

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: - (1961)

Heft: 1391

Rubrik: Our Next Issue

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: 14.12.2025

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

A German-speaking Swiss will greet his French- or Italian-speaking countrymen in French or Italian. It brings greater respect for each other and the country also is able to command respect all over the world for its uniqueness, despite so many diverse factors.

Hardest currency in the world

Its economy is equally interesting. It imports more than it exports, yet its currency is the hardest in the world. It makes its loss good in two other ways. Situated in the heart of Europe as it is, it makes good money by transporting goods of neighbouring countries through its frontiers and by making money from tourists who come from various parts of the world. Tourism is a very big industry employing over 150,000 persons. Switzerland has numerous hotels, and great efforts have been made to make it more and more attractive. You can reach the highest peak easily by aerial cableway. Its highest railway station in Europe is situated at 11,203 feet above sea level, and you can go there by electric train.

The Swiss have spared no pains, no efforts, no labour to develop their export industry and tourist trade. It is a manufacturing country importing raw materials or semi-manufactured goods from other countries to be given final touches here before being re-exported. Its precision industry is of a very high order and is supplied to the world. Watches, chemicals, dairy products, electric goods, diesel engines, etc., are amongst its chief exports.

Similarly, great attention is paid to the proper and full development of the tourist industry. Mountain resorts have modern facilities. All beautiful places are made accessible by public transportation, and the cities and resorts have been laid out with parks, fountains and many other attractions to impress and please the tourists who come from all corners of the globe.

If the Swiss had not planned and used their intelligence and put in hard labour their country would not have been occupying its present position in the world.

OUR NEXT ISSUE

Our next issue will be published on Friday, 25th August 1961. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscriptions: Mrs. Raymonde Hill, Henry Pfirter, F. Bossert, J. W. Frick and Mrs. H. Graf.

ZURICH INSURANCE COMPANY

together with its associates

**THE BEDFORD GENERAL
INSURANCE COMPANY LIMITED**

and

**THE BEDFORD LIFE
ASSURANCE SOCIETY LIMITED**

UNDERTAKE ALL CLASSES
OF INSURANCE BUSINESS

The funds of the **Zurich** group
of companies exceed £200,000,000

FAIRFAX HOUSE, FULWOOD PLACE,
HIGH HOLBORN, LONDON, W.C.1
Telephone: CHAncery 8833 (20 lines)

**FOR *Your*
WORLD
TRANSPORT**

(ANYTHING - ANYWHERE)

WORLD TRANSPORT

**1 MARTIN LANE · CANNON STREET
LONDON E. C. 4.**

AIRPORT OFFICES:
LONDON BIRMINGHAM
MANCHESTER SOUTHEND



WORLD TRANSPORT

*Ask /
first!*

Tel: Mansion House 3434 · Telex: 28401 London

AGENCY LIMITED

Specialized Regular Groupage Services
GREAT BRITAIN - SWITZERLAND and ITALY
and VICE VERSA