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News from Switzerland

“NEW LOOK” FOR SWISSAIR’S SKYGIRLS

From 1st September, 1970, all 700 air hostesses of Swissair will be clad in new ocean blue tone-on-tone work dresses with just a semblance to uniforms. As there are no hats to go with the novel attire and as the standard length hemline may individually be adjusted to best advantage, the hostesses have within limits options in hairdos and personal appearance. For service in tropical regions, a special light combination of the same colour and style is available.

Overcoats and raincoats complement the dress and jacket. In summer, the hostesses also wear white nylon gloves and dark blue shoes. In winter these are replaced by blue leather gloves and white boots. Instead of hats, there are silk scarves with an exclusive pattern. A brooch with the Swissair signet will be worn on the jacket lapel. In the Swissair tradition, while serving on board, they don a nylon work apron with name tags for easy identification.

Swissair, which incidentally was the first European airline to engage hostesses in 1934, has for the new apparel laid great stress on a simple, durable and pleasing design that offers versatile combinations for all occasions: it was created by the Zurich couturiere Julia Diethelm.

PURCHASE OF LAND BY FOREIGNERS

With a remarkable majority of 117 to 0, the National Council agreed to prolong the present federal order which prevents a foreigner from buying land unless he is a resident in Switzerland. The order has efficiently served its purpose and the National Council found it still necessary to prolong its implementation.

THE STUDENT MOVEMENT AND THE NATIONAL COUNCIL

Recently, the National Council resolved that students should not be allowed to elect their professors. This roused the predictable answer by the union of Swiss students, which said that the National Council had shown a “hostile attitude towards them”. They would use all available legal means to press for the election of professors by students and defend the rights that they had already acquired. Should those rights not be respected, then there would be sit-ins and strikes, the students warned. They would vote for the re-election of the National Council next year and reward the councillors who had shown understanding for their cause.

SWISS EXPORTS IN 1969

The total value of Swiss goods exported in 1969 came to 20,000 million francs. This represents 3200 francs per inhabitant or a quarter of the gross national product; this proportion places Switzerland third in the international league after Belgium and the Netherlands. This illustrates the fact that Switzerland, due to her peculiar economic complexion, depends on her export trade much more than other countries. If the main branches of Swiss industry are compared with regard to the share of production exported and the share supplied to the home market, it will be seen that watchmaking heads the list with export sales 32 times greater than home sales. Embroidery exports are 19 times greater than sales on the Swiss market, exports of pharmaceutical products are 9 to 10 times higher, textile machinery likewise, while machine tool exports and chemical products are 3 to 4 times higher than home sales.

(osec)

PETROL UNDER THE ALPS

The Department of Transport and Communications, headed by Federal Councillor Bonvin, still thinks there may be petrol hidden somewhere in the Swiss subsoil. The "Swisspetrol Holding S.A." founded in 1959 and furnished with 60 million francs by various interests in the Swiss industry is now running out of funds and its extensive search in the Canton of Berne have produced no results whatever. Now that the Plateau has been thoroughly investigated, there remains the Alps.

The experts at the Department of Transports would like 16 million francs to pay for a geological survey of the northern fringe of the Alps, where petrol could still be found. Drillings, which cost far more, would not be undertaken until the results of this preliminary survey were known.

Now that funds available for petrol prospecting have dried up and that Swiss industry is not prepared to stake any more money, the Federal Council will have to decide whether to stop looking for petrol in Switzerland altogether, whether to allow foreign companies to take over the search or whether to devote considerable Federal funds to the project.

SWISS POPULATION IN 2000 A.D.

According to a study group, commissioned by the Federal Council to evaluate the trends in Switzerland's population growth, there will be 7.5 million inhabitants at the turn of the century. Considering that there were 6 million inhabitants at the end of 1965, this means a yearly increase of 0.68%, or 46,000 persons annually. The population growth will be considerably smaller than the exceptional expansion of the fifteen years up to 1965. Available labour will increase even slower and the Commission predicts even tighter labour bottlenecks than at present.

SWITZERLAND PRESENTS THE HOUSE OF THE FUTURE

At the recent European Festival of Recreation in Geneva, visitors were able to inspect the prototype of a futuristic house which is soon to be produced in series in Switzerland. Shaped like an egg, this house is entirely of plastic, giving it the advantages of lightness, strength, easy upkeep, etc. Its envelope, consisting of two layers of polyester separated by foam plastic, provides perfect insulation. Adaptable to all climates, it is thus equally suitable as a weekend home in the mountains or at the sea. Moreover its shape guarantees perfect stability, allowing it be sited in any topography: rocks, forest, slopes and even on water.

This house, with three plexiglass-glazed bays, provides a perfect panoramic view and has 50 m² living space. It is supplied with complete interior furnishings in polyester making allowance for all the demands of modern comfort: living room, bedrooms, fully equipped kitchen, bathroom, ample cupboard space and an underfloor heating and air conditioning plant. Presently intended as second homes or guest bungalows, later on it will be possible to stack these houses one above the other by means of steel fittings, forming towers.

