

**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:** - (1975)  
**Heft:** 1711  
  
**Rubrik:** Letter from Switzerland

### **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:** 14.09.2025

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

# SWITZERLAND AND THE ECONOMIC CRISIS

The general economic crisis is hitting Switzerland as hard as most other industrial countries. Psychologically, the effect has been probably stronger because the Swiss people had been used for so long to booming business. The habit of a high level of growth coupled with a national tradition for efficiency and satisfactory operation of everything they undertake has made the Swiss all the more vulnerable to any deterioration of the economic situation.

But this is really happening. Quite apart from the many figures showing decline in industrial production, others showing a rise in unemployment and all the talk about the recession in the Press and on the radio, one is struck by the phenomenal decline in job advertisements found in the papers. Some publications relying to a great extent on this kind of publicity have hardly any of it left and have reduced the number of their pages correspondingly. Such reductions are more striking than those already obvious in the British Press, particularly in the Sunday Press.

There were 8,500 registered persons out of work at the end of July and a great many more partially unemployed. That this should be a cause for national concern might appear ludicrous to the British, who are faced with 1.3 million unemployed and perhaps two million by next summer. But it should be remembered that, a little over a year ago, there were only 59 registered unemployed in the whole of Switzerland.

But it is surprising that the fall in employment has been kept so low because official statistics indicate an 18 per cent drop in industrial production during the first quarter of the year compared with the same period in 1974. This drop is dramatic in watch-making where it is greater than 34 per cent. It is considerable in other fields as well: paper (24 per cent), chemicals (20 per cent), textiles (20 per cent), housing (19 per cent), printing (17 per cent), leather industry (13 per cent), plastics (13 per cent). Production in food and clothing industries has declined by eight per cent, but the Swiss chocolate industry (so important to our reputation!) has

registered a 13 per cent fall in production during the first six months of the year and a 20 per cent drop in exports.

Here are some other figures reflecting the existence of a recession: the Federal Railways carried only 6.8 million tonnes of freight during the first six months of the year, 29 per cent less than during the same time last year. Swiss hoteliers catered for 10 per cent fewer guests in June than for the same month in 1974, where results were already quite bad. In fact, the number of nights booked had never been so low than in June 1961. It was as though 14 years of growth and prosperity had been lost. The West Germans were far and away the most frequent tourists. They spent three times more hotel nights than the French, four times more than the Americans, five and a half times more than the British and eight times more than the Italians.

Obviously important in the tourist sector, Switzerland's dependence on the outside world is even more dramatic in the vital machine tool and equipment sector. Of the 372,000 jobs in the industry, 270,000 are directly dependent on exports. This 73 per cent proportion tops 90 per cent in some specialised branches such as textile machines, packaging machines, paper manufacturing and printing machines. It is an indication

of the world-wide reputation and inherent strength of the industry that redundancies should have been kept so low. Many important companies are in fact not doing badly at all. Brown Boveri, Buehler, Escher Wyss, Oerlikon Buehrle have increased their order books. Maag, a Zurich firm that makes toothed wheels and machines, has seen its order book soar by 62 per cent over the same time last year.

Some other non-industrial sectors, banks in particular, continue to be doing very well. But despite these cases, the existence of a recession can't be denied. Dozens of factories are working on short time. Unemployment funds are giving out more money than ever before. People in business are sounding a continuous lament, and the gross national output is declining in real terms.

But as other countries are faced with the same problems on a much wider scale, the Swiss franc still stands firm. There is no sign of it descending from its giddy heights and easing the plight in which the world's faith in the Swiss currency has thrown our watch factories.

As a curious "psychosomatic" side-effect of the recession, absence from work, which caused a loss of nearly 10 per cent in output last year, is actually down to about two or three per cent!

## LETTER FROM SWITZERLAND by Gotfried Keller

Haegendorf is a very small village about four miles west of the important railway junction of Olten in the German speaking part of Switzerland. Haegendorf houses an enormous flat-roofed building which covers some 16,000 square metres. It is the *Swiss Book Centre* which belongs to the Co-operative Society of some 220 Swiss booksellers. This society has been in existence for almost a 100 years and the new Book Centre which was opened in October 1974 — it cost 18 million francs to build, air conditioning and computer included — now has a stock of some two million volumes and, roughly, fifty thousand titles.

If a bookseller in the towns of Zurich, Basle, Lucerne and Winterthur is asked by a customer or prospective customer for a book which is not in his local stock, he telephones or telexes the Book Centre in Haegendorf. His order is then processed and the book, if in stock, will be sent to him by car. This means that booksellers in any one of these towns will be able to satisfy their customers' wishes within 36 hours. In the case of other towns and villages delivery is by post and takes a little longer.

All this applies to books printed in the German language. According to available figures some 30,000 new titles



## NEALE & WILKINSON LTD

Run regular road services to  
Switzerland and other European Countries

78 BROADWAY, STRATFORD, LONDON, E15 1NG, TEL: 01-519 3232.  
TELEX: 897666. TELEGRAMS: 'EVERYWHERE' LONDON E15 1NG

<b>Bournemouth:</b> 45 Hill View Rd., Ensbury Park, Bournemouth, Hampshire. BH10 5BH. Telephone: 0202 58521.	<b>Gloucester:</b> 5 Andorra Way, Churchdown, Gloucester. GL3 2BS. Telephone: (Churchdown) 0452 712595.	<b>Harrogate:</b> Rossett Garth, Harrogate, Yorks. Telephone: 0423 81678	<b>Liverpool:</b> 3 Victoria St., Liverpool, L2 5QA. Telephone: 051-236 8741.	<b>Manchester:</b> 21 Chapter St., Newton Heath, Manchester, M10 6AY. Telephone: 061-205 4113.	<b>Southampton:</b> Union Castle House, Canute Rd., Southampton, SO9 1GE. Telephone: 0703-30819.
---	--	---	--	--	---

