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BUSINESS IN SWITZERLAND

Sensational new invention: photography in relief

Photography giving a relief effect by direct viewing without any optical aids such as polarized glasses, binocular viewers, etc., has just been launched by a Swiss firm. Mr. Jean Bourguignon, inventor of the "Vidireal" process, explains that it has been possible to achieve a stereoscopic effect from the direct viewing of a single-plane surface — hitherto considered to be completely impossible — by means of an optical imitation of the physiological process which enables us to see in relief an image that the retina of our eyes sees only in two dimensions. Such a result is now perfectly feasible in all fields of photography, whether films, slides or typographic reproductions (book illustrations, postcards, posters, advertising leaflets, etc.). In addition, this process opens up a new mode of artistic expression — that of three-dimensional painting. With the steroscopic effect, the "Vidireal" process combines two others: overall sharpness at all depths and a very wide field of view. Any camera can be used to obtain these results, provided it is fitted with a special patented lens, which can be screwed on in the same way as a telephoto lens, for example. A photograph taken in this way can be printed or projected by ordinary apparatus. The "Vidireal" process has already been put to commercial use, both in Switzerland and abroad, in particular for touristic and advertising slides.

Anniversary of a world-famous Swiss trade-name

A quarter of a century ago this summer, the Swiss firm of Heberlein & Co. Ltd., at Wattwil (St. Gall), registered the now world-famous trade-mark "Helanca". In 1936, after many years of intensive research, the chemists and technicians of this very large Swiss firm succeeded in giving continuous artificial silk yarns a permanent crinkle, thus making them soft, springy and elastic. During the war, Helanca yarns were used to replace wool, which had become scarce, especially for the knitting of babies' garments. After the war the sensational success of nylon gave Heberlein's research workers the idea of applying the advantages of the Helanca process to this fibre. The first nylon Helanca yarns were used for the manufacture of men's socks, a field that they completely revolutionized within a few years. Since then Helanca yarns have been continually improved, as have production methods. To-day, they are used for the manufacture of a wide range of different articles such as lingerie, men's and children's underwear, swimsuits, gloves, stockings, and sports and leisure wear, as well as, combined with other fibres, for the weaving of elastic fabrics for sportswear. To-day, Helanca yarns, a Swiss invention, are produced under licence by 102 manufacturers, in 17 countries.

A fine achievement by the Swiss machinery industry

At the beginning of March 1959, the Los Angeles Department of Water and Power in the United States awarded Brown Boveri & Co. Ltd., at Baden, an order for two groups of turbines, developing 230,000 kW, for the new Haynes power station at Long Beach. The competition between American and European machine works was extremely keen, and the Swiss firm owed the honour of winning this big order — for machinery developing a power higher than that of anything it had built before — to the particular advantages of its construction. Since then, Brown Boveri has won other successes in this field, viz., in addition to an order for a group of turbines with an output of 500,000 kW for the Tennessee Valley Authority (United States) in August 1959, the very recent order for two groups of turbines identical to the first and from the same client, the town of Los Angeles. As work on the erection of the first order was already quite far advanced, the management of Brown Boveri arranged a presentation of the new machines to its clients and the technical Press. The Los Angeles groups of turbines are designed for a normal output of 200,000 kW and a maximum continuous output of 230,000 kW. The steam turbines, operating at 3,600 r.p.m., are supplied with live steam at a temperature of 538°C.

OUR NEXT ISSUE

Our next issue will be published on Friday, 27th October 1961. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscriptions: Emile Geier, Adolf Schmid, Mrs. L. Moehr, E. H. Muller, Otto Lauber, C. F. Illi, J. Stettler, Hans Ott, J. P. Locher, J. F. J. Ammann, H. O. Ernest, G. Bruschweiler, Mrs. H. C. Cownie, G. Godet, Adrien Rueff, Jacques Dubs, E. E. Rognon and J. Clément.