

# Swiss shortwave service

Objektyp: **Group**

Zeitschrift: **Helvetia : magazine of the Swiss Society of New Zealand**

Band (Jahr): **19 (1956)**

Heft [1]

PDF erstellt am: **30.05.2024**

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### Swiss Shortwave Service

Greenwich Mean Time.	Sundays	Mondays	Tuesdays	Wednesdays
7.15	Disc of the Day	Disc of the Day	Disc of the Day	Disc of the Day
7.20	Home News	Home News	Home News	Home News
7.25	The Geneva Observer (Bernard Beguin)	Sports Roundup	Press Review (H. Boschenstein)	Labour Problems (Theo Chopard)
7.30	Swiss children sing	Max Nef comments on Home Affairs	Dance with Lance! in Swing style	Pierre Cordey comments on Foreign Affairs
7.40	IN HIS NAME	7.35 Waltzes and Scottish		7.35 Accordeon Serenade
7.45	World Youth Radio Magazine (Editor: Russell Henderson)	7.45 On the Spot Weekly Actuality Programme (by Russell Henderson)	Science in Switzerland (by Russell Henderson)	7.45 Madeleine Presents (A Programme for Women)
8.00	Sunday Concert	A Penny—a Song Our request programme (presented by Lance and Isabel)	Soiree Romande (For the Swiss Abroad)	From the Swiss Concert Halls
8.30	"Do You Know This?" SBC's Quiz Programme (Quiz Master: Lance Tschannen)			
9.00	Close Down	Close Down	Close Down	Close Down

Wavelengths in use to 30th April: HER7 17.784 kc., 16.87 m.; HER8 21.520 k.c., 13.94 m.; HER5 11.865 kc., 25.28 m.

## NEWS FROM SWITZERLAND

### Escher-Wyss Established 150 Years Ago

It is just a hundred and fifty years since the Swiss firm of Escher-Wyss was established. From the small spinning-mill that it used to be, at its beginnings, this concern soon became one of the most important machine manufacturing plants in Switzerland, especially famed for its hydro-electric turbines.

### Will Switzerland Have Her Model City?

A group of young Swiss has launched the very original idea that the next National Exhibition, which is planned to be held in 1964, should be replaced by the erection of a Model City. This city, inspired by similar ideas already realised in India by the famous Swiss architect known as Le Corbusier, as well as in Great Britain and in the United States, would be created right in the Swiss countryside. The city would extend over an area measuring from four to five square kilometres, and could house from 10,000 to 15,000 inhabitants; it would be furnished with all the most modern improvements, chief among them a thermic central station which would provide heating for the whole town. Each trade and profession would be represented by model installations, so that the city would constitute a kind of permanent National exhibition. For the present, all this is merely a project, but it has aroused great interest in all quarters.

### Switzerland Lacks Technicians and Engineers

It may seem somewhat surprising that Switzerland, where so many technicians and engineers are trained, is, at present, experiencing a penury in this category of specialists. And yet, a marked decline is to be observed in the number

of students who wish to become technicians and engineers, a decline which has set in since 1950. The requirements of Swiss industry have grown more rapidly than has the demographical evolution of the country. Moreover, the world demand for technicians and for engineers has not been without its repercussions on the penury from which Switzerland is now suffering. A reconsideration of the evaluation of intellectual work—and this not solely from the material point of view—is indispensable in order to provide against the lack of interest in technical and scientific careers which would seem to be appearing. The fact is that there are a great many young Swiss who, as soon as they have finished their secondary school, have been able to find a good job, at once, owing to the economic boom enjoyed by this country at present. It would also appear as if the sacrifice of both time and money necessitated by university studies is too heavy.

### Merchant Fleet

Switzerland had an ocean-going merchant fleet of 31 ships, totalling 165,000 tons, at the end of last year, according to the annual report of the Swiss Political Department. During the year, four vessels aggregating 33,600 tons, were sold.

Of the 702 seamen in Swiss vessels, 287 were Swiss, or 40 per cent., compared with only 7 per cent. in 1947. The increase is primarily due to the development and improvement in the training facilities for Swiss seamen. There is still a shortage of trained officers.

