

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 27 (1964)
Heft: [2]

Artikel: The crossbow - Switzerland's trade mark
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-942305>

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: 18.08.2025

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

The Crossbow — Switzerland's Trade Mark

DURING one week in the year Swiss housewives exclusively buy domestic products, and for seven days the country is self-supporting. The "Swiss Week" has become something of a national custom, and the country that otherwise welcomes foreign products and ideas with undisguised enthusiasm willingly accepts all that is "made in Switzerland." During the "Swiss Week" the Swiss flag and the trade-mark of Swiss products, the crossbow, shine out from the window-displays which mirror the Swiss way of life. The buyer of Swiss-made products pays tribute to Swiss precision work without which a land, poor in raw materials like Switzerland, could not put much on the market. Yet precision work alone is not all that is required to sell a turbine or a watch. In addition, punctually kept terms of delivery and personalised service in the shops have become features foreign business partners and customers take for granted in Switzerland. During the "Swiss Week" every employee in a shop, at the post office, in trains and hotels remembers once more that foreign guests expect service from him equalling Swiss precision work. This year the "Swiss Week" took place from 13th to 27th October. At a time when Switzerland's adherence to the Organisation of the European Common Market is being considered, a review of the country's economic possibilities at home seems to be justified, for, despite being open to the world, Switzerland wants to remain true to itself. [S.N.T.O.]

* * *

The "Swiss Week" was officially opened on 12th October in Fribourg, when the Institute of Automation and Electronics of the University of Fribourg, the most modern brewery in the world, and a factory for electronic gauges were visited by press and prominent personalities. Federal Councillor Chaudet, the President of the Confederation, gave the inaugural speech in the evening, and with it this national demonstration was launched. This year it carried the slogan "Switzerland on the World's Markets." More than 45,000 shop windows displayed Swiss goods only, in front of a poster picturing Albert Anker's famous painting of a young boy, whilst over 4000 shops took part in the collective exhibition of Swiss goods on the world's markets, showing the importance of our exports. Large commercial enterprises arranged special exhibitions of their own, as for example Jelmoli's in Zurich, who organised a number of lectures, displays, concerts, teas and demonstrations under the motto of "A Happy every-day life for the Mother." For the past thirty years, a special market has taken place during the "Swiss Week" on the Bundesplatz in Berne, at which agricultural produce was on sale, the idea being to bring together the producer from the

country and the consumer in town. The Bernese soft cheese manufacturers introduced a new cheese, "Ratsherrenkaese," which should surpass any foreign cheese like Camembert and others.

During the "Swiss Week" special performances of Swiss music and plays were given, and radio, television and cinema were used for extensive propaganda. [A.T.S.]

Obituary

JOSEPH LEONARD CHAMBERLAIN

One of the largest funerals to pay the last respects to Mr Joseph Leonard Chamberlain was held at the Kaponga Cemetery. This was a fitting tribute to a man we all held in very high esteem, a distinction he has earned for his friendly, sincere and helpful approach to everyone.

Mr Chamberlain died suddenly at 83 years of age. He came from the inner part of Kanton Schwyz, a village called Steinen, and in 1910 took up farming in the Manaia district. He went back to Switzerland in 1919 for 12 months and then married. After returning to New Zealand, he purchased a property on the Manaia Road to Kaponga, which, at the time, was in bush and stumps. With the help of his wife he did very well, becoming the proud owner of a nice farm.

Mr Chamberlain served as a director of the Kaponga Dairy Company for a number of years, was patron of the Taranaki Swiss Club and a member of the Kaponga Catholic Church and Convent School Committee for a number of years. He was predeceased by his wife and one daughter and is survived by three sons, Leonard (Kapuni), Charles and Ernie (Kaponga), and one daughter, Mary (Mrs E. K. Steiner, Tikorangi). To his family we extend our deepest sympathy. —J.S.

Mount Cook Tragedy

With deep regret we have heard that two of our compatriots from Christchurch, Mr Edwin Kunz and Mr August Manser, have got lost on a tour to climb Mt Cook, and have been missing since December 28. They were experienced mountaineers and only the very unusually bad weather can be held responsible for their disappearance.

Edwin Kunz was married for only a few months and August Manser, a single man, came to New Zealand last June. The committee of the Swiss Society wishes to express its deepest sympathies to Mrs Kunz and all other relatives and friends of the two young men.