

**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:** - (1965)

**Heft:** 1469

**Artikel:** An electronic clock in Geneva

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-686090>

#### **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:** 16.01.2026

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

## AN ELECTRONIC CLOCK IN GENEVA

A public electronic clock has just been installed on the Quai des Bergues in Geneva (Switzerland). It is only the third clock of this kind to be installed in the world; the first was on show at the New York World Fair and the second at the Swiss National Exhibition in Lausanne. This electronic clock, manufactured by a well-known watchmaking firm in Geneva, has four dials indicating the time to the nearest tenth of a second, by means of neon tubes operated electronically; the mechanism is controlled by a quartz clock, with a daily precision exceeding one hundredth of a second. The system in itself is not new, but the clock set up in Geneva is the first ever to be used to indicate the time to the public.

[O.S.E.C.]

## THE SWISS GENERAL POST OFFICE AND TECHNICAL CO-OPERATION

For the second time the Swiss General Post Office has organized, under the auspices of the Confederation's Technical Co-operation Scheme, a special five months course attended by fourteen postal supervisors and officials from the Republics of Congo-Leopoldville, Guinea, Mali and Togo. After eleven weeks' theoretical instruction, the African post office officials were initiated into organization and working methods in various post offices and the three district head offices of French-speaking Switzerland, as well as the head office of the Swiss General Post Office in Berne. They returned to their own countries at the end of September.

[S.N.T.O.]

## SWISS WATCHMAKING IN SOUTH-EAST ASIA

The Federation of Swiss Watchmakers Associations in Biel has decided to open a Centre for Watchmaking Vocational Training in Hong Kong in the very near future. The setting up of this centre answers an urgent need for close co-operation between the watchmaking trade in South-East Asia and the Swiss Watchmaking Industry. The main aim of this new school will be to ensure proper after-sales service of Swiss watches, first of all by enabling watch repairers resident in Hong Kong to brush up their technical knowledge by means of evening courses, and second by training new recruits who will later take over from their elders. In addition, as from this autumn, a permanent commercial representative of the Swiss watchmaking industry will be domiciled in Hong Kong to provide information about the watchmaking industry and promote Swiss watches on this market.

[O.S.E.C.]

## THE SWISS CHEMICAL INDUSTRY IN ARGENTINA

The Argentina subsidiary of Ciba Ltd., the well-known Basle chemical and pharmaceutical products factory, has for several years now been producing various resins as well as a range of products for textile uses in its factory "km. 37". This factory has just started operating with its new plant for the manufacture of epoxide resins known as Araldite; the present annual output is in the neighbourhood of 300 tons a year. In this way, the Swiss firm will be in an even better position to satisfy the demands of a big South American market.

[O.S.E.C.]

## SWISS PANORAMA — A NEW CLASSIC

In the last issue of the "Swiss Observer", a new book was advertised which I have found so fascinating that it is with the greatest pleasure I wish to recommend it most heartily once again.

The original idea of the book was conceived by Hans Kasser, and it was first published in 1963. There is also a German, French and an Italian edition. The book is published by the Artemis Company, Zurich, and edited by Hans Kasser and the Swiss National Tourist Office. Hans Kasser took the largest number of photographs, other contributors were Philipp Giegel and Friedrich Engesser, and the pictures of a further fifty photographers were used. Museums, too, provided material.

The English edition has all the captions in four languages, and there are seven and a half pages of most instructive comments to the photos. Translations are by John P. Robertson and R. A. Langford.

In his introduction "The View from the Heart of Things", Werner Kämpfen, General Manager of the Swiss National Tourist Office, said that when he first heard the original title of the book "Panorama Schweiz", his emotional and mental reaction had been quite un-Swiss: instead of the usual shying away from eloquent language and distrust of anything unduly poetic there had arisen an inordinate urge to enlist a word or real stature for the introduction. "Let us for once be effusive, audacious, rhapsodic and even extravagant instead of dry, dispassionate or realistic."

And so the book became an exceptional work which will be a valuable addition to any well-stocked library. The authors, French-, Italian- and German-speaking, include such famous names as C. F. Landry, Guido Calgari and Andri Peer. There are two German-speaking contributions from abroad, one from Paris and one from Rome, each from a different slant, each interesting and of a high standard. The two English contributions are Gottlieb Heinrich Heer's "Switzerland — Host to the World" which describes the history of Swiss spa, sanatorium and hotel. It is an article full of information, perhaps slightly on the verbose side, possibly due to the fact that it was translated.

George Soloveytchik, London, is no stranger to the Swiss in Great Britain. His book on Switzerland published a few years ago made him well known, though the book had a somewhat mixed reception. In my humble opinion, his article in "Panorama" called "How Switzerland is really governed", is brilliantly written and lacks some of his former sarcasm and asperity. It shows Mr. Soloveytchik's remarkable intimate knowledge of and the shrewd appraisal of Swiss democracy. There is a wealth of information in the ten large pages, and the article makes exceedingly interesting reading for the novice and the expert alike, for the foreign visitor and the Swiss citizen.

Some of the value of the articles lies in the fact that some of them were written by non-Swiss. Things have been said which would either never strike a Swiss from within or could not be said by a Swiss without blowing his own trumpet.

Apart from the photographs, the book contains reproductions of paintings, drawings, manuscripts, maps (the oldest one in existence of present Switzerland by Aegidius Tschudi of Glarus, 1505-1572), Roman bronzes, celtic ornaments, pottery, wood carvings, etc.

The photographs are most unusual, both as regards objects and technical perfection. Maybe, the rather large preponderance of wintry pictures may make the country