### The Swiss Automobile Club Launches a Big Campaign

A friendly hand signal made to other drivers at the right moment is a good way of increasing road safety, or making very heavy traffic more fluid, and—by no means the least of its

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Thursdays	Fridays	Saturdays
Disc of the Day	Disc of the Day	Disc of the Day
Home News	Home News	Home News
Swiss Contribution to European Heritage (Marie-L. Herking)	Press Review (Theo Chopard)	Press Review (H. Boschenstein)
Pierre Beguin comments on Home Affairs	Jean Seitz comments on Foreign Affairs	A Nation's Business
Light Interlude	Dance with Lance! in Swiss Country style	Swiss Vocal Parade
A Window on the World (A Programme for Invalids)	(First Friday of each month: DX Programme)	7.50 Assignment "Switzerland" Assignment "World"
Serata Ticinese (For the Swiss Abroad)	Swiss Composers and Chamber Music	Schwizerdutsche Heimatabe (For the Swiss Abroad)
Close Down	Close Down	Close Down

merits—of creating a more friendly atmosphere on the road. The campaign that the Swiss Automobile Club has just launched under the slogan "A friendly hand signal can be a great help to your fellow-motorists" has a threefold aim. First of all, it hopes by means of the friendly hand signal to succeed in eliminating the many dangerous situations which can easily result in an accident. Secondly, a hand signal helps to speed up traffic and make it more fluid—particularly in town—by doing away with uncertainty and hesitation. Thirdly, the friendly hand signal creates an atmosphere of courtesy and camaraderie on the road. In this connection, the Swiss Automobile Club has no illusions; it knows that drivers will not change their ways from one day to the next, but in the long run the good example will certainly have its effect. The driver who sees that others are being considerate towards him will gradually and quite naturally be led to behave in the same courteous manner. If the friendly hand signal had no other result than to promote a more friendly and courteous atmosphere on the roads, this alone would fully justify the Swiss Automobile Club's campaign.

### Switzerland Buys Butter in New Zealand

Switzerland has to import butter during winter time. This is due to the development of Swiss cheese exports as well as to the considerable increase of butter consumption within the country. The main butter supplier is New Zealand, the world's biggest exporter of this foodstuff.

### Walt Disney's "Switzerland"

Zurich, Switzerland.—Since the modern Swiss, as one of them put it, "definitely own more motorcars than goats," Walt Disney's Cinemascope

masterpiece "Switzerland," seems to puzzle Swiss city-dwellers who are in the overwhelming majority in this 7000-year-old Alpine republic, although some of them may actually be descendants of Alpine herdsmen. While Mr. Disney and his Swiss assistant, crack cameraman A. E. Heiniger, are unanimously praised for their art and skill of photography and acclaimed as the world's greatest magicians of the screen, it is pointed out that more emphasis should have been given to facts such as Europe's highest standard of living which Switzerland, starting out as a nation of mountain peasants, has achieved without foreign help whatsoever. "The photography is outstanding," admits Die Neue Zürcher Zeitung, leading Swiss newspaper, "but Mr. Disney does not show Switzerland as the name of the film suggests. He merely confirms the story-book illusions which travelling Americans may cherish with regard to our country: snowy peaks, bold mountain-guides, dashing skiers, yodellers and alphorn blowers, cheese-making alpine peasants, cute little farmers ploughing their lofty fields and harvesting hay . . . and goats, too many goats." It's the "Holiday Land" angle only, the "legend of the Eternal Yodeller," while nothing is being said on the "Working Day Land," the film critic goes on to state, admitting, however, that Walt Disney's "Switzerland" is likely to "make tourist office managers rejoice." After all, a "Holiday Land" is just what all upright tourists yearn for.

### Youth Succeeds in Bernese Politics

Berne, Switzerland.—In the politically stable Swiss Federal capital of Berne a group of young people have united in disappointment over the age-old practice of political parties to nominate candidates according to rules of "seniority and merit." The "Young Berne" movement, as the