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TECHNICAL ITEMS (OSEC)

SWISS MARKET SURVEY

The 3rd edition of the "Swiss Market Survey", published under the auspices of the International Chamber of Commerce and the Swiss National Committee of this institution was published in early 1970. The recent appearance of the English edition completes the publication of this work, which, for the first time, appears in three languages—English, French and German—and whose success is such that the French version is already practically sold out. This new work, which benefits from the experience gained with the first two editions, has been considerably enriched, so as to provide a concise and precise source of information for all those interested in the Swiss market. After defining the main elements of Switzerland's geography, demography and political structure, the "Survey" devotes a chapter to a systematic examination of the main economic branches. It goes on to give a picture of the Swiss consumer, his characteristics and psychology. Distribution and commercial organisation, the regulations governing foreign trade, in particular imports, as well as the structure of distribution and marketing methods are studied in another chapter. The work is completed by a list of the main addresses likely to be of use to a firm wishing to deal with the Swiss market, together with a great many tables of statistics and bibliographical lists. The "Swiss Market Survey" is published in the form of a paper-bound, in-quarto volume of 200 pages, printed in offset, including 100 pages of tables. Its price is S.Fr.60—but members of the ICC are granted a special reduced price of S.Fr.36—as long as the order is placed through the National Committee of this organisation. The Survey is published by the "Association for the Publication of the Swiss Market Survey", 18 rue de Bellefontaine, CH-1001 Lausanne.

WORLD WATCH PREMIERE

A few years ago, a Geneva watch firm launched the first alarm watch automatically winding itself up at the slightest movement of the wrist and including a calendar. The very great success of this exclusive timepiece shows that it is the busy man's faithful friend and an invaluable memory aid, ringing right on time to remind him of his appointments. The development and marketing of Calibre 96 represents a new step forward in the field of alarm watches: this brand-new movement has been endowed with a technical performance feature of very great value—high frequency. It is equipped with a 4 Hz oscillator, vibrating at the rate of 8 beats per second. In order to achieve optimum efficiency with this high frequency beat, an original escapement system had to be developed.

Whereas an escapement wheel normally has 15 teeth, it was calculated that in this instance a wheel with 20 teeth was preferable. Calibre 916 is also equipped with a rotor automatic winding system resting on a ball-bearing; the watch thus winds itself in both directions.

SWISS WATER PROCESSING APPLIANCE

A Swiss firm specialising in the manufacture of water processing plant makes an ion exchanger used in many European research laboratories and firms. As everyone knows, ion exchangers supply a chemically pure water. The appliance in question, which is available in different sizes, supplies large quantities of completely demineralised water, whose purity is comparable to that of distilled water. Connected to a tap the device performs the purifying operations under the permanent supervision of a precision resistivity-meter worked by a 2.5 V battery with a life of one to two years and without having to be connected up to the main. The periodic replacement of the resins is carried out quickly and very easily. The cost of running this ion exchanger is practically negligible, varying between S.Fr. 1 and 4 (US \$0.23 and 0.93) per 1,000 litres. Apart from its economical running, the instrument has the advantage of operating completely reliably over a period of many years.

GIANT-SIZE ROOF IN BERNE

The World Ice Hockey Championships are to be held in Switzerland during the month of March 1971. In order to be able to hold these matches under all possible conditions, the Allmend skating rink in Berne, where some of the games will be held, had to be provided with a roof of a completely new kind: 13 arched beams of laminated wood, with a span of 85 metres each and weighing 30 tons will support a roof made of translucent plastic. After the championships, skaters in Berne will thus be able to practise their favourite sport sheltered from inclement weather under the largest wooden roof in Europe.

