

**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:** - (1954)  
**Heft:** 1240

**Artikel:** Pays de Vaud  
**Autor:** Petitpierre, Guido  
**DOI:** <https://doi.org/10.5169/seals-694167>

### **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:** 01.08.2025

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

## PAYS DE VAUD.

### The canton of Vaud presented by two personalities.

"Our canton has maintained its equilibrium", declares Mr. PAUL CHAUDET, Councillor of State, Chief of the Department for Agriculture, Industry and Commerce, Lausanne.

In keeping with its general task of supplying information, "Swiss Industry and Trade" is devoting the present number to a study of the economy of Vaud.

As the Head of the Department of Agriculture, Industry and Trade, I can but welcome such initiative. It helps to make this district, which already commands the attention of its many visitors by the charm of its character and the beauty of its scenery, more widely known in Switzerland as well as abroad. Less numerous, however, are those who have occasion to delve more deeply into the activities of Vaud, which are not so obvious to the eye. They are very varied as well as greatly decentralised.

In attempting to give an overall view of the economy of Vaud, one notices that its evolution is more or less the same as that of the rest of Switzerland, although slower perhaps on the demographic plane. This is mainly due to the fact that we have few big industrial centres.

Only the falling off in the agricultural population exceeds that of the rest of the country. This is explained by the recent movement towards trade, hotel-keeping and administration. It can be seen that the positions of the industrial and commercial concerns tend to be dictated by the natural conditions of the country, some being situated where they find the necessary transport facilities, others a manpower for which the resources of the soil are insufficient to provide a livelihood.

This leads to a certain compartmentation which has its advantages in that it adapts itself to the geographic configuration of the country and in no way spoils its natural beauty. Perhaps in some cases it fixes a ceiling to possibilities of greater development, which is undesirable of course except in so far as it avoids the risk of loss of equilibrium.

From the point of view of ensuring a recrudescence of activity in small towns or large agricultural villages and creating almost everywhere possibilities of employment intended to counteract the movement away from the countryside, it is possible to consider the problem of industrial decentralisation as a means of combatting what would otherwise constitute an obstacle to the economic development of Vaud. The question particularly affects the districts of small agricultural production, where industry has developed, in the Jura for example. But it is becoming more urgent than previously in the mountain districts, where the size of his land is not sufficient to allow the farmer to live on the produce of his soil alone. The change we now envisage has nothing brutal or rapid about it. In this connection, we can moreover note one comforting fact; that through all the changes, that have taken place, our canton has succeeded in maintaining its equilibrium. The tendencies prevailing throughout Switzerland are found here on a smaller scale, in keeping with the spirit of the place and with what constitutes its strength and its attraction. It is important however to watch that the relations of the

different sectors of production remain in the proportions which up till now have won for us great advantages in economic and social spheres. To me, this seems to imply a more widespread distribution of activities. It goes without saying that the inhabitant of the canton of Vaud should never, through preoccupation with business matters, forget his duty to keep alive a tradition, to continue to transmit the confident message of a district that is a whole and which owes it to itself to live up to the perfection with which it has been endowed by nature.

P. CHAUDET.

\* \* \*

"A district with a taste for fine workmanship", declares Mr. GUIDO PETITPIERE, president of the Chamber of Commerce and Industry of the canton of Vaud.

"Swiss Industry and Trade" had the very good idea of presenting in turn different regions and cantons of our country. The present number of this periodical is devoted to the canton of Vaud. This is understandable when one considers this canton's position in Switzerland and when one takes into consideration not only its size and population but also its economy which is becoming of ever increasing importance to the country.

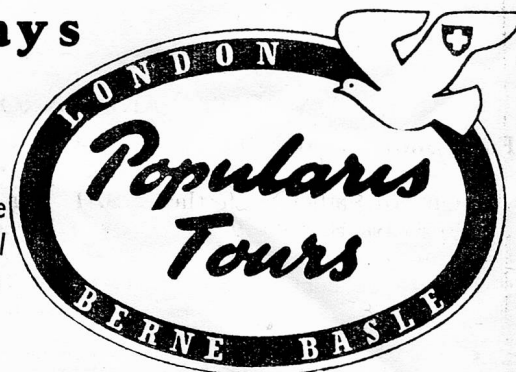
With an economy which for centuries rested on rather narrow foundations, since it was devoted mainly to agriculture and viticulture, the canton of Vaud, as the rest of Switzerland moreover, possesses neither coal, oil, nor metals — ferrous or otherwise. Its only raw material is water — white coal — a source of electric power which, with transport, has played an essential role in the economic development of the country, but which the French-speaking part of Switzerland and Vaud in particular were able to take advantage of much earlier and to a greater extent than the rest of Switzerland. Here, as elsewhere in Switzerland, we find that taste for good workmanship that demands a large amount of intellectual work and skilled manpower. It is these factors above all that have resulted in the canton of Vaud becoming, like the

## Winter Holidays

Affiliated to Schweizer Reisekasse

by Rail, Sea,  
Air or Coach

We can make  
all your Travel  
arrangements



Winter Programme  
now ready

1955  
Summer Programme  
ready early January

London Office

6, ROYAL ARCADE,  
LONDON, W.1.

