

Switzerland - Europe's biggest pearl market

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OF GEMS AND CONFECTIONERY:

SWITZERLAND — EUROPE'S BIGGEST PEARL MARKET

During the past eight years, the export of Japanese pearls to Switzerland has increased eight-fold.

Japan despatches nearly 20% of its pearl production to Switzerland; thus, in 1964, it exported Fr.41,800,000.— worth of pearls to Switzerland, although this country actually absorbed only 5.2 million francs worth. The difference is explained by the fact that Zurich-Kloten and Geneva-Cointrin airports have become the biggest pearl markets in Europe. 95% of the pearls delivered to the bonded warehouses at Swiss airports are sold again in other countries.

The demand for pearls in Western Europe is due to the general affluence, and prices have gone up as demand has increased. A real pearl still costs about twenty times as much as a Japanese cultured pearl.

In December, the Japanese "Pearl Princess" visited Switzerland. She had her pearl crown with her, made of thousands of valuable pearls and worth about Fr.35,000.—. A special pearl fashion parade was held in Zurich where pearl jewellery was shown, made by Zurich art jewellers.

(A.T.S. and O.S.E.C.)

THE "GRAND PRIX" OF THE TOWN OF GENEVA 1966

The "Town of Geneva Prize for Watchmaking, Goldsmith's Work, Jewellery and Enamel Work" for 1966, consisting of four prizes worth Fr.5,000.— each, will be awarded to the best creations in the four following categories: Watchmaking: man's wrist-watch without precious stones of pearls; Goldsmith's Work: necklace in precious metal without gems; Jewellery: Ladies' ring with precious stones; Enamel Work: enamel cup. It should be remembered that the competition consists of two stages, i.e. the submission of drawings of the projects, which are selected by the judges, followed by the presentation of the creations made from the drawings selected for actual execution. The final date for the submission of drawings is 10th March 1966, and the regulations governing the competition can be obtained from the Department of Fine Arts and Culture of the Republic and Canton of Geneva.

[O.S.E.C.]

A SWISS FIRM WINS THE INTERNATIONAL DIAMOND ACADEMY'S COVETED AWARD

The Grand Jury of the International Diamond Academy in New York recently awarded its 1965 Oscar: the International Prize for the Creation of the Most Beautiful Jewellery, to the Swiss firm of Universal Co. Ltd. in Geneva. The "Diamond Awards" introduced by the De Beers Consolidated Mines in 1964 exercise a veritable fascination on artists all over the world. Universal Co. Ltd. has just won the 1965 prize for its category, out of 1,526 entries from twenty-one countries. By unanimous decision of the Jury, its yellow gold wrist-watch adorned with 66 round diamonds and tallow-drop sapphires, stood out among the pure jewellery creations with its dazzling ladies' watch set in a constellation of diamonds.

[O.S.E.C.]

CAVADUERLI

This recipe comes from an old, but carefully treasured cookery book of an old Zurich family.

Von feinsten Butter ein ganzes Pfund
Rühr in einer Schüssel und
Gib dazu in grosser Wonne
Eine abgeriebene Zitrone.
Eine Prise Salz tu auch
In die Masse, wie's Gebrauch,
Und vom Zucker, doch ganz fein,
Muss ein Pfund dazu hinein.
Auch das Mehl, das darf nicht fehlen,
Musst ein Pfund hineinvermählen.
Das Rühren ist die Hauptsach immer
Bei einem frommen Frauenzimmer.
Zwölf Eigelb kommen noch dazu.
Zu Schnee sechs Eiweiss schlage Du.
Dieses tu zuletzt hinein,
Mit der Mass' vermeng es fein.
Die Förnli fülle nur halbvoll,
Weil der Teig noch steigen soll.
Du kennst jetzt das Rezept der Frau
Vom Cavadürli ganz genau.

For thirty *Cavadürli* you will need one pound (17.637 oz.) of unsalted butter. When well creamed, add grated lemon peel, a little bit of salt and one pound of castor sugar. Stir well and add one pound of plain flour. Next add twelve egg-yokes and finally mix in lightly six stiffly-beaten egg whites. Half fill small individual baking forms and bake . . . there is no indication as to oven heat or time. But no doubt, to an experienced housewife that will present no trouble.

(Recipe from "Echo", August 1962.)

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