

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: - (1960)
Heft: 1368

Artikel: Swiss pose puzzler
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691240>

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: 13.08.2025

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

consciences, les volontés, quoiqu'il en coûte et surtout si cela signifie refuser d'abdiquer devant ce qui est faux, injuste ou lâche.

"Quand les cloches sonneront, vous au Pays, nous loin de la Patrie, mais unis avec vous dans un même amour de notre Terre, redisons ensemble, humblement
Tu m'as dit d'aimer, et j'obéis
Mon Dieu protège mon Pays."

A QUOI EST DESTINE L'APPEL DU 1er AOUT 1960

Il existe en Suisse environ 1400 sources de distribution, officielles ou privées, de bourses d'apprentissage: fonds en capital, subventions annuelles, ou collectes — comme celle de la Fête nationale. Cela représente au total quelque 4 millions de francs qui sont ainsi à disposition chaque année. Est-ce suffisant?

On estime qu'aujourd'hui 15 à 20% des jeunes gens qui sont en apprentissage bénéficient de telles bourses. Le nombre des bénéficiaires se situait ces dernières années entre 10 et 12 mille par an. Ensuite de l'augmentation de la population, de l'entrée dans les professions de fortes classes d'âge, du besoin accru de spécialistes dans toutes les branches et à tous les degrés, de la hausse du coût de la vie, et de l'indispensable élévation des prestations individuelles, le montant des subsides nécessaires va s'élever aussi. De plus, ces contributions pour la formation professionnelle, simple aide sociale à l'origine, entrent toujours davantage dans le cadre de la politique générale de la main-d'œuvre.

On travaille actuellement à une profonde réforme du régime des bourses (modification de prescriptions désuètes, trop restrictives ou imprécises, simplification des formalités, etc.), de même qu'à une information poussée et une meilleure orientation professionnelle, ce qui facilitera une évolution plus conforme aux besoins. Ces modernisations permettront en particulier aux caisses privées — comme celle de la Fête nationale — de gagner en souplesse et en efficacité.

L'Appel de la Fête nationale a 50 ans — voilà, si l'on se réfère au but social de l'institution, un réjouissant jubilé! A cette occasion, le timbre de 50 centimes sort cette année sous deux formes: la première est un timbre réunissant, en or sur fond d'azur, le marteau de l'ouvrier, l'instrument du technicien et la chouette, symbole de la science. La seconde est un bloc de quatre timbres semblables, mais aux couleurs inversées. Le produit de la surtaxe de tous les timbres de la Fête nationale sera principalement consacré à la formation professionnelle de la jeunesse, et subsidiairement à des tâches culturelles: ces magnifiques timbres, et en particulier ce bloc très original, n'auront donc pas seulement la faveur des philatélistes, mais celle de tout le peuple suisse.

Echo.

SWISSAIR TAKES PART IN CONGO AIRLIFT

Although Swissair had been taking part in the airlift between Europe and the Congo for some time, following a later request by the United Nations the company made its DC-6B "HB-IBA" available for food transports within the Congo from 2nd to 8th August,

The aircraft and two Swissair crews plus ground

staff were due to be stationed at Leopoldville. All flights within the Congo were to be made under the orders of local United Nations representatives.

Originally, at the request of the United Nations and commissioned by the Swiss Government, Swissair started to take part in the Congo airlift on 18th July, when its DC-6B "HB-IBE" flew several tons of powdered milk from Pisa to Leopoldville. On the following day Swissair added a DC-6A all-cargo aircraft to the relief operations. On its first return flight from the Congo the DC-6B carried 57 refugees to Brussels and Zurich.

Originally planned were five return trips between Europe and the Congo. On 22nd July the DC-6A was returned to normal scheduled service because the supply depot at Pisa had been cleared. At that time the DC-6B was still due to carry about 50 tons of food-stuffs from Zurich to the Congo; they were supplies arriving in Zurich from Scandinavia.

On 24th July the DC-6B again flew to Pisa to take on board twenty Yugoslav United Nations troops together with 1,800 lbs. of equipment. They were flown to Leopoldville the same day.

SWISS POSE PUZZLER: WHO SETS WATCH STYLES — BUYERS OR MAKERS?

The perennial question in watchmaking is very much like the well-worn theological puzzler: Which came first — the chicken or the egg? Horologists often wonder: Who sets watch styles — the buyers or the makers?

There are legitimate arguments to support both sides. There is no doubt that advertising by individual watch firms greatly influences consumer tastes, and there is equally little doubt that manufacturers do their utmost through market studies and agents or retailer reports to fulfil the wishes of their customers.

Perhaps the fairest answer to this question is a compromise: both buyers and manufacturers set watch styles and establish tastes.

A case in point is the present world-wide trend towards stylish, smart ultra-thin wrist-watches. This trend is no sudden change that has recently appeared. It has been apparent and gaining momentum for many years, and manufacturers have recognized it and attempted to capitalise on it.

So at the start, we may say, the primary impetus for this trend came from the buyer.

Since form must remain secondary to function, the thinness of watches was dependent entirely upon the ability of Swiss watchmakers to create watch movements thin enough to meet consumer demands.

