

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1950)
Heft: 1133

Artikel: Switzerland and the present State of Business
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688622>

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: 18.04.2026

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

SWITZERLAND AND THE PRESENT STATE OF BUSINESS.

The recent monetary events have produced a pronounced echo in Switzerland. It is true that it is still premature to predict in what direction the situation is going to change, and we shall have to wait to see the lasting effects of the devaluation of the pound sterling and most other currencies, particularly on the movement of prices for raw materials. In any case, it is certain that the anxiety which has seized industrial circles in Switzerland has rapidly died down, because nothing justified exaggerated pessimistic forecasts. Nevertheless, these circles do not remain inactive or indifferent. As she has often been forced to do in the course of her economic development, Switzerland will make every effort to adapt herself to the present situation, and there is no doubt at all about her attitude to the state of business. Improved rationalization of methods of production and sale will enable Switzerland to safeguard the position she has acquired on the foreign markets. Moreover, it appears that the danger she runs of being ejected from those markets is more of a political than of an economic nature, because this eventuality depends less on price fluctuations than on measures of discrimination and self-protection to which certain other countries might resort. The problem for Switzerland, therefore, appears to be less in a re-adjustment of salaries than in the maintenance of a high degree of technical skill and in the quality which has made the reputation of her products. In certain branches, Switzerland possesses a technical advance which is particularly noticeable in the watchmaking industry and in the construction of machinery. She finds herself on a ground where she will not hesitate to take up the cudgels with international competition, and she is willing to undergo this competition all the more openly as she is one of those rare countries which have practised, in spite of being often faced with serious difficulties, a policy of the open door for her imports. The whole of working Switzerland, workers as well as industrial leaders, is interested in the maintenance of the competitive capacity of the national productive apparatus. There is not the slightest doubt that a great effort will be made in this direction.

AUTO. International Sternfahrt at Interlaken.

A Motor Meet will take place in Interlaken from the 7th to the 12th September, 1950. This international event will be organised by the Bernese Section of the Swiss Automobile Club and run by an Interlaken Committee, headed by Dr. G. Sauer, as President. All rally drivers (participants) will have to drive about 2,000km. before reaching Interlaken. In due course the different starting points will be announced. This rally takes place in the most attractive season for motor touring and furthermore coincides with the possibility of taking part in the Swiss national motor-slamom which will also be organised in Interlaken. This great meeting will furthermore conclude an Alpine motor tour (10th, 11th September), over 6 passes on the central Alps, covering a distance of about 350 km. As soon as the regulations for the participants are known, further details can be given. Rally-motorists shall take due note of the date 7th to 12 September. 1950.

**GOOD STYLE
GOOD CLOTH
GOOD FIT**

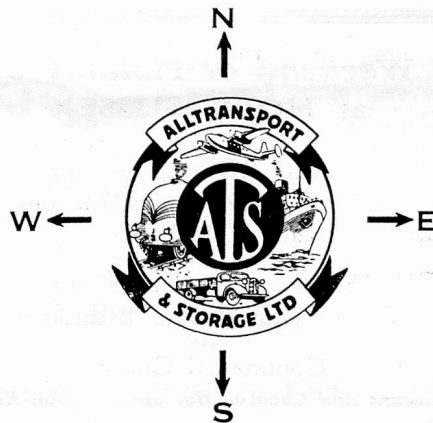


can be obtained from
W. PRITCHETT
Makers of Good Clothes
at moderate prices
since 1889

W. PRITCHETT
183 & 184 TOTTENHAM COURT ROAD, W.1
2 mins. from S.M.S. College. Phone : MUSEUM 0482

ALLTRANSPORT BUILDING

Telephone : CENTral 5200 (20 Lines)



ALLTRANSPORT & STORAGE LTD.
International Forwarding Agents
LITTLE TRINITY LANE,
LONDON - - E.C.4

ALL TRAVEL SERVICES
SAME ADDRESS
SAME TELEPHONE
SAME GOOD CARE