

# Neon lights clash with olde world atmosphere

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **Helvetia : magazine of the Swiss Society of New Zealand**

Band (Jahr): **20 (1957)**

Heft [7]

PDF erstellt am: **25.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-942475>

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### SWISS EMBROIDERY MUCH ASKED FOR

During the second quarter of this year, exports of embroidery, which represent 90 per cent of the production of this industry, attained a new record figure, with 33 million francs as against 29 millions, for the same period of last year. Fashion is now more than ever favourable to embroidery. It is always Great Britain who heads the list of importers of this particular kind of goods, followed by Germany and the Netherlands.

### A SENSATIONAL IMPROVEMENT IN THE SWISS WATCHMAKING

A sensational improvement has been brought to watchbracelets which are wound up automatically, an improvement which in the watchmaking industry is looked upon as being the greatest invention in this branch, to occur during the last sixty years. It is in respect of the device for automatic winding, called "Gyrotron," invented by the technical director of one of the three oldest watch factories in Switzerland.

This tiny device possesses the merit of reducing the friction among the mechanical parts to a minimum, so that the watch is wound up even by the almost imperceptible movements of the wrist. Moreover, the decrease in friction means that there will be less attribution of the watch-parts. This result is obtained through the use of a new type of clutch possessing a double alternation, which transforms the reciprocating motion of the oscillating mass into a one-way rotation. The clutch in question is made with rubies, the polished surface of which is practically immune to wear, and does not require any oiling. The "gyromatic" watch thus contains thirty-nine rubies, the function of which is purely mechanical, and not ornamental.

### A NEW CREATION OF THE SWISS WATCHMAKERS

The alarm watch-bracelet is valuable modern invention. Very discreetly, it gives its wearer the assurance that he will not forget any of the thousands of appointments, with which a busy man's day is filled, nowadays. The watch with automatic winding has also conquered the market, because of still other advantages: the certitude that it will never stop because one has forgotten to wind it up, the improvement in timing, etc., etc. It was therefore very tempting to seek for a combination of these two innovations, but the problem was not an easy one to solve, if the watch was to be kept within the usual dimensions. A well-known watchmaking factory in Geneva, has just succeeded in solving these difficulties and has put on the market the first watch-bracelet in the world which combines automatic winding with an alarm device, in a watch-movement possessing the greatest precision. Whoever wears such a watch-bracelet need never fear to be late.

### AN ARTICULATED TROLLEY BUS IN ZURICH

The first articulated trolley-bus of Swiss manufacture, is now being tested in Zurich. With its length of sixteen metres, the new articulated trolley-bus, even if it is longer than the two-axled trolley-bus now in service, is, nevertheless, five metres shorter than an ordinary autobus with a trailer. The radius within which it can turn, however, is no greater than that required by ordinary two-axled vehicles. It is capable of carrying 123 passengers; the service will be operated by two men. This bus has been produced by a firm of Schlieren-Zurich, which specialises in the manufacture of railway carriages and lifts.

### NEON LIGHTS CLASH WITH OLDE WORLD ATMOSPHERE

Murten, Switzerland:—One of the best-preserved medieval towns of Switzerland is Murten, built in the 13th century by Peter of Savoy. It is noted in particular for its Gothic castle and its old town walls with their ancient towers. The Federal Commission for the Protection of Historic Monuments has recently decreed that no neon lights may be installed in the old section of Murten so that the medieval character of the place is preserved and the aspect of the centuries-old buildings is not spoiled by electric signs. With its delightful lake, a smaller brother of the neighbouring Lake of Neuchatel, Murten lies in the Canton Fribourg on the German-French language frontier and its historic inns make it a favourite port of call for gastronomes. It is yearly gaining in popularity as a holiday resort for the discriminating visitor.

A parking garage for 320 cars was recently opened in the heart of the old town of Berne under the name "Metro Autopark." It is the biggest car park of its kind in Switzerland. No point in the business centre is more than five minutes' walk from the garage, which is built underground so as not to spoil the picturesque appearance of the town.

### NEW SWISS BANKNOTES ON THE FIFTIETH ANNIVERSARY OF SWISS NATIONAL BANK

Switzerland has recently issued some new bank notes, of the value of 50, 100, 500 and 1000 francs, to replace those in circulation up to the present, which were issued in 1910 and 1911, and have become old, both from the technical and artistic point of view. The new bank notes, which are strikingly original in regard to their conception, are somewhat longer in shape than the old ones; both issues will be in circulation, for some time to come.