

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 58 (1992)
Heft: [10]

Rubrik: Swiss inventions

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

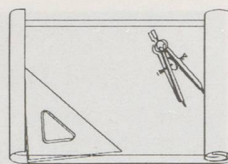
Terms of use

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 14.12.2025

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

SWISS INVENTIONS



LONG JOHN LORRY-BIKE

To counter the argument that you need a car to transport goods, some bright spark has invented this lorry-bike. It can carry up to 100 kg of goods. Would be a bit of a struggle in the hills of Wellington though.



Ask a Swiss first

- Electronic Tune-Up
- Brake Repairs
- Clutch Repairs
- Engine Overhauls etc

**GENERAL SERVICING AND
ALL MECHANICAL REPAIRS**

KEELING AUTOMOTIVE LTD
26 Keeling Rd, Henderson, Auck.
Tel: 0-9-836 2560

10% Discount



"FENDÔLE" DOUBLE BOTTLE

The name comes from the Swiss Fendant (a local white wine) and Dôle (a local red wine), two wines from the French part of Switzerland. This elegant bottle solves the eternal question: "What wine do you prefer, red or white?" Just put a full bottle on the table and the problem is solved.



SUPER POWER KITE

Flying kites is a perfect combination of sport and pleasure. But beware. This kite, which only weighs half a kilo on the ground, can increase its pulling power up to 150 kg once in the air.

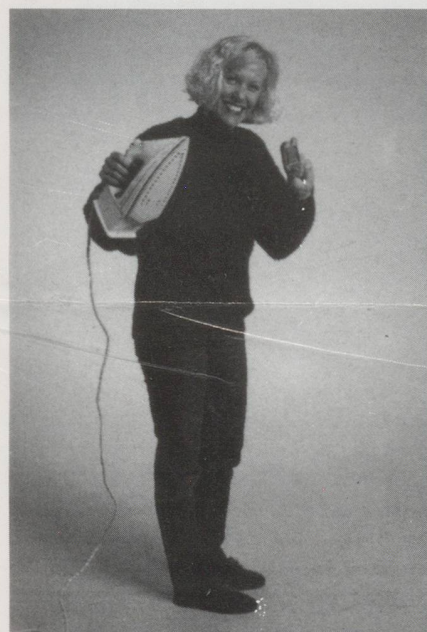
"EKSTREM" ARMCHAIR

This armchair is ideal for those of you who like to fidget around since you can curl your arms and legs through and around all its openings. Does not look too comfortable though.



UMBRELLA DECKCHAIR

This chair is made for all circumstances. It is easy to carry in its own carry-bag, can quickly be put together, is very comfortable and even protects you against the sun. No need to carry along a sun umbrella anymore. One recommendation though: close the umbrella when you leave the chair otherwise it might well fly away in a stiff breeze.



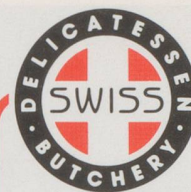
AQUAGLOSS IRON

This new iron is a world novelty. It is particularly useful in areas such as Switzerland where the water is very heavy on calcium. It is the first steam iron that will not clog up with calcium deposits. Thanks to a special filter, the iron can be filled with ordinary tap water.

ADVERTISING WITHOUT NAMING THE PRODUCT

The famous Kamel which was created many years ago to advertise the Kamel cigarettes has practically supplanted the product it was supposed to promote. The mere look at the animal picture automatically reminds you of that certain brand of cigarettes.

A young advertising executive from Basel, Michael Preiswerk, decided to forget the cigarettes altogether and just advertise the Kamel on its own. He designed a number of posters and advertisements full of humour of which you can see a few examples here. His most famous creation is the Kamel slogan "Everything stays different".



68/70 GREENMOUNT DR.
EAST TAMAKI.
PO BOX 51-520.
PAKURANGA.
AUCKLAND.
PHONE 274-4455.
FAX 274-1203

FRYING/BOILING SAUSAGES

Veal Bratwurst, Weisswurst, Chorizo, Chippolata, Frankfurters, Cervelas, Beersticks, Thuringer (Pork Saus.)

LOAFS

Veal-Pork Loaf, Beer-Loaf, Leberkaese.

COLD CUTS

Bierwurst, Ballerion, Lyoner, Swiss Hamroll, Garlic with Peppercorn.

SMOKED PRODUCTS

Beef, Pastrami, Bacon, Kassler, Ham on the Bone, Shoulder Ham, Continental Speck, Rippli.

SALAMI

Alpine Salami, Salametti Lugano, Landjaeger, Pizza Salami.

MISCELLANEOUS

Mostbrockli, Leberwurst, Fresh Pork

THE HOUSE OF FINE MEATS



Michael Preiswerk in front of his most famous poster.

STOCK EXCHANGE

For once, Switzerland is way behind New Zealand. Whilst an electronic Stock Exchange has been in operation in New Zealand for quite some time, in Switzerland it is still only in the planning stages. The electronic Stock Exchange which will incorporate the stock exchanges of Zurich, Geneva and Basel will not be in operation until 1994. Evidently, due to a lack of foresight, Zurich has just dotted itself with a brand new Stock Exchange building which cost the city around 90 million SFR. The building will now have to be written off in record time as it will be totally obsolete within two years.

OMEGA - ROLEX - LONGINES - CARTIER - CERTINA

Watch and Clockmaker

Repairs of all kinds of time pieces

Specialising in antique clocks and watches

Swiss and Dutch experience

**Harry E. M. Moors, 291 Don Buck Road
Massey, Auckland, Phone: 832-3518**

