

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: - (1962)

Heft: 1405

Rubrik: Business in Switzerland

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>

BUSINESS IN SWITZERLAND

Special Swiss Postage Stamp Issues in 1962

The Swiss Postal and Telegraph Office is issuing four special stamps this year, which will be on sale in all Swiss post offices from 19th March and will be valid, without any restrictions as to time, for the postage of letters and parcels to destinations at home and abroad. The 5-cent stamp in blue-grey, yellow, red and grey represents a T.E.E. (Trans-Europ-Express) train, the 10-cent stamp, in green, yellowish-olive and violet, is dedicated to the World Rowing Championships, which are to be held in Lucerne in 1962, and shows a rower in action, the 20-cent value, in violet, light blue and olive, represents a view of the Jungfrauoch, in honour of the fiftieth anniversary of its mountain railway, while the 50-cent stamp, in blue, light red and light green, portrays the crest of the World Health Organisation, with a mosquito as a reminder of the fight against malaria. (OSEC).

New Swiss Apparatus for Photogrammetry

During a lecture given to the Mexican Society of Engineers and Architects, the manager of the Cia Mexicana Aerofoto Ltd. described the results of some interesting tests carried out in Mexico, in the field of cartography, with the latest instruments made by Wild Heerbrugg Ltd., the famous Swiss firm well known for its optical instruments. For cartographic surveys based on photogrammetry, this firm has designed a new automatic aerial camera, fitted with a special wide-angle lens with a 120° angle of vision. This lens photographs an area three times greater than did previous apparatus and consequently represents a considerable step forward. The quality of the photographs taken with this new camera is so good that on photographs taken over Mexico City, to a scale of 1/50,000, it is possible to make out strips only 50 centimetres wide painted on the city's aerodrome, which with the scale in question represents no more than one-hundredth of a millimetre. Since none of the existing plotting instruments were capable of using the extraordinarily wide angle of 120° given by the new apparatus, the firm of Wild Ltd. had to make new ones, i.e., in particular a contour plotter and an electronic telemeter. (OSEC).

Four Centuries of Priceless Wonders

"Four centuries of priceless wonders" is a fitting description for the famous Swiss Iklé and Jacoby collection of lace and embroidery at present touring the United

States of America. This collection, one of the richest and most beautiful of its kind in the world, is the result of the amalgamation of two private collections of the last century, and now the property of the St. Gall Chamber of Commerce. For several years, this wonderful collection of all that is most precious and beautiful in the way of lace and embroidery, has been on display, in a modern setting, in the Museum of Industrial Arts at St. Gall, the home of embroidery. But this was not sufficient; it was felt that the widest possible public should be able to admire these priceless wonders. This has been made possible now, thanks to the combined efforts of the Publicity Centre of the Swiss Cotton and Embroidery Industry in St. Gall, the Swiss Fabric and Embroidery Centre in New York, and the Swiss Ambassador to the United States, Mr. Auguste R. Lindt. Transported by Swissair to the United States, the Iklé and Jacoby collection is at present on display at the Smithsonian Institute in Washington (D.C.); it will be on show next at the Fashion Institute in New York, the Museum of Art in Cleveland (Ohio), and lastly at the Los Angeles County Museum in Los Angeles. Thus, these wonderful textile creations dating back to the middle of the 16th century and still used as inspiration for the creation of the modern embroideries of St. Gall, will be brought before a very wide public in the United States. (OSEC).

The Industrialisation of Brazil

The Swiss firm of Sulzer Bros. Ltd., Winterthur, well known for its outstanding achievements in the field of Diesel marine engines, will participate financially, together with a Japanese firm, in the expansion of the industrial plant of a naval shipping yard in Brazil for the manufacture of Diesel marine engines and other naval equipment. However, the Swiss company will not limit its co-operation to the financial field but will also help technically, as has just been officially announced. (OSEC).

Cement for Swiss Hydro-electric Power Stations

In 1961 the total sales of Swiss cement factories amounted to approximately 3.6 million metric tons, representing an increase of 20.5 per cent over the figure for 1960. During the same year, the construction of dams and hydro-electric power stations in Switzerland absorbed 622,440 metric tons of cement, representing 17.4 per cent of the total Swiss output. (OSEC).

M·A·T TRANSPORT LIMITED

FORMERLY MACHINERY & TECHNICAL TRANSPORT LIMITED

INTERNATIONAL SHIPPING & FORWARDING AGENTS

MURRAY HOUSE, BARBICAN, LONDON, E.C.1

Telephone: MONARCH 6040 (20 Lines)
Telex: LONDON 28404 - MACANTECH.

Telegrams: MACANTECH, TELEX, LONDON

ALLIED HOUSES:

BASLE

M·A·T TRANSPORT A.G., Peter Merian Strasse 50
PHONE: 351800. TELEX: BASLE 62216 - MATTRANS

ZURICH

M·A·T TRANSPORT A.G., London House, Bahnhofstrasse
PHONE: 258994 TELEX: ZURICH 52458 - MATTRANS