

**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:** 1320

**Rubrik:** Commercial news

### **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>**

## COMMERCIAL NEWS

### A Swiss telepherc at Brussels, 1958.

A big industrial concern from Kriens (Lucerne) is showing at the Swiss Pavilion of the Universal and International Exhibition in Brussels (Traffic and Transport Section) a model, built on a one-tenth scale, of a telpher with nacelles. This is an exact technical reproduction of apparatus which has already been set up in three different places in Switzerland and which is also going to be installed shortly in Canada. The system employed comprises an innovation which is of the greatest interest and which provides a solution to a problem that has been giving the technicians a "headache" for a long time. Entirely automatically the nacelle, or cage, on arriving at its destination unhooks itself from the cable which draws it and then hooks on to the cable again as soon as it has been loaded and is ready to leave; the operation takes place gradually and smoothly.

### A Swiss artist helps to decorate the Protestant Pavilion in Brussels.

The young Swiss sculptor, Pierre Siebold, of Versoix (Geneva), has been commissioned to carry out big mural decorations for the Protestant Pavilion at the 1958 Brussels International Exhibition. These decorations consist of a big mosaic in two panels, one representing Christ preaching to the people, the other with its five figures symbolizing the five races of mankind receiving the word of God.

### A Swiss textile invention for the prevention of accidents.

A Swiss firm in Zurich has just invented a new luminescent fabric which will unquestionably render valuable service in the field of the prevention of traffic accidents. The invention of a special pigment which can be applied to fabrics in the same way as a simple colour print. The slightest ray of light which falls on those parts of the fabric which have been treated with this pigment is strongly reflected and gives the impression of great luminosity, being visible at night-time at a distance of as much as two hundred metres. The luminescent fabrics produced in this way, which bear the name of "Pluvaflex", can be used in the manufacture of garments for motor-cyclists, such as leather jackets and coats, and for police officers, etc., in the form of belts, yokes, piping and braids, collars and cuffs. Moreover, the manufacturers have succeeded in applying this luminescent impregnation as a pattern on fashionable materials for rainproof garments, and they have already made raincoats, ski-ing blouses and other articles of wear for ladies, which are extremely elegant and which, while being comfortable clothes made to suit the fashion of to-day, constitute an effective protection against traffic accidents on badly lighted roads. The luminescence of the "Pluvaflex" articles is permanent and is proof against washing. Clothes made of Pluvaflex are bound to become popular, especially in rural districts, where people are obliged to go about during the night along unlighted ways.

### A new airline company calls at Geneva and Zurich.

The Libanese Middle East Air Line Company, which was established recently, has chosen Geneva and Zurich as stopping-places for its flights to Brussels, Frankfurt and London.

### Switzerland at Brussels.

A large part of the 165,000 visitors at the opening day of the Universal and International Exhibition in Brussels viewed the Swiss Pavilion. It may be said, without any exaggeration, that the success of our Pavilion is already definitely confirmed. Generally speaking, the visitors were pleasantly surprised to find that everything there was finished and in perfect order. The Swiss Restaurant, for its part, enjoyed an extraordinary affluence of people.

### The fiftieth anniversary of a famous Swiss chocolate.

It is fifty years now since "Toblerone", the famous Swiss chocolate, was created by the Tobler factory in Berne. This delicious chocolate, with its characteristic triangular shape, is known all over the world. Nowadays when fashions change so quickly and the public, which is notoriously fickle, is attracted to every new product, it is gratifying to see the lasting attachment of consumers to an article that has maintained the same high quality for half a century.

### Swiss industry in the service of the Railways.

The locomotive "Genève", of 6,000 h.p., which is intended for operation on the transalpine line of the Gotthard, and which is being shown at present at the Thematic Exhibition of the European Railways in Brussels 58, is equipped with six single-phase electro-pneumatic circuit breakers manufactured by an important firm in Geneva. These single-phase traction brakes are the most powerful of any to be found in Switzerland — or, perhaps, in the whole world.

