

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1962)

**Heft:** 1416

**Artikel:** News about swiss watches

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-692975>

### **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:** 15.05.2025

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

# NEWS ABOUT SWISS WATCHES

## Swiss Watch Export up by 13.3 per cent

The total value of Swiss horological exports was up by 13.3 per cent for the first half of 1962 over the same period last year. Watch exports achieved a 12 per cent increase over the same period.

Exports of watches to the U.K. for the first six months of 1962 were 1,058,892 pieces as compared with 905,677 pieces in 1961. This increase is attributable to the gradual relaxation of import quotas under the special Anglo-Swiss horological agreement.

Total value of all horological exports to the U.K. for January to June was 27,766,496 Sw. Frs. as compared with 26,145,575 Sw. Frs. for the same period in 1961.

*(Swiss Federation of Watch Manufacturers.)*

## Innovations in the Field of Automatic Watches

A Swiss firm recently put on the market a self-winding mechanism for wrist-watches, fixed to the movement proper quite simply by means of two screws. This ingenious solution simplifies repair work and consequently cuts down maintenance costs. In addition, it is not even necessary to remove the automatic part when assembling and dismantling the barrel, the balance wheel and the lever.

The mechanism contains other novelties. For example, an original sliding device prevents the spring from unwinding on its own and guarantees a reserve of running time of 44 hours. The reverse mechanism is of a simplified type, which cuts down idling and has proved extremely efficient. The oscillating mass balances the fully wound spring, which is therefore never overwound, thus avoiding excessive wear on the inside of the barrel. The coefficient of friction has been reduced to the strict minimum by means of a jewelled roller bearing, whence the name of this novelty: "Rubymotor". (OSEC.)

## Clock and Chimes will remind Genevans of Victory

In 1602, the Duke of Savoy's troops attempted to storm the town of Geneva by scaling the city ramparts at night. Fortunately, the presence of mind of the inhabitants made it possible to repulse the invaders.

In order to provide fitting commemoration of this thwarted attack, which is celebrated annually, the town of Geneva has recently installed a monumental clock, made by the firm of Longines. In addition to the time, this clock indicates the day, date and the month, as well as the phases of the moon. Every sixty minutes, it sets off a chime of sixteen bells, accompanied by a procession of bronze figures representing leading personalities of the period. The whole is worked by electricity. The roll of perforated paper which operates the chimes contains a programme of six tunes; in addition, this automatic device possesses an electric keyboard which makes it possible to give even more varied performances. (OSEC.)

## Longines Demonstration "Most Successful"

Sandy Duncan, Honorary Secretary of the British Empire and Commonwealth Games Federation, said that a prima facie case had been established by the new Longines timing equipment for swimming at its first showing in London, after a most successful demonstration on 17th July.

The equipment has already been accepted for use, subject to trial, at the Empire Games in Perth.

At the R.A.C. demonstration a team of official timekeepers, led by former A.S.A. President Alf Price, took part in a test against the new equipment. Comparative times recorded in two of the races were:—

	TIMEKEEPERS	LONGINES
<i>Three lengths freestyle</i>		
Lane 1	63 seconds	63.12 seconds
Lane 2	63 seconds	62.96 seconds
Lane 3	62.8 seconds	62.96 seconds
<i>One length breast-stroke</i>		
Lane 1	24.5 seconds	24.48 seconds
Lane 2	24.4 seconds	24.48 seconds
Lane 3	23.9 seconds	23.91 seconds

Empire Games officials and members of the Amateur Swimming Association were seeing the device for the first time as England Internationals, Elizabeth Long, Pat Baines, Susan Soper, Priscilla Best and Gaynor Foy, tried out the equipment under competition conditions.

The Longines equipment should calm troubled waters in a sport where there has been much criticism of present judging methods. But Longines do not wish to interfere with the rules of the sport. Their interest is only to provide accurate timing equipment. It is for the sport's governing bodies throughout the world to decide on its application.

Longines claim the new equipment could completely solve the problem of the blanket finish in the sprint events. The device is so accurate that it can record as many as eight 'touches' within the same 100th of a second.

The starter's gun automatically starts the timing device and large contact plates are in position at the end of each lane. Swimmers' times are instantaneously printed out as they 'touch'.

In events over several lengths, the contact plates remain at the bottom of the pool before being moved into position for the last length.

Although much of the equipment is electrical, the contact plates, submerged in water, operate by air pressure so there is no question of electrical parts being immersed. Another problem that had to be solved was that of ensuring that waves or splashes would not operate the mechanism.

It is not yet certain how much the equipment will cost to purchase, but Longines plan to make it available for hire at major international swimming events.

\* \* \*

Longines began timing sports exactly fifty years ago. The new system for timing swimming has been developed from the systems already being used for cycling and bobsleigh.

The new device was devised by one man, Roland Cottard, a technician in the timing research department of Longines.

