

# Commercial news

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# COMMERCIAL NEWS

## Switzerland at Brussels Fair.

The famous "Atomium", at the World's Fair in Brussels, was able in August to welcome its millionth visitor. The lift, which had been conceived and realised by a Swiss firm, and which carries curious visitors to the top of this building — 330 feet above the ground — has also recorded the same number of visitors. It has therefore carried a total load of about 160,000 tons and covered a distance of 11,185 miles.

## Abundant fruit crop in Switzerland.

In volume the fruit crop in Switzerland is the most abundant that has been known since the beginning of the century. According to estimates, the quantity of fruit which will be put on the market — not including the fruit used by producers for their own requirements — will amount to 18,000 wagons of table fruit, *i.e.*, to nearly 442 million pounds, and to 25,000 wagons of fruit for the manufacture of cider, *i.e.*, about 551 million pounds. These figures exceed the normal measure by 100 per cent or more. As the production in other fruit-growing countries is also good, Switzerland will in all probability be unable to export much fruit this year.

## A new culture in Switzerland.

Hops, from which beer is made, are not cultivated in Switzerland. However, some attempts which were made recently to grow this useful plant on a restricted surface, in a region which is usually devoted to the growing of tobacco, have given some excellent results. These experiments, in which the Swiss breweries are interested, will be pursued for a further four years.

## Guarantees against export risks in Switzerland.

The financial experience of the Swiss Confederation resulting up to the present from the guarantees it grants against export risks, has proved most encouraging. The total of the damages which have been paid for since 1934 amounts to 16.5 million Swiss francs, of which 13.1 million have already been refunded, subsequently, by the creditors. The net loss does not therefore exceed 3.4 million Swiss francs.

## A new ship for the Swiss Mercantile Marine.

A Yugoslav ship-building yard has just delivered a new ship, for the Swiss Mercantile Marine, which is the 58th vessel to be inscribed in the Swiss Shipping Register. This is the m/S Coriviglia, with a loading capacity of 13,000 tons deadweight, which will sail in the service of the Suisse-Atlantique Company, Ltd., of Lausanne. The vessel will have a speed of 15 knots, thanks to its engines of 7,200 h.p., which have been

supplied by Messrs. Sulzer Brothers, of Winterthur. The auxiliary engines, the pumps and the generators have also been furnished by Swiss industry.

## Modern office equipment.

The 11th Swiss Exhibition of Office Equipment, known as the "BUFA", was recently held in Zurich. No fewer than eighty-one Swiss and foreign firms took part in this important display, where they exhibited material, the total value of which amounted to approximately six million Swiss francs. This show brought into special evidence the high level attained in this branch of industry by the Swiss manufacturers also.

## Inauguration of a huge dam in Switzerland.


On 17th September the Mauvoisin electric plant was officially inaugurated. It constitutes one of the greatest works accomplished by Swiss civil engineering in the domain of hydro-electric production. We would add that the dam which supplies the water for this plant is the highest in the world; it measures 775 feet. Its bulk represents 71.5 million cubic feet of concrete, in the shape of an incurved wall, 180 feet thick at its base and 46 feet wide at the top, over a length of 1,705 feet.

## Outstanding Swiss sporting feat.

A short time ago a citizen of La Chaux-de-Fonds — the Swiss watchmaking metropolis — achieved a very unusual sporting exploit. Suspended from a helicopter piloted by the famous glacier pilot Hermann Geiger, fifty-year-old Roger Froidevaux dived from a height of 145 feet into the Doubs, a river in the Jura. The water-tight watch which he was wearing on his wrist, a product of a well-known firm in La Chaux-de-Fonds, was in no way affected by the considerable shock and the immersion. This is a world record which is just as remarkable in regard to the watch as to the sportsman who wore it.

## 50 years of architecture in Switzerland.

On the occasion of its fiftieth anniversary the Federation of Swiss Architects organised an open-air exhibition, in Zurich, entitled "Fifty years of architecture". The show consists of a series of photographic panels illustrating the evolution of architecture during the last half-century, both in Switzerland and abroad. This exhibition, which is of great documentary interest, shows that Switzerland has not remained behind in the field of architecture, but, on the contrary, occupies an outstanding position.

 <p><b>BUFFET</b></p> <p><b>H B</b></p> <p><b>ZURICH</b></p> <p><i>R. Candrian-Bon</i></p>	<p><i>... in a class</i></p> <p><i>of its own</i></p>	<p><b>THE MAIN STATION</b></p> <p><b>AND AIRLINES</b></p> <p><b>TERMINAL RESTAURANT</b></p>
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