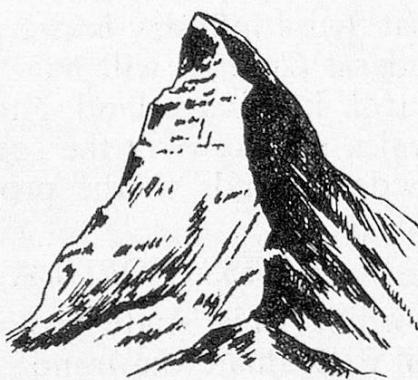
It is no exaggeration to say that this Swiss concept opens new perspectives for building technique and living habits at the beginning of the plastic age. (osec)

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SWITZERLAND'S INDUSTRIAL PATTERN: SMALL AND MEDIUM FIRMS PREDOMINATE

According to the latest industrial statistics, 70.7% of Swiss industrial enterprises employ fewer than 50 persons. Firms with personnel ranging from 50 to 99 account for 14.4%, while those with 100 to 499 persons amount to 13%. Concerns employing 500 persons or more represent only 1.8% of the total. Taken all round, small and medium-sized firms account for 98.2% of all industrial and craft enterprises in Switzerland. Moreover in no branch is the proportion of small enterprises less than 50%.

But if the comparison is made on the basis of the personnel employed instead of the number of firms in the different categories, the importance of the big firms emerges in a different light. In fact 30.3% of the total industrial labour force is employed by firms with more than 500 employees. The small enterprises employ 34.2% and the medium-sized firms 35.5%. Thus from either point of view these two categories are seen to represent the mainstay of the Swiss economy. (osec)

PAKISTAN: BIG ORDER FOR A SWISS ENGINEERING CONSULTANTS FIRM

The Pakistan Atomic Energy Commission (PAEC) has commissioned the services of the Swiss firm of Motor-Columbus Engineering Consultants Co. Ltd. at Baden (canton of Aargau) for the construction of a nuclear power station at Rooppur, developing a capacity of 200,000 kw. This power station is situated some 25 miles to the west of Dacca, on the north bank of the river Ganges. The power produced is scheduled for East Pakistan.

Motor-Columbus is to be responsible for the technical and economic aspects of the scheme, the supervision of the planning as well as the execution of the construction work until the new plant is put into operation in 1975.

SCHOOLCHILDREN TO USE ORDINATORS

That pupils of secondary schools in Zurich should learn to use ordinators is the opinion of the government of this canton, which is prepared to include in its budget the sums needed for carrying out such a course of instruction.

Answering the question of a member of parliament, the government stated that several teachers in Zurich secondary schools had already been dealing with this problem for some time now. These teachers had in particular studied the way in which the teaching of the use of electronic ordinators should be organised. In addition they have familiarised themselves with the use of such machines by attending congresses and courses. In 1968 there were no fewer than 6915 perforated card machines and electronic ordinators in operation in Swiss concerns.

The Art Museum of Lucern unfolds the richness of the Wilhelm Hack Collection of Cologne, works of Roman times, the era of the Barbarian Invasions and the Middle Ages, as well as art of the 20th century.

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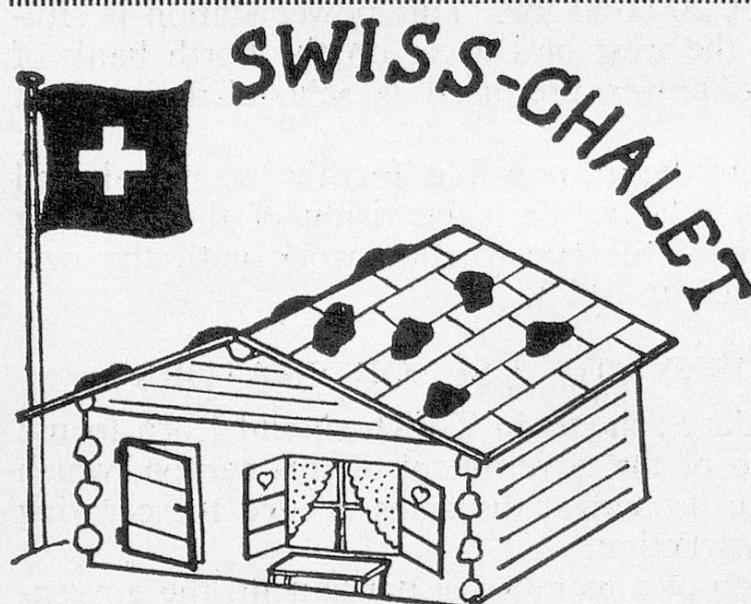
The exhibition in Lugano's Villa Ciani from the 21st August-25th October dedicated to "Arts and Culture" is particularly versatile.

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Rarities of graphic art—drawing, wood cuttings and copper-plate engravings of the 15th century—are on show in the Engravings' Cabinet of the Basel Art Museum.

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Although national camps (unlike jamborees) generally meet in the participants' own country, the German boy scouts have set up their present national camp in Kandersteg, in complete harmony with the beliefs of the Swiss National Tourist Office, whose staff considers Switzerland the ideal meeting ground for young people from around the globe.



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