### Largest-ever "Montres et Bijoux" Exhibition needs more space

Because it has grown to such international importance the 1962 "Montres et Bijoux" exhibition in Geneva has been forced to seek larger premises. Instead of being held at the Rath Museum, it will now be accommodated in Geneva's imposing Museum of Art and History. This has necessitated a slight change in dates and the exhibition will now take place from *September 15th to October 7th*.

(*Swiss Fed. of Watch Manufacturers.*)

### Swiss Watchmaking Industry Wins Advertising Prize

A committee of experts set up by the American magazine, Reader's Digest, has just awarded a first prize to the Swiss Federation of Associations of Watch Manufacturers (FH) for the advertising this group carried out in the United States between 1955 and 1961. It is interesting to note that very few foreign firms have so far succeeded in winning the prizes for advertising awarded by this jury. In the field of watchmaking, there are only two prize-winners: the Swiss FH and an American company. (OSEC.)

## THE ANGLO-SWISS INSURANCE & REINSURANCE AGENCY LTD

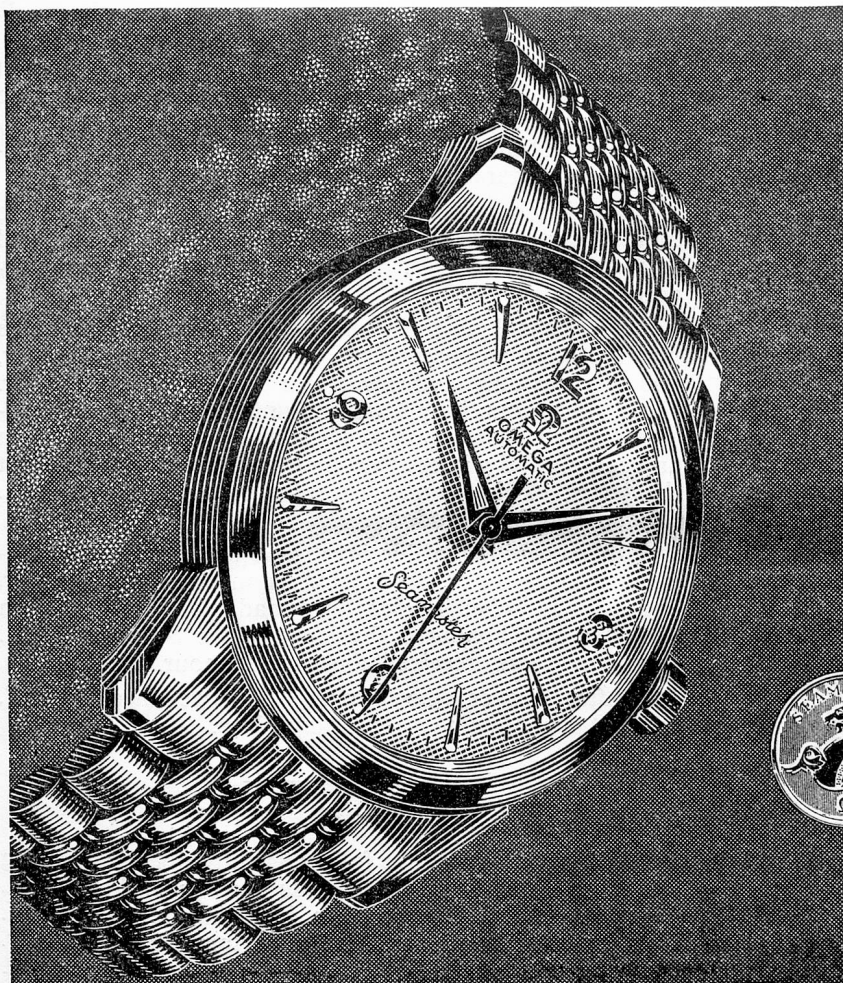
*in collaboration with*

THE SWITZERLAND GENERAL INSURANCE  
CO. (LONDON) LIMITED

British subsidiary of the **Schweiz Allgemeine Versicherungs-Aktien-Gesellschaft, Zurich**, are at your service in connection with all insurance matters. The "**Switzerland**" have a world-wide organisation and are well informed regarding present day business conditions in many parts of the world. If you have any enquiries please do not hesitate to approach us at

**29/30, High Holborn, London, W.C.1**

Telephone: CHAncery 8554 (5 lines)



Ω  
OMEGA  
SELF-WINDING  
*Seamaster*

—a watch of remarkable accuracy

The Seamaster's classic styling makes it a watch you can wear with sports clothes, swim-suit or evening dress. Yet it is a high precision instrument, accurate to within seconds and engineered for decades of flawless service. In 18 ct. gold on 18 ct. gold bracelet £167.15.0., in stainless steel as little as £35.10.0.



OMEGA

FOR A LIFETIME OF PROUD POSSESSION

The Omega Watch Company (England) Limited, 27/28 Holborn Viaduct, London, E.C.1., will gladly supply a fully illustrated catalogue and a list of their appointed distributors upon request. Factories at Bienne and Geneva, Switzerland.