

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: - (1971)

Heft: 1612

Rubrik: Economic and technical items

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: 08.01.2026

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

ary ideas of this publication were no worse than what was foisted upon them in magazines, books and cinemas each day.

But this was not the opinion of André Marcel, a journalist who writes regularly in the French section of the Swiss Mercantile Society's weekly organ. His virulent attacks against the booklet and its promoters cost him a trial for libel.

The only person originally empowered to ban the schoolchildren's "little red book" from Switzerland was the Attorney General. Now it is for the cantons to make individual decisions. In Geneva the book is only sold to persons above eighteen years of age. In Fribourg and the Valais, the opposition was such that the book cannot be found on any bookstall, although it had not at the time of writing been officially banned. In Neuchatel the book dealers themselves maintain censorship and refused to handle the "little red book".

What does the book say? Its central thesis is that there is no way of conciliating young and old generations. The youths for whom the booklet is intended must not bow down before their teachers. They have to assert themselves and keep their stand. For example, if the school toilets become clogged, the recommendation is to use those of the teachers rather than call the caretaker. The book is full of nearly clinical advice on the techniques of sex and contraception.

Free love is strongly encouraged. Girls are invited to yield to all the boys they please for their fulfilment. Retrograde and frustrated parents are charged with indulging in solitary practices. Pornography is heralded as a source of inspiration for lovemaking and teachers are invited to have relationships with their students.

The book purports to be the golden rule to a Shangri-La of pleasure and total freedom. A psychologist who is a marriage counsellor and director of the Mission of the Protestant Centre in Geneva found that the book had some positive aspects. Interviewed by "La Suisse", he said that not everything was negative in this work. "The accusation of passive methods of teaching and the indictment of certain elements of constraint in schools is acceptable. My chief reproach is that the book situates the school child in fundamental opposition with adults, and this will inevitably lead to a climate of mistrust. As for the chapters relating to sexual life, they are very dangerous because they limit love to its technical aspects. That the dimensions of feeling should have been ignored seem to me an unbelievable aberration. However, I believe that a 16-year-old youngster is capable of discernment."

It was surprising that a book whose first target was school teachers should have been translated by a teacher.

ECONOMIC AND TECHNICAL ITEMS

A New Time Study Appliance

A Swiss firm at Bettlach (Canton of Solothurn) recently launched a new time study appliance which won a gold medal at the last International Inventors Salon in Brussels. The "Time-O-Graph", as it is called, can be used wherever frequently repeated human or mechanical movements need to be recorded. It is particularly recommended therefore for firms carrying out work in series. Its advantages are many: time studies may be prolonged for as long as desired, it records both productive and unproductive periods. The results obtained are much more precise than those obtained by manual methods of timing. Once the appliance has been set up, the person being timed may continue his work without his usual rate being affected in any way, since all measurements are made fully automatically. The times are recorded on a strip of paper unwinding at constant speed; the number of motions is recorded by an impulse counter. In order to work out the average time per part, the total length of the graph is divided by the number of impulses and the result converted to the required unit of time. The appliance is supplied with several accessories enabling it to be adapted to the greatest possible number of work points. The Time-O-Graph also permits a rational organisation of work points and the immediate discovery of any irregularity in the operations involved. With the help of these precise details, it is often possible to shorten delivery dates considerably.

Gas Laser Theodolite:

A Swiss Invention

For the geophysical measurements it had to carry out, the second scientific expedition to the North Pole organised by the Canadian Department of Mining Energy and Natural Resources used Swiss-made theodolites which, in spite of the extreme atmospheric conditions, made it possible to observe Vega, Pollux and even the Pole Star, whose position at the Pole is almost zenithal. The factories that produced these instruments have just made a new combination of a gas laser with a seconds theodolite. The light from a gas laser is introduced directly into the optical axis of the theodolite telescope, by means of a flexible glassfibre cable. The ray together with a reticular cross is projected onto the object under observation. The centre of the mark thus coincides with the theodolite's line of sight. As a result of the glassfibre

cable, the laser is independent of the theodolite itself. This new laser theodolite offers great scope in industry as well as in civil engineering for checking tunnel boring machines for example.

