

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 1 (1935-1936)
Heft: 8

Rubrik: Swiss watchmaking

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

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. [Voir Informations légales.](#)

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. [See Legal notice.](#)

Download PDF: 16.05.2025

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

for a determined period in a determined temperature and are moved and treated every so many days. Having attained the requisite degree of ripeness, they are transferred into a light and airy room where they are divested of their hard rind (which goes, together with the whey and sour milk, to feeding the numerous pigs which are always bred in cheese-making districts), "planed", and then cut up into chunks, considerable skill being exercised in the blending of various degrees of ripeness. This having been done, the chunks are then placed in a special machine for chopping and beating, from whence they emerge in a curdlike form and are then cooked until they reach the consistency of a thick, smooth liquid. The melted cheese is then poured into little forms, and when sufficiently set is enveloped in tinfoil. Nimble fingered packers provide these small wedges with the necessary labels and then pack them into the well-known circular cartons, from where they emerge fresh, dainty and delicious, whenever required, whether this be in the home, on the mountains, in the train, or when picnicking by car.

+++++

In the picturesque village of Savièse, above Sion in the Valais, where the peasants have to eat dark bread all the year round, a time-honoured custom provides that every man, woman and child receive a generous slice of white bread on Easter Sunday. The bread is known as Easter bread and with it a glass of home-grown wine is served to the grown-ups.

+++++

SWISS WATCHMAKING.

A phenomenon predominates the latest results (1935) of watch-making exports: the return to quality noticeable in many countries, for it is not the manufacturer who has, of his own free-will, renounced the reliable watch, at the time when foreign clients sought only that which was cheap. At the time when the best factories - which are now to be recompensed - did not sacrifice anything to the passing vogue, several, which were less particular, thought it their duty to submit. Not only is this giving-way not on the increase but it is falling back, according to the latest export statistics. Whereas in past years the most clear-sighted were grieved to note the average value of watches continually becoming lower, it appears, this year, that the export progress, in quantity, is not superior to the progress shown in the value of the watches. This proves the dislike for the poor quality article, which is obvious in various European and overseas markets, and is confirmed by many reports which, it is needless to say, have delighted the manufacturers who give thought to the future.

A return to quality, parallel with a notable increase in sales, is what characterises the watchmaking year of 1935; the first eleven months of the year (the exact figures for December are not yet to hand) have been marked by a total exportation of 14,823,000 watches, which is 2,386,000 more than in the corresponding period of 1934.

Several of the manufacturers have returned to pre-war activity. Unemployment, even if it still remains a serious plague, has diminished. There is no doubt that Swiss watchmaking will, in several years, find itself exposed to problems of international competition which it did not have to face before the latest crisis. It is no less certain that it finds itself better prepared, at the end of 1935, to hold its own against any rivalry which may assert itself. At equal price, the Swiss watch remains the most exact and the most reliable; those who predicted a victory for quality are assured, more than ever, that they were right.

+++++

HOW HELIOTHERAPY WAS DISCOVERED.

Heliotherapy, healing by exposure to sunlight, was discovered in a most extraordinary manner. The Swiss physician, Dr. Bernhard, when practising at Samaden (Grisons), observed with curiosity the method in which the peasants dried their meat in the open air - every visitor to Switzerland knows the delicious "Bindenfleisch" of the Grisons. The sterilising properties of the sunlight awakened his interest, and he hit upon the idea of using this, the most natural of all remedies, to cure open wounds and sores. His treatises