Nearest Tube Stations, Piccadilly & Green Park.

Agents for  
BRITISH (Continental) AUSTRIAN, BELGIAN, DUTCH,  
FRENCH, GERMAN & SWISS RAILWAYS,  
COACH SERVICES & ALL AIR LINES.

(connects Old Bond St. & Albemarle St.)  
Telephone: HYDe Park 1352/3/4

No. 25 & Piccadilly Buses

rest of the country, a district where it is not only good to live but also — to a greater and greater extent — to work.

The economic structure of the canton of Vaud — apart from the large number of its skilled workers, proportionately greater than the average for Switzerland — is now composed of very different concerns making products from all the various branches of economy, and offering therefore a fine selection of high quality articles of all kinds. To go into details and mention one or other of these concerns would be to step outside the scope of this introduction where only the main outlines may be touched upon.

The most important industries in Vaud are those of metals, apparatuses and instruments carried on in factories employing more than a thousand workers alongside other smaller concerns. A large proportion of the products of these industries is exported. But this need to seek the indispensable outlets beyond the small home market is also felt in most other branches of industry in Vaud: foodstuffs, chemicals electro-chemicals, paper, textiles, etc. The products of these industries are exported not only to the countries around us, but very often to the most distant parts of the globe, where the products of Vaud have made themselves known and appreciated.

The development of the economy of Vaud, which mainly started towards the end of the last century, has achieved important results in the last fifty years. The economy of the canton is now extremely varied. The foreign buyer can find there in all the main fields any product he is looking for. Industries of all kinds, important concerns based on craftwork, importing firms of world-wide repute or wholesale distributing concerns covering the whole of the French-speaking part of Switzerland, are found side by side with banks and insurance companies, financial and holding companies. The tourist trade in its turn adds a pleasant touch to this harmonious whole, and foreign businessmen and manufacturers can count on a stay that will be pleasant from every point of view during their business trips or holidays in this canton. Past development makes possible still further improvements in the future so as to build up on ever wider, ever sounder foundations the economic conditions of this attractive canton.

GUIDO PETITPIERRE.

(*Swiss Industry and Trade*).

## ST. MORITZ AND AROSA.

### Film Show of the N.S.H. and Anglo-Swiss Society.

On November 16th the N.S.H. together with the Anglo-Swiss Society gave a most enjoyable film show at Londonderry House. They had secured the co-operation of the Kurdirektor Peter Kaspar of St. Moritz and his counter-part Mr. Grob of Arosa for showing delightful films of these two famous summer and winter resorts. The performance finished much too soon for everyone present. The attendance was very numerous so that additional chairs had to be fetched to accommodate the late-comers. The film show was pleasantly introduced by a friendly talk by Lord Brabazon of Tara about Switzerland.

The show was preceded by a joint reception of the two societies.



ERNEST FREDERICK SOMMER.

75 Years Old.

On the 7th of next month Mr. E. F. Sommer, Chairman and Managing-Director of the World Transport Agency, Ltd., of 1, Martin Lane, Cannon Street, E.C.4, is celebrating his 75th birthday anniversary, and we are sending him, on behalf of our readers, our sincere congratulations on this auspicious occasion.

Mr. Sommer was born in 1879 and began his career in a Shipping and Banking House in Basle, later entering the offices of one of the largest Transport and Travel Agencies in London. His activities were directed to gain experience in the principal European countries, and later he was called back to fill an important post in the Company's headquarters.

In 1913, he founded the World Transport Agency, Ltd., International Shipping and Forwarding Agents, a concern which allowed him to exercise his powers of organisation and able management. This latter company has, during nearly forty years, developed into a world-wide organisation with English branches in all the important centres of Lancashire and Yorkshire. The head offices are at No. 1, Martin Lane, Cannon Street, London, E.C.4, with a Subsidiary Company in Covent Garden, to deal with the fruit and vegetable traffic.

Mr. Sommer has not only concerned himself with land and sea transport, but in moving with the times, has founded a Company, World Air Express, Limited, which deals exclusively with the air traffic. He has, for many years, been a member of the Institute of Transport and is a Fellow of the Institute of Shipping and Forwarding Agents.

Apart from his many business activities, Mr. Sommer has taken an interest in the doings of the Swiss Colony in London. He became a member of the City Swiss Club in 1906, and of the Swiss Mercantile Society in 1917; he is also a member of the Swiss Economic Council.

We sincerely hope, that a kind Providence will allow him to remain amongst us for many more years to come.