINES.

London Office

6, ROYAL ARCADE, (connects Old Bond St. & Albemarle St.)  
LONDON, W.1. Telephone: HYDe Park 1352/3/4

Nearest Tube Stations, Piccadilly & Green Park.

No. 25 & Piccadilly Buses

**SAVE  
WITH ASPIC!**

Quick, simple,  
economical, 'extras' with  
**MAGGI** Aspic Jelly

All sorts of left-overs — fish, meat,  
vegetables — make attractive  
savories with Maggi Aspic Jelly. Maggi  
Aspic Jelly is also a necessity  
for making economical brawns, galantine  
and pies for cold serving.

**2 oz. tin 2/-**

THE NESTLE CO. LTD., HAYES, MIDDLESEX

tives of this country's political and economic life, as well as to further relations among European economic press circles. This personal contact is of greatest importance both to the participants in the trip and the organisations which they represent.

### Boom in the air-freight traffic.

The air-freight traffic is at present undergoing a rapid development, which the public at large is only little aware of. This development, which is even swifter than the one in the passenger sector is due to increase in the use of aircraft for freights, and the general improvement of transport conditions. Within five years the volume of goods transported by the Swiss air-line company "Swissair" multiplied five-fold and increased from just over one million kilometretons in 1949 to over six million kilometretons in 1954. The goods most sent by air are: watches, textiles (especially embroidery), machines and chemical products. The main reasons for this satisfactory development are: the quick delivery, which permits the importer to reduce his stocks, a recent tariff-reduction, and the high safety-factor of air-traffic.

### Swissair's fleet to be enlarged and modernised.

The Swiss airline company Swissair has modernised its fleet for intercontinental traffic and is now to purchase new aircraft for its European lines, especially for short distance flights. The old DC3 and DC4 planes have done an excellent job, but they have been in service for 10 years now and have to be

replaced if Swissair wants to compete effectively with other airlines.

The board of administrators of the company decided to purchase eight new aircraft of the Convair Metropolitan Type. This model constitutes a considerable improvement over the twin-engined Convair 240, of which several are giving perfectly satisfactory service at present. The new planes will be the most comfortable of all the various types flying the European routes. With 44 passengers at a speed of 300 miles an hour, the Metropolitan has a radius of operation of roughly 800 miles.

For all your travel and inclusive tours  
*by land, sea and air*

**A. L. GANDON**

will give you personal attention

**NO BOOKING FEE**

**Howship Travel Agency,**

188, UXBRIDGE ROAD,  
SHEPHERDS BUSH, W.12.

Telephone - - SHE. 6268-9.



## CONSTANT COMPANION

Choose your watch as you would choose a friend: dependable, personal, a reflection of your own taste and activities. So whether as a present to yourself or to someone you love — choose Omega.

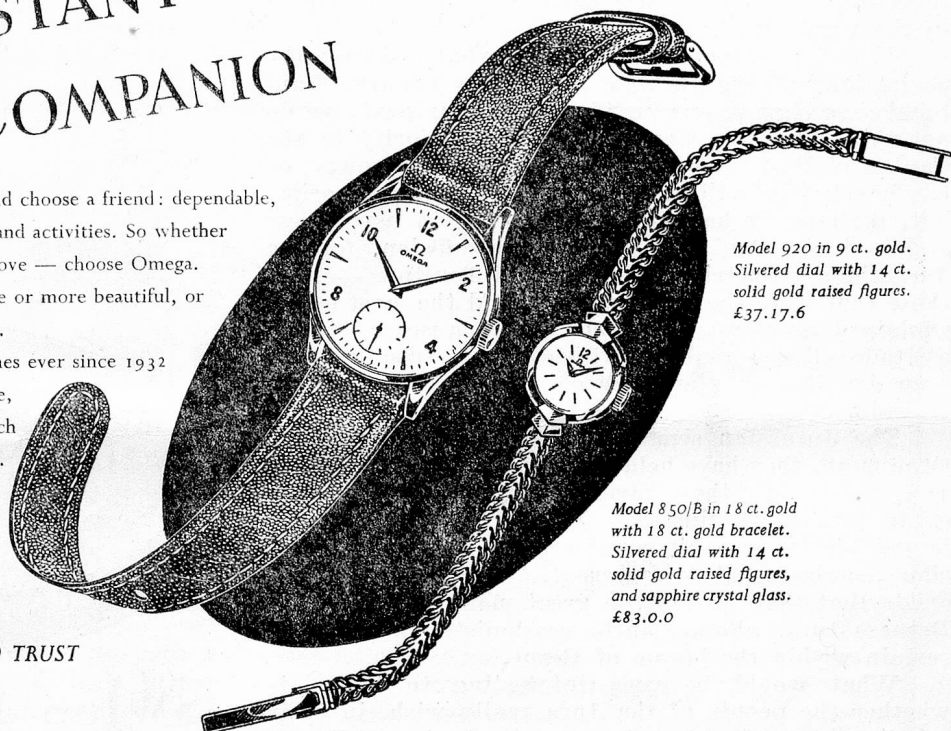
You will find no watch in the world more precise or more beautiful, or more worthy of being a constant companion.

Omega have been chosen to time the Olympic Games ever since 1932 and will time the 1956 Olympics in Melbourne, Australia. This is the highest recognition any watch has ever received from the nations of the world.

Ω  
**OMEGA**

THE WATCH THE WORLD HAS LEARNED TO TRUST

Some day you will own one



Model 920 in 9 ct. gold.  
Silvered dial with 14 ct.  
solid gold raised figures.  
£37.17.6

Model 850/B in 18 ct. gold  
with 18 ct. gold bracelet.  
Silvered dial with 14 ct.  
solid gold raised figures,  
and sapphire crystal glass.  
£83.0.0

Omega Watch Company (England) Ltd., 28-30 Holborn Viaduct, E.C.4 will, with pleasure, send you a list of their appointed distributors. Factories at Bienne and Geneva, Switzerland.  
Sold and serviced in every country in the world.