TECHNOLOGICAL SUCCESS OF A VAUDOIS FIRM

Paillard Co. Ltd., Yverdon (Switzerland) and Siemens Co. Ltd., Berlin and Munich, have just signed an agreement concerning the HERMES Writing Process (H.W.P.). This contract authorises the German firm to manufacture under licence the H.W.P. system invented by the big Swiss firm and to use it to equip some of its products. The new H.W.P. writing process using the electrostatic emission and deflection of a jet of ink proves particularly useful

in cases where the multicopying devices known at present seem to have reached the limits of their possibilities. The H.W.P. uses the action of electric fields on the particles of a dyed liquid, for the purpose of tracing signs, letters or figures. It consists of a liquid discharge device comprising a cylindrical metal container, a nozzle supplied with ink and 4 deflector plates arranged symmetrically around the axis. The difference in potential between the ink and the container creates an axial electrical field which forcibly attracts out of the nozzles particles of ink carrying electrical charges, while the transversal electrical field, resulting from the difference in potential between the deflector plates, deviates the trajectory of the particles and makes it possible to race any sign or line desired, through variations in the tensions. The main advantages of the H.W.P. are its speed of writing (up to 70 signs a second), its absolutely silent running and the absence of mechanical movements. Its technical originality and its advantageous cost price make it ideal for many practical applications; it can be used with any machine for printing data on paper: typewriter or calculating machine, computer outputs, etc. A licensing contract has already been signed with Casio, the well-known Japanese producers of electronic calculating machines. Let us also mention that the H.W.P. was one of the industrial products on display in the Swiss pavilion at the Universal Exhibition in Osaka.

THE SWISS BOOK BUSINESS DOING WELL

Owing to the smallness of her territory, Switzerland is not conspicuous for the exceptional size of her editions but, proportionally to the number of her inhabitants she nevertheless comes second in the world with regard to the number of titles published every year (6,028 in 1969). It is quite remarkable to realise that while Switzerland imports a great many books, she exports almost as many: in 1959 imports of books amounted to 145 million francs' worth (US \$33.7 million) while for the same period exports totalled a value of 130 million francs' worth (US \$30.2 million). These exports cannot help but grow, owing first of all to the excellent quality of certain Swiss specialities, especially in the field of art publishing and, second, to the regular strong participation of Swiss publishers in the most important international book fairs (Brussels, Frankfurt, Leipzig, etc.). In this connection it should be remembered that four Swiss books recently received awards at the Leipzig Fair in the "Schönste Bücher aus aller Welt" section and that the finest achievements of book publishers in the country will be on show at the 2nd International Exhibition of Art Books and Bibliophilism, to be held in Lausanne from 30th January to 7th February next year.



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A NEW TEXTILE CENTRE IN ZURICH

For a long time now, plans have been mooted in Switzerland to build a Textile House, which would be a centre for the sale of textiles and ready-to-wear clothing. An important step towards the achievement of this goal was taken this year with the creation of the "Textil & Mode Center Zurich" (TMC). The 250 founder members, all firms in the textile and ready-to-wear branches (manufacturers or wholesalers), had decided to build premises covering an effective area of some 320,000 sq. ft. But the projected construction, which had nevertheless been planned on a fairly generous scale, soon proved to be too small when other firms began to apply to join the new co-operative venture. Today there are over 300 firms, divided into six different groups, which have agreed to rent over 340,000 sq. ft. for administrative offices and sales. That is why members of the group recently decided to abandon the plans originally agreed on and to build a centre at Glattbrugg (canton of Zurich). When the first stage of construction is completed about the year 1974, members will have at their disposal some 460,000 sq. ft. to which will later be added restaurants, showrooms, post office, etc.

GROWTH OF THE SWISS CARPET INDUSTRY

The carpet industry, which during the past few years has made a number of big investments so as to modernise its machinery and develop its plant, is one of the branches of the Swiss economy with the biggest rate of growth. In fact, its output rose from about 2,000 tons in 1960 to some 6,500 tons in 1969. The figure therefore has more than trebled. Similarly, its exports have increased considerably; within the space of four years, the value of exports of machine-made carpets of all kinds has risen from S.Fr. 5 to 25 million (US \$1.2 to 5.8 million) i.e. it has increased five-fold. However, imports are still quite large: in 1969 they amounted to S.Fr. 103 million (US \$24 million) for machine-made carpets and to S.Fr. 58 million for knotted carpets. Switzerland is one of the countries with the biggest per capita consumption of carpets: with Great Britain it comes second after the USA.

GENEVA—Important Events in 1971

- March 11-21: International Motor Show.
- March 27-April 3: World Ice Hockey Championships.
- August 3-15: Fetes de Geneve.
- September 18-October 2: International Competition for Musical Performers.
- Mid-October: "Watches and Jewels" Exhibition.
- October 27-November 7: Ideal Home Exhibition.
- November 13-21: Official International Horse Jumping Competition.

