

<b>Zeitschrift:</b>	Helvetia : magazine of the Swiss Society of New Zealand
<b>Herausgeber:</b>	Swiss Society of New Zealand
<b>Band:</b>	70 (2004)
<b>Heft:</b>	[7]
<b>Artikel:</b>	But what did we do? : Were you born in the 50s, 60s or 70s? How did you survive?
<b>Autor:</b>	[s.n.]
<b>DOI:</b>	<a href="https://doi.org/10.5169/seals-945170">https://doi.org/10.5169/seals-945170</a>

### **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:** 19.01.2026

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



majority of his working life in offshore markets with multi-nationals in sales and business development roles. "Swiss Deli is about caring, for our customers - we operate in a niche market and understand the importance of quality both in terms of product and service". The Swiss Deli sales team members have responsibilities based on market sector (for example supermarkets, hotels, catering) and also by geographic region. Sales reach has been extended by the recent appointment of a Waikato based sales person to look after development opportunities in the Bay of Plenty, Waikato and King Country regions. Direct (Auckland metro region)



and indirect distribution channels are used to get the Swiss Deli range of quality, products to a growing number of discerning customers.

## But what did we do? Were you born in the 50s, 60s or 70s? How did you survive?

1. Cars didn't have safety belts, nor head rests and of course no airbags.
2. On the back seat of the car, it was "fun" not "dangerous".
3. The railings on the beds and toys were multi-coloured or at least varnished with paint containing lead or other toxic products.
4. There were no safety plugs in switches, security latches on car doors, locks on medicine cabinets or other household chemical products cupboards.
5. We could ride a bike without a helmet.
6. We drank water from the garden watering tap, the trough or any other source, without the softdrink/water coming out of a sterile bottle.
7. We constructed carts out of boxes and those that were lucky enough to have a steep tar-sealed road outside their house could try and break speed records, only to find out half way that we had forgotten to install brakes!!! After a few accidents, the problem was rectified!!!
8. We were allowed to play outside, providing we came inside before dark. And there were no cellphones, so no-one knew where we were and what we were doing. Unbelievable!!!
9. School went until midday, when we could go home for lunch.
10. We had grazes, fractures and sometimes we broke teeth, but no-one got sued for this. Even when we had fights, we were the only ones to blame!!!
11. We could swallow tonnes of sugar, toast with heaps of butter, and drinks with REAL sugar, but no-one had problems of excess weight, because we were always outside.
12. We could share the same bottle without the risk of catching a dreadful disease.
13. We didn't have PlayStations, Nintendo 64, X-Box, video games, cable television, cellphones, computers, chatrooms on the Internet but we had .... FRIENDS!!!
14. We could go out, by foot or on a bike to a friend's place, even if he lived several kilometres away, knock on the door or just enter his house to get him to play with us.
15. Outside, yes outside in this cruel world!!! Without supervision!!! How was this possible? We played footy with one goal in mind and if one of us didn't get selected for the team, it wasn't a psychological trauma, it was not the end of the world!!
16. Sometimes a student was a little less intelligent and had to repeat a year. No-one was sent to the psychiatrist. No-one was dyslexic, HYPERACTIVE or had "concentration problems". The year was repeated, fullstop, and everyone had the same chance as each other.
17. We had freedom, some successes, failures, jobs to do, duties to perform and learned to live with them.

The question of the day is : how did we survive? How could we develop our personality? Are you from this generation? We must show the younger generation how it was ... in our era!!! They would surely think that our era was boring ... but we were happy!!!