At first, the very thin watches were predominantly pocket watches designed for dress or formal wear. All of them had to be wound by hand, since the additional thickness of a self-winding rotor would remove any timepiece from the ultra-thin class. For the same reason the watches did nothing but tell time. There were no calendar, alarm or universal-time attachments.

However, the same watchmakers who noted the consumer appeal inherent in very thin stylings, also knew that the public was following another trend — self-winding watches. This made the problem obvious: to fulfil the public's twin desires with a very thin,

self-winding watch. The problem moved from the style to the technical field. It was dumped into the respective laps of company research sections and these horologists puzzled out a variety of solutions.

Here the work of the manufacturers provided primary impetus for a trend — a self-winding ultra-thin watch, finely styled for formal evening wear, yet rugged enough for practical everyday wear. This marketed product developed further an already established consumer preference.

A great many manufacturers of Swiss quality watches developed and marketed stylish, very thin watches with self-winding movements and all of these would be of equal interest. However, since we have no space to study all of these models here, let us look at one of the major technical break-throughs which permitted this combination of features.

Several years ago two Swiss factories discovered accidentally that their researchers were moving along the same path towards development of an ultra-thin wrist-watch that would wind itself. The two firms thereupon joined hands in perfecting the new system, and presented it to the public at a joint press conference. The two firms are Universal of Geneva and Buren of Buren.

Their system succeeded in incorporating the self-winding rotor — the swinging weight activated by gravity and movements of the wearer — within the movement itself instead of as an attachment that revolves behind the movement.

This permitted the makers to reduce the thickness of the movement to 4.2 mm.

The watch repairer appreciates this invention for a more practical reason: when he removes the back of the watch-case he can see the entire movement, since the balance, the train, the barrel, the auto-winding mechanism and, of course, the miniature rotor, are all on one plane. He can easily remove any of these parts without disturbing the rest.

The two-way winding action of the rotor is also interesting. This consists of three small steel wheels with roller bearings. Two wheels, of equal size and in constant mesh, are pivoted between the automatic plates. The third smaller wheel is in mesh with the rotor gear wheel. Under each of these wheels there is a disc of a diameter equal to the pitch circle of the teeth.

The third smaller wheel *has no pivots*, but runs on the edges of the discs and moves from one larger wheel to the other according to the direction of the rotor swing. This system requires no lubrication and, due to the rollers, runs with little friction.

Piaget, another Swiss watch firm, also has responded to the trend towards making self-winding wrist-watches stylishly thin. They launched a new model, in January 1960, which is described as the thinnest automatic ever made. The movement is only 2.3 mm. thick.

And so it goes. What the buyer wants in a time-piece, Swiss watchmakers will give him. And since Swiss horological research often leads watchmakers ahead of the market's taste, the products offered often help develop the consumer taste.

So the jeweller, the retailer, can choose either side in the great debate: who sets watch styles? For no matter how the debate ends, he and his customers are certain winners.

INTERNATIONAL WATCH AND JEWELLERY EXHIBITION

The world's largest international exhibition of quality watches and jewellery — the 1960 Montres et Bijoux Exposition — will be held at the Rath Museum in Geneva from 9th September to 2nd October.

This announcement followed the decision by the City of Geneva to award two prizes each of 5,000 Sw. Frs. (£414) to the outstanding international creations in two categories: 1, Lady's jewellery watch, without stones; 2, Precious jewellery.

Entries in this international competition have been received from five countries: France, Germany, Italy, the U.S.A., and Switzerland.

Simultaneously the world's largest diamond group, the De Beers Syndicate, announced in London that they would participate in the show, together with diamond houses from Antwerp and Amsterdam. De Beers alone is expected to display some £500,000 worth of diamonds. There will be a daily demonstration of diamond-cutting — and art in which a fortune rides on the tap of a mallet.

Annually, the watchmakers of Switzerland have displayed their finest creations in timepieces at this Autumn show. The exhibition has grown steadily — attracting watch and jewellery connoisseurs from all over the world — until last year, bowing to demands from firms in other countries which wished to exhibit their creations in the watchmaking centre of the world, the Montres et Bijoux Committee announced that the 1960 exhibition would be thrown open to all. The City of Geneva then inaugurated the international contest.

"I don't think we realised that Geneva was considered the watchmaking centre of the world until several years ago when we had to turn down all these entry requests from other countries", a Montres et Bijoux Committee member confessed. "They all wanted their creations to be on display here for prestige purposes. Now that we've thrown the doors open to all, Switzerland can really consider itself as the Land of Time. The world's greatest watchmakers come here to be seen and to be judged."

In addition to the displays of quality watches and jewellery, diamonds and diamond-cutting, and the international competition entries, there will be a special section devoted to futuristic "recherches" watches and jewellery, masterpieces in tapestry, and documentary films showing the history and trends of the watch and jewellery industries.

Kettners Restaurant has no music and is not luxurious . . . but the Food and Wine are superb.

Roast Surrey
Capon,
Roast Aylesbury
Duckling
served every day