The First Swiss Postage Stamps of the Year

In 1971 Switzerland will issue two special sets of postage stamps; the first, which will be on sale on 11th March, will consist of 5 values. Two 10 centime stamps, "Youth and Sport", illustrate the new article of the constitution on gymnastics and sport, aiming to encourage the practice of these two events in boys' and girls' schools. Quite exceptionally, two stamps of the same value have been printed on the same sheet, with girls' and boys' faces alternating. The 20 centime stamp, "Children of the World", is devoted to the International Children's Aid Organisation, in favour of which a number of charity events will be held in Geneva next summer. The 30 centime stamp, on the other hand, is issued in connection with the National Exhibition of Philately, NABA, to be held in Basle from 4th to 13th June, 1971. The 50 centime stamp, issued on the occasion of the second ten year period of development aid, symbolised the close ties linking Switzerland and the developing countries in the field of development aid, while the 80 centime stamp, devoted to the World Space Telecommunications Conference, due to start in Geneva on 7th June, shows the satellite "Intelsat 4".

SWISS SPECIALITIES

SAUSAGES

CHEESE

CHOCOLATES

HERO CONSERVES

BISCUITS

ROCO CONSERVES

go to

BARTHOLDI'S

Charlotte Street, London W14

Telephone: MUS (636) 3762/3

ALSO FIRST CLASS MEAT

Success of Swiss Commercial Artists

The famous Royal Agricultural Fair in Toronto holds an international poster contest each year, in which some thirty countries take part. Swiss posters satisfying the exacting standards laid down by the organisers are regularly displayed at this contest by the Swiss Office for the Development of Trade, with the assistance of the Swiss Consulate General in Toronto. This autumn, the first prize in each of the five categories was awarded to Swiss posters, one of which even won the contest's Grand Prix. The prize-winning posters were those for the Trameau Horse Show, Provins Fendant wines, Cardinal Beer, and a campaign for the protection of wild-life organised by the "National Zeitung". This brilliant success shows the interest aroused in Canada by the work of Swiss commercial artists, and represents an unprecedented record.

The Watch Industry's Commercial Training Centre

Founded in 1963 by the Swiss Watch Federation with the help of Ebauches Co. Ltd. and the Association of Swiss Roskopf Watch Industrialists, the Swiss Watch Industry's International Centre (CFH) in Lausanne is an institute offering training courses and refresher courses for business executives in firms going in for the manufacture, distribution and sale of watches. CFH specialised in the working out and teaching of modern management and marketing methods particularly suited to the Swiss watchmaking industry and its distribution networks throughout the world. Since its creation, this centre in Lausanne has given courses attended by importers, wholesalers and retailers in the watch industry from all four corners of the earth. So far, 53 countries have been represented at CFH's basic sessions, from Japan to South America and from Canada to New Zealand. CFH offers them courses tailored to their particular needs and specially designed for watch marketing. In addition to these foreign participants, CFH receives many executives from the Swiss watch industry. This convergence on Lausanne from all parts of the world is matched by a corresponding outward movement on the part of CFH, which organises conferences and seminars abroad and, in addition, trains lecturers to publicise these methods in their own countries. So far, the Swiss Watch Industry's International Centre has been attended by over 7,000 watchmaking students.

