

Switzerland's big brain

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1940)**

Heft 969

PDF erstellt am: **20.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-692904>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

mit der ernstesten Situation vertraut gemacht, zog man rasch die Konsequenzen. Alle Aufmerksamkeit richtete sich nach aussen. Fast schlagartig hörten alle innern Auseinandersetzungen und Polemiken auf. Bei der wichtigsten der hängenden politischen Fragen, bei der Bundesratsreform durch Zuzug der sozialistischen Partei in die bürgerliche Regierungskoalition, fand man sofort in der richtigen Weg der Vertagung auf einen günstigeren Moment, da die Durchführung der dafür nötigen Volksabstimmung weder politisch noch technisch empfehlenswert sei. Tagungen aller Art wurden abgesagt oder verschoben, und in der Erfüllung der Losung der Behörden, dass treue Pflichterfüllung jedes einzelnen Bürgers und jeder Schweizerin in der täglichen Arbeit das beste Mittel zur Erhaltung der schweizerischen Widerstandskraft sei, ging mit den Truppen das eidgenössische Eisenbahn- und Postpersonal voran. Mit allem Verständnis sekundierten Presse und Bevölkerung die Massnahmen der Behörden und vervollständigten das Bild nationaler Festigkeit und Entschlossenheit gegenüber auftauchenden Gefahren von aussen.

Wenn so die Schweiz in einem kritischen Augenblick dieses Krieges die Probe bestanden hat, gibt sie sich keinen Augenblick der Täuschung hin, dass durch die Ereignisse im Norden und in den Niederlanden nicht auch ihre Stellung ungemein erschwert worden ist.

A TELEPHERIQUE FOR ZERMATT.

(*"Railway Magazine,"* June, 1940.)

A bold engineering project executed during recent years by Italian engineers has been to carry a *télépherique*, or passenger suspension line, from the village of Breuil, now called Cervinia, by two stages on to the summit of the Alpine ridge separating Italy from Switzerland between the Matterhorn and the Breithorn. The Plateau Rosa summit station, 11,417 ft. above the sea, is 4,843 ft. higher than Cervinia and well above the snowline; it is situated a little to the south of and 500 ft. higher than the Théodule pass. It is now proposed to link the Plateau Rosa with Zermatt, on the Swiss side of the Matterhorn, by means of a *télépherique* from Riffelberg station of the rack-and-pinion electric railway from Zermatt to Gornergrat across the lower end of the great Gorner Glacier to Gandegg, 9,661 ft. up, and from there a service of funicular sleighs, which have proved so popular at winter sports resorts and which require no permanent track or pylons, would be provided up to the destination. For the Swiss *télépherique* four pylons would be needed, two on either side of the glacier, which at this point, where it is known as the Boden glacier, lies so deep in its rocky gorge that the car of the cableway would be 600 ft. above the ice on one side, and 1,000 ft. on the other. The snow slopes of the Théodule pass are deservedly famous with skiers, and this convenient access to them from Zermatt would greatly enhance the winter sports reputation of this Swiss resort, while climbers would also greatly benefit by being carried so easily up to Gandegg. Complaints that the *télépherique* would spoil the view are unfounded, as from Zermatt and Riffelalp it would not be seen at all, and from Gornergrat only the Gandegg end would be visible at a distance of fully 2½ miles.

SWITZERLAND'S BIG BRAIN.

(Under this title "*Everybody's Weekly*," May 11th, publishes the following panegyric of National Councillor Duttweiler. The article ignores his many other activities and singles out his Migros enterprises which earned him a good bit of unpopularity in certain circles. G. Duttweiler — who has been styled as the Beaverbrook of Switzerland — is the founder and leader of a new political party called "*The Independents*" (Unabhängigen) which has come very much to the front during the last few years and is increasing its strength in both the National and municipal councils. He runs his own paper "*Die Tat*," at a time when our hotel industry was in very low waters he saved many hoteliers from bankruptcy by launching the "*Hotel Plan*;" since the present crisis he championed without meeting much response an increase in our air force and the creation of a fleet of heavy motor lorries to carry our sea-borne imports from arrival ports.)

Although it was a cruel fate that made Switzerland one of Germany's neighbours, this little country is exceptionally fortunate in possessing, at the present critical time, a political leader as brilliant as National Councillor Gottlieb Duttweiler, who recently called on all neutral nations to present a solid front against aggression.

As well as being a bold and far-seeing statesman, Duttweiler is a financial wizard such as Switzerland has never had before. Grandson of a peasant and son of a co-operative stores manager, he jumped into fame when he started selling groceries in Switzerland at nearly half their normal price by cutting out all middlemen.

His goods were carried direct in lorries from factory to consumer. These lorries were, in effect, mobile shops, which paid regular visits to every town and village. When at length the suppliers refused to serve him, at the instigation of their other clients, Duttweiler built factories of his own.

Pressure was then put upon the authorities to stop his lorries from operating. Three were seized in Berne and their contents analysed. The chemists had to admit these were excellent in quality, despite the "absurd" prices asked for them. But the municipality said the lorries would not be released unless Duttweiler abandoned his revolutionary method of salesmanship in Berne. He gave a refusal by staging a leaflet raid! Pamphlets telling the story of his treatment rained down on the streets of the capital from a 'plane.

By taking legal action, Duttweiler got his lorries back, but was fined for "unfair competition." The fine was paid by his fellow citizens, 4,500 of them each subscribing ten centimes.

Later, Duttweiler opened his own stores, and today his sales organisation is easily the biggest in Switzerland.

Drink delicious "Ovaltine"
at every meal—for Health!