

**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:** - (1958)

**Heft:** 1318

**Rubrik:** Commercial news

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **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. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 16.05.2025

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

## COMMERCIAL NEWS

### A Swiss factory in South Africa.

A well-known Swiss firm which produces insulating material has just established a branch factory in the Union of South Africa, at Bellville, which is in the vicinity of Capetown. This locality has been chosen because it is right in the centre of a fruit-growing region, which, by its requirements, has promoted the development of the cold storage industry. Supplying as it does insulating panels to this industry, the new Swiss-African factory has established itself in close proximity to its customers. This it was able to do thanks to a contract concluded with an important concern which has assured the purchase of its entire production over a period of five years. The technical staff of the factory is composed of Swiss. It should be noted that the entire equipment of the factory was made in Switzerland, where it was set up and tried before being taken to pieces again and transported to South Africa. The factory was inaugurated by the Mayor of Bellville, in the presence of the Swiss Minister in the Union of South Africa.

### Swiss cheese in Himalayas.

The cheese which is produced in Nepal, on the flanks of the Himalayas, is not an imitation of the famous cheeses which have gained such a fine reputation for the Swiss dairy industry. No, this cheese is made by Swiss cheese-makers, young men who have been sent to Nepal by the Swiss Aid to Underdeveloped Countries for the purpose of teaching the mountain folk at their disposal. The first results are encouraging. It is not a question, therefore, of any future competition for the Swiss cheese production, but of a success for the cheese-making industry and of Swiss technical training in a field that is outside commercial activities.

### Lengthening the runway at Geneva-Cointrin Airport.

The runway at the Geneva-Contrin airport is to be extended to 4,160 yards. The Franco-Swiss Convention relating to this project having now been ratified and the necessary credits granted, work on the runway can be started upon immediately. Thus, in the future jet aircraft will be authorised to land in Geneva, by the International Organisation for Civil Aviation.

### French car sales in Switzerland.

Switzerland provides an interesting market for the French automobile industry. In 1957 France delivered nearly 10,000 motor-cars to Switzerland; she, therefore, ranks second on the list of European suppliers to this country, as is pointed out by the Franco-Swiss Economic Review, the organ of the Swiss Chamber of Commerce, in France.

### An interesting innovation on the Swiss telephone system.

Some time ago the Swiss Telephone Administration introduced a novelty which promises to be a great success. This is a telephonic call for motorists. It consists of a call-system similar to that used in a great many big establishments for finding required persons, and will prove of particular use to people

who have to go about a great deal in cars, and whom it is important to be able to reach easily, as in the case of country doctors, repair gangs belonging to the public services, drivers of long-distance transport lorries, heads of big business undertakings, etc. When one wants to get into touch with a person who has taken a subscription to this service, one merely applies to the Telephone Information Service, which thereupon issues, by means of special short-wave transmitters, a particular call signal which is only received by the receiving instrument attached to the car which is being sought. This signal takes the form of a light that appears on the dashboard of the car. The driver then knows that he must immediately put in a call to a number, which has already been agreed upon and from where a message can be transmitted to him. At the present time all the Swiss territory situated on the North of the Alps can be covered by such calls. The Telephone Administration intends, moreover, to extend this network of calls through the setting up of new transmitters, more particularly in respect of the urban localities.

*fly*  
**SWISSAIR**  
*the holiday-maker's first choice!*



Wherever you choose to go, get there swiftly in a superb precision-maintained Swissair airliner — weather-radar equipped for the smoothest flight. Fly on the famous 'Super-Swiss' DC-6B with unsurpassed First and Tourist Class accommodation or on all-Tourist Metropolitans (two seats a side only) to almost every centre in Europe. Night flights at greatly reduced fares to Basle, Geneva and Zurich.

Ask your  
Travel Agent  
for details of  
Inclusive Tours  
with Swissair

EUROPE · MIDDLE EAST · FAR EAST · USA · SOUTH AMERICA



OFFICES IN LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN

### The future of Swiss television.

Switzerland is not going to have any advertising on television. This was decided some months ago by the Swiss Broadcasting Company, which is the sole concessionary for television broadcasts in Switzerland. In order to assure the financing of its programmes this company has accepted a proposal put forward by newspaper editors whereby it will receive an important subsidy from them if it renounces all advertising. The contract approving these provisions has just been signed. Thus, the financial basis for the Swiss television programmes has now been established. Meanwhile, the number of subscribers in Switzerland is going up steadily and exceeded 35,000 at the end of February. Among these subscribers, more than 30,000 are private persons, whilst over 4,000 are public establishments, hospitals, sanatoria, etc.

### The mining of magnetite in Switzerland.

None of the small layers of gold, copper, molybdenum, iron pyrites, auriferous nickel, etc., which are to be found in Switzerland can be worked in a rational manner. It is, however, quite a different matter, in regard to a first-quality iron ore, magnetite, which is worked in the Canton of Valais, concurrently with the construction job on the dam of the Grande Dixence, a dam which is the highest in the world. With the help of a magnetised drum the magnetite is extracted from the gravel which is used for the concrete work on the dam. The ore is delivered to the Swiss foundries and serves, inter alia, for the manufacture of electrodes.

### OUR NEXT ISSUE.

Our next issue will be published on Friday, May 16th, 1958. We take this opportunity of thanking the following subscribers for their kind and helpful donation over and above their subscription: R. E. Maag, G. Hediger, W. Renz, E. A. Nuessle, O. Roethlisberger (Nyon), J. Wanner, Unione Ticinese, H. Humbel, A. Maeder, M. Wiesendanger, G. N. Ross, Ch. De Maria, Swiss Club Dunfermline, E. Luterbacher, P. Bucher, L. Portmann, A. W. Sommer, O. Kraus.

### APERITIF AT THE SWISS EMBASSY.

On the occasion of the visit of the "Bürgermusik" Lucerne, and the "Pilatus Jodel Club", the Swiss Ambassador and Madame Daeniker gave an Apéritif on Thursday, 17th April, at the Embassy.

## THE FLORAL HOUSE

ELSIE FINGER (SWISS)

237 JUNCTION ROAD, TUFNELL PARK, LONDON, N.19

Phone: ARChway 3711 (NORth 5942 out of business hours)

### FLOWERS FOR ALL OCCASIONS

As a member of Interflora, we can arrange for Flowers to be delivered anytime, anywhere in the World.

## SWISS BANK CORPORATION

(A company limited by shares incorporated in Switzerland)



In SWITZERLAND there are offices in Basle, Geneva, Zurich and all the principal centres.

In LONDON the City Office is situated at 99, Gresham Street, E.C.2, and there is a WEST END BRANCH, specially equipped for the convenience of visitors, at 11c, Regent Street, S.W.1, close to Piccadilly Circus.

In NEW YORK there is an Agency at 15, Nassau Street, and a Branch at 10 West 49th Street.

In CANADA the Bank is represented by the Swiss Corporation for Canadian Investments at 360, St. James Street West, Montreal.

**CAPITAL AND RESERVES — S.Frs.280,000,000**

**TRAVELLERS' CHEQUES AND ALL  
BANKING BUSINESS.**

