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## COMMERCIAL NEWS

### Swiss industrial projects in Argentina

The machine-tool factory of Bührlé & Co., at Oerlikon-Zurich, is taking part in the industrialisation of the Argentine Republic, by means of two projects. The first concerns a gear-making plant, for which the Swiss firm has taken over the premises, the equipment and the staff of an Argentine business undertaking; the existing machinery is to be supplemented by imports from Europe. The production, which will be carried on under licence, will serve primarily for the equipment of tractors manufactured in Argentina. The second project relates to the setting up of a plant for the manufacture of office machinery, in collaboration with an Argentine firm.

### The champions' secret

The problem of proper "waxing" quite rightly preoccupies the minds of skiers, as the application under the skis of a wax which is not in conformity with the state of the snow, at that particular moment, may spoil an excursion or cause those taking part in a ski competition to lose some precious fractions of a second. A Swiss manufacturer, well known in the domain of varnishes and waxes, whose products are used in all parts of the world, wherever there is skiing, has brought an interesting contribution to the problem of waxing. Now, the new product "Toko racing", which is supplied in the form of a cream, can be very easily applied and which dries rapidly and forms a very resistant film, makes it possible to obtain maximum speeds on all types of snow, except Spring snow and wet snow. This product is all the more interesting in that it has been launched by a manufacturer whose waxes and varnishes are used by a very large proportion of the best championship skiers in the world, whom they have helped to win numerous medals, in particular at the Olympic Games of 1956, at Cortina d'Ampezzo, and, again, in 1960, at Squaw Valley.

### Swiss participation in Radio Katanga

It was at the end of December last that the inauguration took place, at Elisabethville, of the national radiophonic station of Katanga, equipped with a 100 kW. Brown Boveri transmitter. It was in the record time of fifty days that the technicians of the Swiss firm succeeded in setting up the 100 kW.

B.B.C. transmitter, until its provisional putting into service with one antenna and with one wave-length.

### Electronic calculation centre at Zurich

The Swiss firm of Omni Ray, Ltd., in collaboration with an American company, has just opened in Zurich a centre for electronic calculations, which can carry out, on request, mathematical calculations for scientific, technical and administrative use. The technical staff attached to this centre has a variety of electronic machines at its disposal, one of which possesses an electronic memory capable of storing more than 2,000 numbers composed of 7 figures; another electronic brain can store and issue, as required, 300,000 numbers composed of seven figures; among the other apparatus to be found in this centre is a different analyser.

### Born with a golden spoon in his mouth

A goldsmith in Thun recently received an order from the Shah of Persia for a table set, consisting of a knife, fork and spoon, and also a mug, made of gold and bearing the Imperial arms, for the use of the heir to the throne of Iran.

### Swiss achievement in the paper-making industry

For the eighteen centuries during which paper has existed, it has always been manufactured from cellulose fibres. It has fallen to the lot of the era of plastics to create a paper made of synthetic fibres; this has not proved to be so easy, because of the fundamental physico-chemical differences which exist between cellulose and plastic products. After engaging in studies requiring careful research, a firm of paper manufacturers in Zurich, which has an old-established reputation and which has worked in collaboration with a Swiss company producing synthetic fibres, has now launched, under the name of "Syntosil", a new material resembling paper, which has synthetic fibres for its basis. This "Syntosil" possesses quite extraordinary characteristics; not only has it a superior resistance, in all domains, to that of paper, but it is particularly when it is in a wet state that this new material shows its superiority in a striking manner, as also in its resistance to acids and alkalis, and to the effects of folding. This means that this super-paper is

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particularly suitable for a number of special uses, such as the printing of maps, for the drawing-up of plans which are used out of doors in all kinds of weather, for identity papers, passports, driving licences, etc. — in fact, for a great many articles. During a recent demonstration to the Press, "Syntosil" passed various exacting tests in a brilliant manner, whilst these same tests rendered quite unusable similar articles made of an excellent quality of conventional paper. For instance, a map made of "Syntosil" was placed on a muddy road, had some machine oil poured on it, was passed over sixteen times by the wheel of a tractor, and then, after having been cleaned with a brush and some cleansing powder, and well rinsed, it was still usable. Even though "Syntosil", which is produced industrially, is priced more highly than is paper made of cellulose, it should be remembered that its qualities or resistance ensure for it a much longer life, thus making it more economical.

#### Lausanne National Swiss Fair guest of honour: Greece

It is from 9th to 24th September that the 41st "Comptoir Suisse" or Lausanne Fair will be held. On this occasion the Pavilion set aside by tradition for foreign country which has been invited as a guest of honour, will be reserved for Greece. This official participation will be placed under the aegis of the Royal Greek Embassy in Berne. It is a special office,

attached to the Ministry of Commerce, in Athens, which has been entrusted with the organisation and the arrangement of the pavilion, in liaison with the Greek Consulate-General, in Geneva. A "Greek Day" will be held within the framework of the Comptoir Suisse, in which will take part the official delegates of the guest country, as also the representatives of the Swiss federal, regional and local authorities.

#### 400 U.S. firms with Swiss headquarters

The number of American companies which have established headquarters in Switzerland for business expansion in the European continent, Africa, and the Near and Middle East is now up to 400.

These firms are almost entirely concentrated in Geneva and Zurich, but in the last few months a sizeable number has settled in the small town of Zug, 35 miles from Zurich. Other Swiss towns offering tempting inducements to attract American companies are Basel, Lausanne and Fribourg.

The following American firms have recently established subsidiaries in Zug: Yale and Towne International, Borg Warner, Cameron Machine International, Columcarb, Centiruco, Litton Technology, Stanray, Metal and Thermit, Outar, Fuller & Co., Hobart Brothers, Foster Grant Chemical, Willys Motors Co., Peabody and Co., Transiron Electronic, Playtex International, and Wurtzer International.

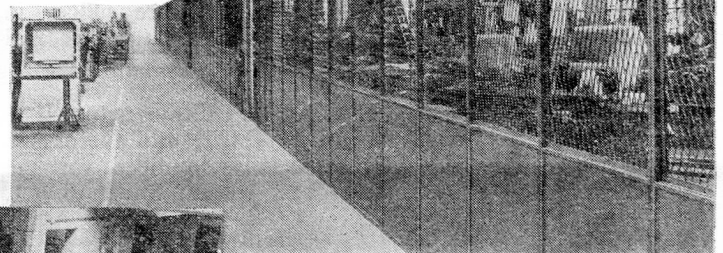


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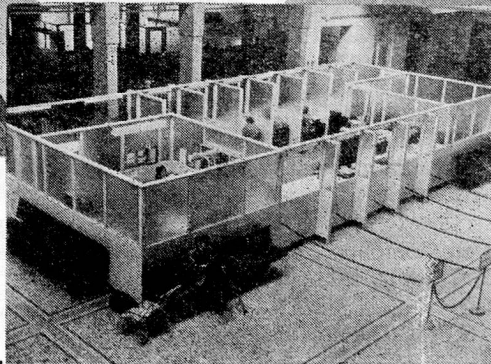
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