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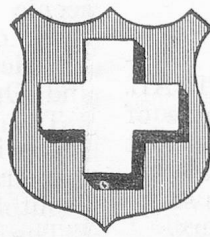
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18th YEAR.

JANUARY, 1954.

AUCKLAND.

NEWS FROM SWITZERLAND

Work for Swiss People

The programme for work planned on a very large scale by the Swiss public authorities will require more than ten thousand million francs. A statement to this effect was made recently by Mr. Zipfel, who has been charged by the Federal Government with the task of studying possibilities of work.

Needless to say that this programme has been drawn up to provide against any eventual slackening in the present boom. It is intended for the purpose of maintaining and of creating possibilities of work.

What does this programme have in view? The construction of housing units, the renovation of buildings, the improvement of living conditions in the old parts of the towns. Furthermore, the giving of orders to industry and trade, more especially in regard to material for the railways, road vehicles, machinery of every kind, technical installations, tools, etc.

It may be added that from this programme, involving expenditure to the amount of ten thousand million francs, work, amounting in value to three thousand million francs, could be put in commission immediately.

Swiss National Income

In 1952 the Swiss national income surpassed twenty-one thousand million francs, thus increasing by 3 per cent. since the previous year and attaining, on an average, 4,500 per capita of the inhabitants of this country.

Wages represented 60 per cent. of the total, their share in it having increased by one-quarter since 1939. As for the incomes obtained from professional activities by persons having an independent position, these represent 20 per cent. of the whole.

38th Swiss Samples Fair at Basle

The 38th Swiss Samples Fair, at Basle, will be held from the 8th to the 18th of next May. It

is already known that there will be 2500 exhibitors, that is to say, 200 more than last year. The great attraction of the Fair, however, will certainly be the inauguration of the new exhibiting rooms, 10 to 21. They will be in a new, three-storey building, enormous and spacious, which will arouse considerable interest, not only from the point of view of architecture, but also because of the new ideas it brings into the technique of Fairs.

Swiss Wool Industry

The Swiss Association of Wool Industries has recently organised a Swiss National Wool Week. The Swiss wool industry has been active for centuries and there were considerable exports already in the 16th century. After a certain decline in business the industry recovered, slowly at first but quite rapidly in recent years. At the beginning of this century there were 47 wool-producing firms employing 2500 workers. Today 90 firms employ four times as many working-people.

The Work of a Swiss Pioneer

The Suchard chocolate factory near Neuchatel has just built a new factory. In this new building, the chocolate is never touched by human hands, for the whole process from cocoa-beans to the finished packed product is done by machines. In addition, the chocolate-packing is hermetically sealed, a protection which will keep it fresh and edible in warm and humid climates and also on long expeditions.

Philipp Suchard founded the chocolate factory in 1826. He was a man of great initiative, for he also established a dough factory, a firm for grinding watch-jewels, and he also was a silk grower, planting 3000 mulberry trees. He furthermore put the first steamship on the lake of Neuchatel, captained it himself and he tried to connect Basle and Rotterdam with his ship. He was interested in many new inventions in the textile industry, founded an association for the exploitation of American iron-ore and also directed various other undertakings.