

The most sincere thanks are due to our fellow member [...]

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

Objektyp: **Preface**

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

Band (Jahr): **2 (1936-1937)**

Heft 5

PDF erstellt am: **09.08.2024**

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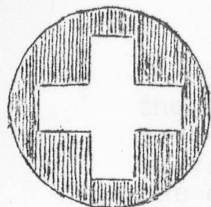
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HELVETIA

Monthly Publication
of the Swiss Benevolent Society
in New Zealand.

AUCKLAND, 1st. February, 1937. 2nd. Year --- Vol. 5.

The most sincere thanks are due to our fellow member, Mr. Julius Maurer, Jeweller of Whangarei, who presented the Society with a fine library consisting of 100 books. We are certain Mr. Maurer's generosity will find great appreciation among all our members. The collection of books includes works by Heimburg, Werner, Hartwig, Marlitt, Bernhard, and many others, all in German.

We also wish to thank Mr. F.X. Hermann of Waipu for the loan of various books. Amongst these are 12 volumes of Schiller, the History of Switzerland, and others.

Members wishing to borrow books, please communicate with the Secretary, who will be pleased to give all the information desired regarding the library.

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SWISS WATCHMAKING.

While watch manufacture is becoming increasingly simplified and mechanised, exports have regained a great portion of their former importance. This is apparent from the statistics for July, indicating that the total exports made during the first six months of the year reached 56,2 million francs, against 49,2 during the first half of 1935. The increase does not call for any comment.

It concerns principally nickel wrist watches of which our manufacturers have exported 500,000 more than during 1935. The new and often ingenious shapes of these little watches have met with the clientele's approval. A world suffering from "money sickness" is hereby enabled to indulge in a luxury which is at the same time inexpensive and of good taste. In the principal watchmaking reviews and the advertisements of the best manufacturers, it is a pleasure to see the variety of models: elongated rectangles, or hexagonal shapes without exaggeration, even round models, like the watches of our grandmothers, and often mounted with exquisite simplicity. The gift of invention and good taste are by no means decreasing in this industry where all things assume a character of sobriety. One has but to think of certain models which were so over-laden as to be almost comic, of the 1910 period! In order to estimate the increasing vogue for plain metal wrist watches, it will suffice to note that a third of the total exports concern this speciality, which has only existed for twenty-five to thirty years.