

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 14 (1949)  
**Heft:** 8

**Artikel:** About Swiss trade and industry  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-942896>

### **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:** 17.01.2026

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

itself is too expensive for an average family to be able to afford to live in a one or even a two family house.

The Zermatters, rather shy, are really a proud race; an attribute instilled perhaps by the grand environments. Their daily existence depends almost entirely from tourism, summer or winter. The men of Zermatt are known as master-guides, inherited from father to son. A few you may see in the village, you hardly can mistake them, with their slow but steady gait, so typical to mountaineers; you recognise their sure and clear eyes, invulnerable against vertigo.

Zermatt, in the shadow of the Matterhorn, is indeed a lovely village, and we wondered how it would look in Winter, covered in deep white snow. ....

(To be continued.)

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
X  
X ABOUT SWISS TRADE AND INDUSTRY X  
X  
X  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

#### A forthcoming trade event.

The Lausanne Trade Fair, known as the Swiss Comptoir, has been in existence for some thirty years and, throughout this period, has followed a constant upward curve of expansion. It has always served to stress most eloquently Switzerland's power of economic adaptation to the increasingly unstable and often very difficult conditions which have reigned during the last twenty-five years. The results achieved by the Swiss Comptoir are all the more remarkable, when one considers that it has several times taken place just when most serious post-war events appeared imminent. And yet, each year, it has proved entirely successful, pre-eminently useful as a national mart whether in times of peace or war. The XXXth Swiss Comptoir will be held this year from September 10th to 25th and, once again, will serve to illustrate the vitality of Switzerland's major industries. A greater number of exhibitors than ever before will display their wares. In its early years, the Swiss Comptoir covered an area of some 107,600 sq.ft.; in 1949, exhibition space will extend over 750,000 sq.ft. These figures alone testify to the prodigious expansion of this annual autumn Fair which shares with the Swiss Industries Fair in Basle - Switzerland's annual Spring Fair - the honour of being the most important event of the country's trade cycle. A feature of the Lausanne Fair is that, each year, it presents some pleasing innovation which enhances its attraction.

Craftsmen and tradesmen, farmers and manufacturers, all have their place in this exhibition, which presents a synthetic view of Switzerland's national industries and economy. The Comptoir has several traditional sections: foodstuffs, domestic economy, fashion, arts and crafts, farm machinery, industrial products, textiles, gas and electrical household equipment, furniture, sports requisites, travel and farming. To these are added horse and cattle shows which make the Lausanne Fair particularly representative of Swiss agriculture, in contrast to the Basle Fair which is essentially industrial. Both these Swiss national trade fairs have their own distinctive features which correspond to the needs and character of the regions in which they are centred.

Toll-gate returns of the Lausanne Fair always amount to some 625,000, testifying to the interest shown by Swiss and foreign visitors. The Swiss Comptoir is of interest to all who wish to keep informed as to Switzerland's industrial activity and her export capacity.

#### Present economic problems.

Minister Hotz, head of the Federal Department of Trade, recently gave a clear expose' of present-day economic problems. "Switzerland can maintain her economic structure" he said, "only if she succeeds in adapting it to price movements and demand and, generally speaking, to all the fluctuations of world trade. This power of adaptation finds expression in an import and payment policy dictated by current needs. Despite the contrary

evolution which seems to be taking place abroad, Switzerland has, with but a few exceptions, raised all import restrictions and her tariffs are relatively moderate. Switzerland's import policy exposes this country to the danger of foreign competition, to the necessity of constantly improving production and of adaptation to changing market conditions. Switzerland can maintain this policy only as long as international trade relations permit and it must be admitted that, today, conditions are far from satisfactory in this respect."

(O.S.E.C. Lausanne, July 1949 - P/3/49.)

XXX  
X GREAT SUCCESS OF THE TE AROHA SWISS BALL X  
XXX

Some 700 dancers, including members of the Swiss communities of the Waikato, and visitors from Taranaki, gathered on 20th July at the Catholic Hall, Te Aroha to make the 2nd Annual Swiss Ball a great success.

Decorations in keeping with the occasion depicted the emblems of the 22 canton of Switzerland, while a large Swiss flag provided the background for the Orchestra. The two Orchestras - Tommy Large's Collegians, and The Swiss Orchestra - provided the music for continuous dancing. The personnel of the Swiss Orchestra was - A Schuler, Putaruru, (Piano), F. Emhoff, Taranaki, (Clarinet), P. Mathis, (Bass), C. Camnzind, Putaruru, (Drums), A. Meyer, H. Schuler, A. Engelberger, E. Kuttel (Accordions). Yodelling items and Mrs. A. Steiner's 'extra' on the Zither were very well received.

The guest of the evening was Mr. E. Fretz, who represented the Swiss Consul, Mr. E. Theiler, who was unable to be present owing to pressure of engagements prior to his impending departure from New Zealand. Mr. Fretz, who was welcomed by Mr. W.A. Clark, Mayor of Te Aroha, conveyed to the Swiss residents his best wishes.

A Poultry Supper, the arrangements for which were in the hands of Mrs. H. Schuler and her many capable helpers, was a feature of the evening. The duties of M.C. were ably carried out by Messrs J. O'Sullivan and J. Steiner.

XXX  
X THE FEDERAL FINANCE REFORM X  
XXX

The provisions governing financial matters of the Swiss Confederation are based on emergency powers only, which will expire at the end of 1949. The Swiss Parliament has, during the past few years, tried to formulate a legislation which would operate as from 1950; however, the two chambers could not agree on the main questions, and in order to avoid confusion the Federal Council has now recommended to Parliament the extension of the emergency powers for a period of five years; that is, until 1954. In particular, the Federal Council proposes to extend the regulations in force during the period 1946/49 and the continuation of collecting the following taxes:

Defence Tax  
Sales Tax  
Luxury Tax  
Clearing Tax  
and a  
Tax on Life Insurance.

The Federal Council is to report to Parliament every session on the measures taken. The two Chambers have set up a commission to prepare the discussion of the proposed Bill in Parliament.

Dear Readers, - We much regret having to apologise for the late posting of the July "Helvetia", which was due to the sudden and serious sickness of Miss Ford who usually types and prepares "Helvetia" for despatch.