A firm in Berne, which is well known for its telephones and its measuring and high precision appliances, is now making a speed indicator and recorder, operated by a mechanical or electric driving motor and possessing a movement which is entirely cinematic. This instrument, which is already being used by a large number of railway companies, forms part of the equipment of the "Trans Europ Express" trains, which have been put into service recently.

### Swiss maps on display in the United States.

The Museum of Natural History in Boston (U.S.A.) is housing at the present moment an exhibition of Swiss maps which is arousing great interest among the public. The Swiss Federal Topographical Service has placed at the disposal of the organisers of this Exhibition nineteen large panels dedicated to the new Swiss maps and their realisation.

## 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 industry plays its part in the Geophysical Year.

Swiss industry is participating in the Geophysical Year by placing at the disposal of the scientists several measuring and controlling appliances, among which may be mentioned anti-shock self-registering devices which are capable of functioning at very low temperatures, and are being used with success at Spitsbergen. To another firm, in Zug, we owe some controllers which measure the amount of radio-active dust contained in the ambient air. These, also, are being employed, within the framework of the Geophysical Year, at both the South and the North Poles, as well as in a great many other regions.

### A completely new system of machine-finishing.

An important Genevese firm is showing at the Swiss Pavilion, at the Universal and International Exhibition in Brussels, a machine-tool which can be used for machining every kind of metal, including tungsten, in accordance with the principle of electro-erosion. Machining by means of sparks does not modify the fundamental structure of the metal as there is no discharge of heat, nor is there any contact between the tool, which consists of an electrode made of copper, and the metal that is being worked on.

### No smoke without fire.

A Swiss firm, in Bad Ragaz, has just produced a pre-detector of fire, which enables the immediate discovery of the beginning of a conflagration. This detector, which is a veritable "electronic nose", "smells" a fire, at its very beginning, and immediately sets off an alarm signal, either optical or acoustic, which can be placed at any distance. Already widely used abroad, it is put up in industrial plants, in telephone central stations, in big stores, in

hospitals and also in a certain number of Belgian, French and North American ships.

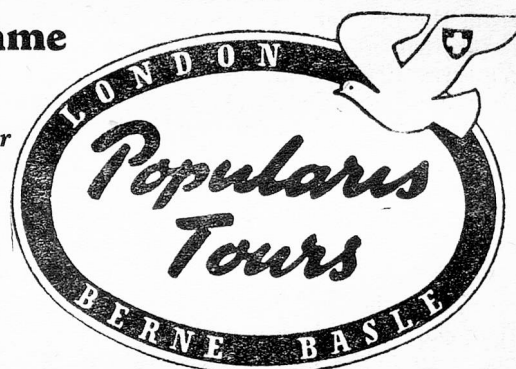
### Swiss trolleybuses in Brazil.

The Ateliers de Construction d'Oerlikon (near Zurich) have just granted a credit of nearly two million United States Dollars to the town of Recife, which will make it possible for the latter to buy from the Swiss firm sixty-five trolley-buses for the public transport services of the capital of the Brazilian State, in Pernambuco.

## Summer Programme of

Conducted or  
Individual  
travel to  
SWITZERLAND  
AUSTRIA  
ITALY  
GERMANY  
YUGOSLAVIA

Affiliated to Schweizer Reisekasse



Agents for  
BRITISH (Continental), AUSTRIAN, BELGIAN, DUTCH,  
FRENCH, GERMAN, ITALIAN & SWISS  
RAILWAYS, S.M.T. COACH SERVICES & ALL AIR LINES

London Office

POPULARIS TOURS, 6, ROYAL ARCADE, OLD BOND ST.,  
LONDON, W.1.

Nearest Tube Stations, Piccadilly & Green Park.

Tel.: HYDe Pk 1352/3

No.25 & Piccadilly Buses.

## 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.

