

# Business in Switzerland

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# BUSINESS IN SWITZERLAND

## Great Success of Swiss Marine Engines

Four cargo ships at present under construction in British and Dutch shipyards will each be equipped with a big Sulzer diesel engine with a 35½-inch bore and 61-inch stroke. The first of these engines has just successfully passed its trials on the Winterthur testing bench. Provided with three Sulzer supercharged turbo-blowers, this new 9-cylinder engine is capable of developing a maximum continuous output of 20,700 h.p., i.e., 2,300 h.p. per cylinder. This new type of engine has aroused great interest in international maritime circles; in fact, over thirty of these engines, which are admirably suitable for the propulsion of cargo ships and big oil-tankers, either have been delivered within a short space of time by this big Winterthur firm and its licensees or are at present being built. This achievement is the fruit of many years of technical development and over half a century's experience in the field of marine diesel engines.

## The March of Television in Switzerland

Before the end of January 1962, the 200,000th television set was licensed in Switzerland. The 100,000 mark had been reached during the month of April 1960. Consequently, the number of licensed TV sets has doubled in about twenty months.

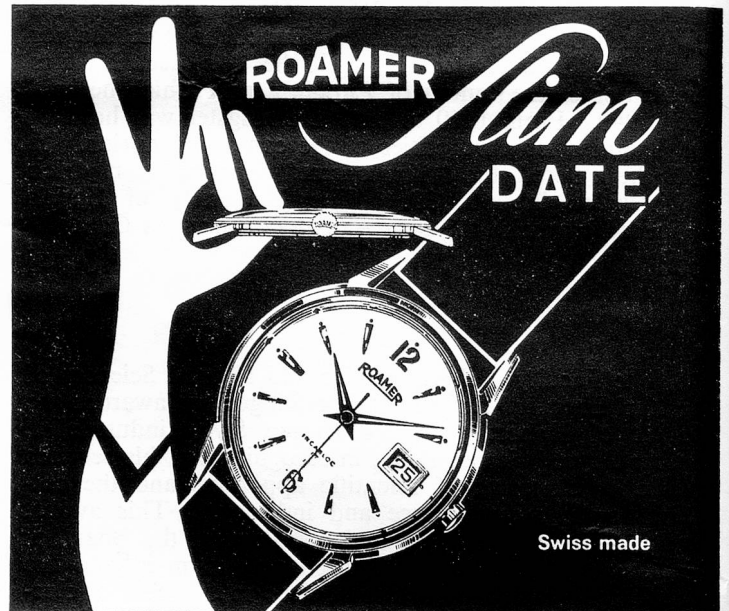
## Importance of Postal Cheques in Switzerland

The postal cheque system is very highly developed in Switzerland and greatly simplifies the payment and transfer of sums of money in industrial, trade and artisanal circles and even among private citizens. The following figures bear eloquent witness to the importance of this system: at present there are over 300,000 postal cheque accounts in Switzerland; the total number of orders handled rose from 289.6 million in 1960 to 301.9 million in 1961, while, during the same period, the total amount of money handled increased from 199.4 billion to 223 billion Sw. Fr.

## Aesthetic Detail of Considerable Importance

In order to help the many people suffering from brittle nails, a laboratory in Lausanne, after a long period of research, recently put on the market a new product

specially designed to treat split and brittle nails and harden soft ones. "Dinalon", the new product, is extremely simple and pleasant to apply, and dries quickly;



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it only needs to be put on once a week and does not prevent the subsequent application of nail polish. It is not a secret remedy by any means, for it is recognised by the Swiss Intercantonal Office for the Control of Medicines.

### 32nd International Motor Show in Geneva

The famous International Motor Show will be taking place in Geneva for the 32nd time from 15th to 25th March next. Exhibitors will come from seventeen countries: Austria, Belgium, Canada, Czechoslovakia, Denmark, Finland, France, Germany, Great Britain, Italy, Japan, the Netherlands, Norway, Sweden, the United States of America, and Switzerland, as well as Australia, which will be taking part for the first time with a number of exhibits in the garage equipment section.

### Repeat Order for Sulzer "Uniturbo" Plant for Millbank

A third Sulzer "Uniturbo" refrigeration plant has been ordered for the air conditioning systems of London's tallest building — the Millbank Development. This plant, for chilling water, will have a capacity of 450 tons refrigeration (5,400,000 B.T.U./hr) and will serve the "Y" Block. Already ordered for the project are two similar plants each of 350 tons refrigeration capacity (4,200,000 B.T.U./hr) for the 387-foot-high Tower Block.

The Sulzer "Uniturbo" is a Freon 12 packaged unit with automatic regulation from 100 per cent to 10 per cent load.

\* \* \*

### Switzerland — land of aerial cableways

Swiss manufacturers of aerial cableways, and of similar means of transport, are so experienced in the matter that their constructions are greatly appreciated abroad, as can be seen from the results obtained. Indeed, in 1960, one Swiss factory, the de Roll firm, delivered several aerial-seats to the United States, for the "Lakeland" recreation park in Memphis and for the "Freedomland" recreation park in New York. This same firm also supplied the Ulriken aerial cableway at Bergen, in Norway, and the Miranda funicular, in Portugal. It also put into service, last December, the Mont-Gelé aerial cableway, at Verbier, the famous winter sports resort in the Valais. This last mentioned line, which is 2,890 feet in length and has a difference in level of 886 feet, is capable of carrying as many as forty passengers in one cabin, up to an altitude of 9,840 feet. The operation of the cable is assured, for the

first time in the history of aerial transport, by means of a Hydro-Titan variable speed transmission mechanism with infinitely variable speed. To this impressive picture must be added that an order was received recently for an aerial seat intended for a recreation park in Dallas, Texas.