6 PROMINENT SWISS IN BRITAIN

The following short biographies of prominent Swiss in Great Britain come from the pen of Miss Madeleine Eidam, the gifted London correspondent of the Ringier group of newspapers. She personally interviewed these six personalities and produced these stories for the benefit of the "Schweizerische Illustrierte". A professional photographer accompanied her and took a series of photographs which would have fittingly completed these portraits. These pictures were unfortunately still in the hands of "Schweizerische Illustrierte" at the time of writing and readers will have to guess their content by reading the captions which we have reproduced. Madeleine Eidam is a remarkable storyteller. She writes in an affective German and is loved by the hundreds of thousands of unsophisticated people who read her in "Blick" and the "Schweizerische Illustrierte". It goes without saying that the following is but a humble attempt to reproduce in an alien language her salt-of-the-earth style. Another point which we ought to mention is that while we appreciate the legitimacy of Ringier's choice of prominent figures we feel that at least a score of other worthy Swiss in England would also have deserved to have their life stories published in the "Illustrierte". However, we must appreciate the practical necessity of limiting the portrait gallery to a minimum. (Ed).

* * *

Many Swiss go abroad when they are young. They seek experience and learn what life is like. This widens their horizons. But most of them come back. A few do stay abroad however, some for professional reasons, most for personal ones. Living a new and different life is always attractive. In many cases it is fate that decides, and a young expatriate may prolong his stay abroad by another year only to find that he has definitely settled where he is. The ties with his family and friends back home gradually loosen and when he comes back for a holiday, he finds to his surprise that he has outgrown the old framework. A Swiss who had lived for many years abroad will want to come back and visit his home — a worthy feeling — only to find that he has become a stranger among his own people. But however stretched, the old ties can never be destroyed. The "Schweizerische Illustrierte" has visited Swiss nationals who have chosen Great Britain as their second home. All have two points in common: They all return to Switzerland regularly, and all unanimously emphasise that they could no longer live in Switzerland. But they remain proud of their Swiss origins. They have all distinguished themselves by their special services from the rest of the Swiss Colony in Great Britain. In their respective domains, either assisted

by their wives or their husbands, they have all helped the presence of Switzerland abroad.

PETER BONETTI

"To play football is not a job, it's a vocation!". This must be true when one already dreams of a football at kindergarten. At seven years old he was already kicking the ball around; at fifteen he was a junior and today he has become the respected "Cat" of the London football club Chelsea. His fans have long since forgiven him for being at the goal on that sorry day in Mexico, when Germany drove England out of the World Cup with three fateful goals. He moves in every sphere outside a pitch, whether it is to publicise a new shirt or some chocolate, or whether it is to act as Honorary President of a charity function. He is certainly the most popular double-national on the Island. Both his parents are genuine Ticinese. But Peter's Italian is a little uncertain because he was born in England. He returns every year to Giornico, his village of origin. His wife and his three children love Switzerland above all things. "My only son may perhaps tread in my footsteps", prophesies the proud father. "I can't imagine a more ideal existence for a family man", he adds. "Breakfast with the children, off to training, afternoons free for the kids, and playing on week-ends. The family is naturally present on the stands". Mrs. Bonetti follows her husband at every match. She even goes with him and Chelsea abroad.

Footballers live on the support of their fans. They can only deserve it if they submit to a strict discipline, and going to bed at ten is not the drudgery of Peter Bonetti's three children only. Peter is now 29. This is an age where footballers have to begin to think about their retirement. "I will train with my son during my free time and take on seriously what has so far been a hobby. I am a partner in a wholesale business".

But football and family are the two large "f"'s in the life of Peter Bonetti and will remain the motto of the Bonettis for many generations.

(Caption of picture: Like all the Chelsea Boys, Peter carries a long mane. Picture taken during a training session in the club's training ground in Mitcham).

OLIVER TOBIAS

If Oliver were to write down his name completely, he would have to add "Freitag". It will then be clear to all why he has dedicated his life to the theatre. "With my heredity, one is more or less obliged!" he chuckles. His par-