

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 9 (1943-1944)
Heft: 7

Artikel: Swiss Industries Fair of 1944 : (22nd April - 22nd May) at Basle
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-942688>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 10.01.2026

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

mentioned that Swiss industrial circles are viewing somewhat apprehensively the efforts made by farming and handicraft circles to obtain definite guaranties in regard to living conditions after the war is over. It is evident that these living conditions must be conciliated with the vital necessities of other branches of national economic life and especially with those of the export trade. In brief, the Swiss export trade can survive only if the difficulties it has to face as regards the national price structure are not too great as compared with other industrial countries. On the other hand, it must not be forgotten that war conditions have resulted in an effective wage decrease for both Swiss workmen and employees. Owing to the fact that wage and salary adaption have not run parallel to that of the increase in the cost of living, postwar price movements cannot be allowed to increase this difference without endangering social peace. The only object of all these measures, Mr. Stampfli continued, is to safeguard Switzerland's economic life. The providing of work for the unemployed by orthodox methods is one of the most important tasks which lies before the government. Disturbances are bound to occur in the postwar period and that is when the problem of the best way of fighting unemployment will arise. Supplementary possibilities of employment according to a program prepared before long will be ready to unemployed labors. Certain plans of this kind, involving an expenditure of 404 million francs for cantonal and municipal authorities and of 656 million for the Federal Government, are already to be put into operation when the time comes. The President of the Swiss Confederation closed his speech by declaring that Switzerland is well ahead in the matter of social welfare and further progress will be realized in this domain as soon as the war is over by the introduction of old age and widows' and orphans' pensions.

.

SWISS INDUSTRIES FAIR OF 1944.
(22nd April - 22nd May) at Basle.

The Swiss Industries Fair of 1944 will be mainly a technical show. The Swiss machine industry, which has earned a good name all over the world with their quality products, will be very strongly represented by machine tool machinery, woodworking machinery and textile machinery. Furthermore, special machines for the building, baking and butchery trades, together with agricultural and domestic machines, will be shown in large numbers. The electrical industry will be represented by a still larger range of machinery and appliances than last year; while the exhibits for gas, water, boiler plants and transport will be at least as comprehensive and the Swiss watch industry will fill the special watch pavilion to the last inch.

In spite of the extension of the showrooms it has not been possible to accept all the numerous applications to exhibit from the technical industries.

The rest of the Swiss industries will, naturally, not lag behind at the coming Fair. The textile industry and clothing trade, including shoes and leather goods, will be represented by wider ranges than in former years. The exhibits featuring office furniture, business appliances, paper, graphic and commercial art, will be complete, as well as those for home science, applied art, ceramic art, furniture, etc. The book show will present the cultural life of Switzerland.

Swiss Industries and Trade are greatly interested to show to the world their capacity and their wide range of production. The problem of providing work for everybody will be illustrated by a special exhibit, organised by the competent authorities, under the slogan "Work for ALL".

The Swiss Industries Fair of 1944 will therefore be an expression of Swiss determination that her industries and trade shall play their part in the coming New Order of world trade.

.

SWITZERLAND SPONSORS MUSIC AND DRAMA IN SPITE OF WAR.

Surrounded by the most cruel warfare mankind has ever seen, landlocked and striving desperately for an ever greater degree of self-sufficiency, Switzerland believes in holding up her chin. Vacations, sports and trips in the scenic paradise that is Switzerland are recommended by the government for both physical and mental relaxation. In addition to this enjoyment of nature's priceless gifts the large number of music-lovers and theatre-goers are still well catered for.