### Swiss Contribution to Developing the Automobile

In the automobile industry, as in many other technical fields, Swiss citizens have played a pioneering role. In the United States, Louis Chevrolet, a native of the Jura district of Switzerland, built the first models of the car which is known and used in countries all over the world today. In eastern Switzerland, Hippolyte Saurer, who had taken over and continued to develop the production of the first vehicles built by his father, Adolphe Saurer, was mass-producing lorries as early as 1902. In Berne, in 1902, Joseph Wyss built his first car. Two years later he founded the famous Berna lorry factory. In 1908, Franz Brozincevic in Zurich began to produce the FBW lorries which were soon to win international fame. In Barcelona, in 1904, the Valaisan engineer, Marc Birkigt, founded the Hispano-Suiza factories which subsequently produced a series of really remarkable cars. Birkigt's achievements in this field were also used in 1906 for the construction of the first Pic-Pic cars in Geneva. These fascinating details of the early days of the automobile are taken from an illustrated brochure by Mr. Max Troesch, published by the Swiss Transport Museum in Lucerne and devoted to that institution's collection of early cars.

### Cheese Consumption in Switzerland

The annual consumption of cheese in Switzerland is at present 18½lb. per head of the population as compared with about 17½lb. some twelve years ago. In addition to products of Swiss origin, imported cheese has also benefited from the increased demand.

### International Festival in Montreux

The 2nd International Television Festival will be held this year in the well-known Swiss tourist resort of Montreux, from 23rd April to 5th May. In addition to a convention of specialists and an exhibition of equipment, the festival will include an international variety show competition, held under the patronage of the Swiss Broadcasting Company; the prize-winner will be awarded the "Rose d'Or de Montreux".

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### A quarter-century of research in the mountains

The 30th anniversary of the Federal Commission for the Study of Snow and Avalanches was recently celebrated at Davos, the famous winter sports resort in the Grisons. Celebrations were also held at the same time for the 25th anniversary of the Institute for the Study of Snow and Avalanches on the Weissfluhjoch, above Davos. This institute, situated in the Parsenn region, well known to skiers from all over the world, renders invaluable practical service, among other things by the part it plays in the prevention of avalanches.

### A Swiss Miniature Radio and Clock Combined

The combination of a radio set and a clock is an idea that has been in the air for some time now, but what is absolutely new, in the "Swisselectric" model, is the combination of a high quality electric clock with a transistor radio set of extremely small size. In fact, measuring only  $4\frac{3}{4}$  inches long,  $2\frac{7}{8}$  inches wide and  $1\frac{1}{8}$  inches thick, the "Swisselectric" is the smallest radio-clock in the world. The clock has a 7-jewel electric movement running on a 1.5-volt battery which has a life of one year. The radio set is equipped with six transistors, runs on a 9-volt battery, and is designed for a single wave band (medium wave). The "Swisselectric" can operate as a clock alone, as an alarm clock, or as a clock and radio combined, with volume control and individual audition by means of an earphone automatically cutting out the loudspeaker. In order to use the set as an alarm clock, the radio is switched to the required wave length and volume, and the time at which one wishes to be awakened is set simply by turning the appropriate knob. At the required time, the radio set starts at the preset volume and automatically runs for an hour, which should be ample time to wake even the heaviest sleeper; the radio set then automatically switches off. This truly pocket-size radio alarm, scarcely bigger than a packet of cigarettes, makes an ideal gift, giving pleasure to both the giver and the recipient.

### Decentralisation kills two birds with one stone

The penury of labour, in Switzerland, is causing difficulties in certain industries, while, at the same time, in various regions, such as the Valaisan Alps,

for instance, the workers cannot find jobs. As there can be no question of transferring them elsewhere, the Society for Economic and Social Research in the Valais is striving to procure for them possibilities of employment, on the spot. With the support of a group of industrialists from the watchmaking district of Solothurn, it has now succeeded in organising a watchmaking workshop in the mountain village of Vissoie, which will provide work for a certain number of the local young people, who will first undergo a training period of several months in Solothurn. S.O.E.C.

### RECORD FLIGHT NEW YORK — GENEVA

Swissair's DC-8 jetliner (HB-IDB), carrying 65 people and over 3.6 tons of freight, flew from New York to Geneva in the record time of five hours forty-six minutes on 11th January 1962.

The previous record of six hours sixteen minutes was set up by a Swissair DC-8 at the end of January 1961.

### SOIREE DE BIENFAISANCE

in aid of the French Hospital

We direct the attention of our readers to the Gala performance, Comédie "Chant de la Lune" at the Piccadilly Theatre, on Thursday, 8th March at 7.30 p.m., in the presence of H.R.H. Princess Marina, Duchess of Kent. Tickets from Irene Edwards, 2A Trebeck Street, Curzon Street, London, W.1. Tel. GRO 3278.

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