

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 27 (1964)
Heft: [8]

Artikel: A change in viewpoint : better mutual understanding between Switzerland and other nations
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-942316>

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: 04.02.2026

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

country's system of public education. Even today, many Japanese schools bear Pestalozzi's name.

The centennial of Swiss-Japanese relations was recently celebrated in Tokyo with a week-long Symposium on Swiss Technology and Enterprise, in the course of which twenty leading Swiss industrial and commercial figures reviewed the varied aspects of their activities. In a land with which Switzerland enjoys lively commercial relations, this symposium served to spotlight Switzerland's cosmopolitanism and its constant efforts to keep its products at a high level of quality consonant with modern requirements. At the same time, Swiss companies joined in issuing a special memorial brochure in Japanese, and Japan's Institute for Democratic Education dedicated an entire issue of its magazine, which is distributed to 39,000 teachers in Japanese primary and secondary schools, to Switzerland. This richly illustrated periodical did much to stimulate a genuine interest among Japanese educators in the nature and achievements of the distant Alpine republic. And to round out the centennial celebration, the Swiss National Tourist Office, in collaboration with the Swiss Embassy in Tokyo, issued a Japanese version of its booklet "Switzerland Today."

A Change in Viewpoint:

BETTER MUTUAL UNDERSTANDING BETWEEN SWITZERLAND AND OTHER NATIONS

THIS IS THE THEME of an article by Wolfgang Hopker in a recent issue of the German weekly, "Christ und Welt":

"Cosmopolitan Switzerland," he writes, "Europe's mediator by virtue of its geographic position at the hub of the continent, sees and feels itself to be a kind of model for the Europe of tomorrow —a land in which varied peoples have integrated into a single nation, in which these divergent groups settle their differences peacefully. With many ties to the rest of the world, confident in their own future, the Swiss restrain their own aggressiveness, turning inward instead to the isolation of a small neutral nation. In conservative insistence upon an historically-founded uniqueness, they strive more strongly than ever to maintain their Helvetian individuality in the face of our rapidly changing world. Engaged in constant self-analysis, Switzerland today seeks to come to terms with the tensions created by its international role on the one hand and its defensive position on the other; the suggestions which have been offered for the resolution of this problem run the gamut 'from Seldwyla to Utopia'."

Hopker then goes on to discuss Switzerland's international relations, and to clear up an old misconception: the stereotype of the self-satisfied Swiss who have remained insulated from the world,

who have enriched themselves in the course of two world wars, and yet arrogate to themselves the role of "schoolmaster to the world." The reality of the case is quite otherwise, and is perhaps most clearly portrayed by the current Swiss National Exposition in Lausanne. The "Expo" is well calculated to open the eyes of non-Swiss visitors to the fact that Switzerland, "today a highly industrialised and super-modern country, was constrained by the force of circumstances—by its glaring lack of natural resources—to develop the highest work-standards and to make a virtue of necessity. But even though Switzerland has become rich, extremely rich, by dint of industrialisation and tourism, it still holds to a traditionally puritan way of life (which achieved its highest expression in the works of Zwingli and Calvin). This is particularly true in small matters, where great restraint is exercised. In larger matters, however—when it is a question of voluntary contribution to worthy causes, or international aid—Switzerland is capable of digging down deeply into its collective pockets."

—Press Service, Swiss National Tourist Office

NEWS OF THE COLONY

● ● ● ●

Auckland Swiss Club

This year's 1st August celebration exceeded all our expectations and previous celebrations. The decorations were remarkable; on the stage our "Matterhorn," surrounded by pine trees and a "Chalet" displaying copper kitchenware and cowbells, brought special warm applause from the audience, as did the 26 shields of our Cantons framing the stage. The tables were decorated with masses of flowers, lampions and tangerines with tiny Swiss flags. In the centre of the Hall another display of flags were hanging in a circular shape from the ceiling. Altogether it made a perfect setting for the celebration of our National Day.

With our honourable guests from Wellington, Consul-General Dr J. P. Weber and Mrs Weber, about 200 guests arrived for this occasion, among them Mr and Mrs Werner Schicker, Mr Hiestand and the Misses Hiestand, from Taranaki.

At 9 p.m. the music played the opening march, followed by Alphornblasen by Mr Hans Hess, who had arrived in Auckland only a few days previously (frantic efforts were made to contact him at the last minute via the Auckland Star!). With our stage scenery the "Alphornblaser" made the picture perfect. After the National hymn the President, Louis Mueller, greeted and welcomed all the guests in several languages and thanked everybody who had helped to organise the evening. Mr Heinz Ruch, who had painted the 26 18in x 24in shields, cut out of hardboard (they are not only beautiful but also a durable asset to the club), was also thanked. Inviting