Private Development Aid

The tension reigning on the Swiss labour market today is forcing many firms to transfer part of their produc-

tion abroad. When new factories are set up in the developing countries, they also serve as a private form of development aid, whose importance is far from negligible. The example of the factory set up in India by the Rieter Co. Ltd., Engineering Works (Winterthur) is quite conclusive in this respect. In 1962 this big Swiss firm decided to found an industrial concern specialising in the manufacture of textile machinery at Coimbatore, in the State of Madras. It joined forces with the Indian group Lakshmi, which in fact holds the majority of shares in the new firm. Rieter worked out its plans on the principle that the Indian factory would work with the same machine tools and according to the same work methods as the parent firm in Winterthur: this simplified the transmission of knowledge and know how regarding production, as well as the training of executives and specialists. This training being essential for the success of the firm, it was decided to instruct the majority of the Indian foremen and technicians in Winterthur over a period of 1 to 2 years. In addition a training centre, run by two Swiss members of the firm, was opened on the spot, at Coimbatore, for first of all 50 and later 100 native workers. The actual management of the new concern was entrusted to the firm's Indian partners right from the start, the Swiss engineers acting solely in an advisory capacity. Production got off to a good start in 1964, with turnover rising from 6 million rupees in 1966 to 38 million in 1969, of which 7 million was accounted for by exports. The number of employees has risen from about 100 in 1964 to over 1,500 today. Furthermore this Indian factory has acquired the reputation of being the best indigenous textile machinery firm in the country.

Three Swiss Forwarding Agents Join Forces for a Big Consignment.

In 1968 a consortium of Swiss firms (Sulzer, Escher Wyss, Brown Boveri and the Oerlikon Machine Works) was commissioned to set up a power station in the neighbourhood of Istanbul, comprising two 150,000 kW units. The order included the delivery and starting up of the mechanical and electrical equipment as well as the installation of the biggest power station in Turkey. The above-mentioned firms shared the work among themselves with the emphasis on rational co-operation. Sulzer supplied the steam boiler plants and Escher Wyss the steam turbines. The overall plans are in the hands of Brown Boveri, which jointly with the Oerlikon Engineering Works supplied the electrical equipment. The equipment shipped from Switzerland represented a total volume of 12,000 tons which had to be transported by rail, road, river and sea. The consignment was so big that

Switzerland's leading forwarding agents—Danzas Co. Ltd. as specialists for Turkey, as well as Natural Co. Ltd. in its capacity as general agent for the Turkish Ministry of Munitions and also as specialists in trade with that country—decided to overlook their own private interests and submit a joint offer.

Big Order for Brown Boveri

The South African Electricity Supply Commission (ESCOM) recently signed a contract with the Swiss firm of Brown Boveri for the construction of six turbo-generators for the future giant power station to be built at Kriel in the Transvaal. This agreement, one of the biggest ever signed by South Africa with a European firm, forms part of a general order placed by ESCOM for the building of the Kriel power station, which will have a total capacity of 3,000 MW. Apart from the six turbo-generators, ESCOM has signed an order with a South African firm for six giant boilers. The total value of these two contracts is estimated to be in the neighbourhood of 175 million dollars. The power station at Kriel, on which work has already begun, will be the biggest ever built in South Africa and in fact one of the largest in the world. Capable on its own of supplying electricity to four towns the size of Johannesburg, it will be one of the main elements of the interaustrial electricity network being built and of the future atomic power stations planned to be constructed in the region of the Cape. It should also be pointed out that Brown Boveri has just completed the construction of a rotor for an electric generator to be installed in the Donald C. Cook power station belonging to the American Electric Power Company, on the shores of Lake Michigan. This rotor comprising several sections held together by a central bolt, is designed to equip an alternator with a power of 1,333 MVA.

The World at the Other End of the Line for Swiss Telephone Subscribers

In order to cope with the continually expanding transoceanic telephone traffic, the Swiss Telephone and Telecommunications Service is constantly having to increase the number of its lines. Recently 9 new circuits were put into operation with the USA, Canada and Israel. In addition, four others were inaugurated between Zurich and Beirut. Switzerland's overseas telecommunications thus comprise 103 circuits via satellite and cable, keeping Switzerland in touch with the United States, Japan, Israel, Canada, Beirut, Rio de Janeiro, Teheran and Buenos Aires; in addition, 21 short-wave radio-electric circuits make it possible to establish direct calls with 14 countries and islands.