A Member of the Constantine Group

are published every year in this idiom, the majority in Germany of course, but several thousand also in Switzerland and Austria. Out of this colossal annual production of 30,000 new books some 5,000 are selected either for purchase or for being taken in commission. Those of the latter category can, if they sell badly, be returned to the publishers within one year. Legally the Book Centre is, as I have mentioned, the property of a Co-operative Society of 220 book sellers. But this does not mean that it only serves them. In fact there are some 800 bookshops all over the country which can and do avail themselves of the Book Centre's services, the annual turnover of which reaches about 50 million francs.

In order to sell books not only in bookshops and railway station stalls, but also in the many new enormous shopping centres which have sprung up (Spreitenbach, Uster, Regensdorf, Emmen, Solothurn) two new limited companies have been formed: namely Book Holding Ltd and Book Shopping Ltd, both of them subsidiaries of the Book Centre. One of the functions of this enterprise is, incidentally, also to send Swiss books to some 1,500 bookshops abroad and thus to contribute, as it were, to what might be termed "cultural export". If the Book Centre only stocks German language volumes, this does not mean that it will not also obtain and deliver books in other languages to any of its 800 client-bookshops. It is, one may add, an example of extremely successful self-help by an important retail trade.

## FOR THE GARDENER

### *The Geranium*

The plant which bears this name, is one of our best bedding plants, ideally suited to window boxes or the garden. It is a strong plant, often valued as much for its foliage as its bright flowers, which come in many colours from white to scarlet.

The common name for the geranium family is cranesbill. Botanists would say that the cranesbill tribe has approximately 250 members, most of them growing in temperate areas, only a few come from the tropics. They are called cranesbill because the long, slim seed capsules could be said to look like the bill of a crane or heron. Even the name geranium can be misleading, it should be applied to these cranesbills, not to the plants we usually grow in our homes, which should all really be called pelargoniums.

The bedding geranium and the regal pelargoniums (a very attractive plant more often kept as a house plant), originally came from South Africa, and were introduced into this country in 1700. Plant hybridizers have worked on them, and given us an array of colours and forms. A typical geranium is the red Paul Crompton type, and the ivy-leaved forms are very good for hanging baskets.

The best way to propagate geraniums is to take cuttings. The usual time to root these cuttings is in August and September. Side shoots of the geranium give the best cuttings, they should be approximately six inches long, and must not be too soft or sappy.

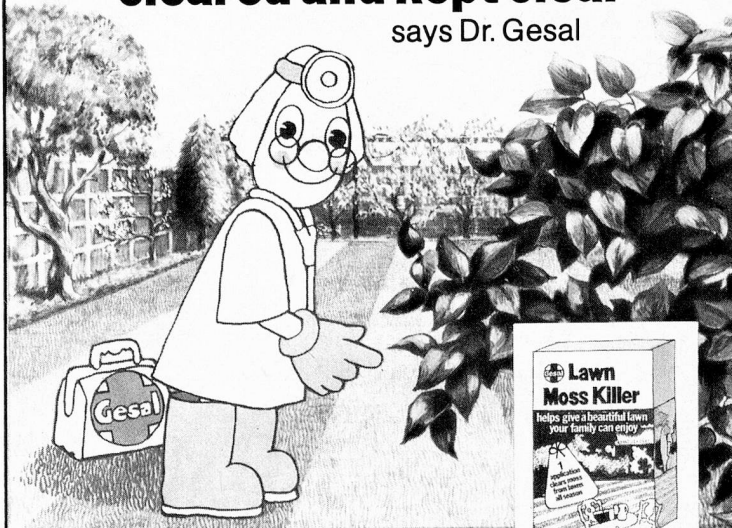
After the cutting has been removed from the parent plant, a neat, clean cut is made immediately below a leaf joint. The cutting should be trimmed leaving a couple of leaves, but all bracts must be removed or they may rot. Never take geranium cuttings which look diseased, deformed or weak. Cuttings should be put into a flower pot which contains a compost of John Innes Base No 1 in the proportion of 7 loam, three peat, three sand. The compost must be well firmed in. A hole is made down the side of the pot, so approximately half the cutting is submerged, it is important the cutting is resting at the bottom of the hole. All cuttings are watered in, and kept in a temperature of 45-50 degrees Fahrenheit. The cuttings should be shaded till they have rooted, if they are kept under glass. Once the cuttings have rooted and established, they should be potted up and grown for planting out at the end of May.

Finally, to show how much the geranium family can diversify, it contains herbaceous plants, to those grown in rock gardens. An example of a herbaceous plant is the geranium sanguineum, which has attractive blue flowers. The rock garden plants are mostly native to Europe, one of many such plants is geranium argenteum which has rose-pink flowers and bright silver lobed leaves.

Penelope J. Jetzer

### **'LAWN MOSS can now be cleared and kept clear'**

says Dr. Gesal



"Use Gesal Lawn Moss Killer this Autumn and you won't have to use anything again! What's more, it's the first, really safe, moss killer available - and the easiest to use, in ready measured doses.

Now a beautiful, moss-free lawn can be yours at last!"

**CIBA-GEIGY (UK) Limited, Simonsway, Manchester M22 5LB.**



GERANIUM