

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Band: 20 (1957)
Heft: [7]

Artikel: Swiss footwear market begins to be saturated
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-942477>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

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. [Voir Informations légales.](#)

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. [See Legal notice.](#)

Download PDF: 16.10.2024

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

SWISS FOOTWEAR MARKET BEGINS TO BE SATURATED

Last year, the Swiss Market absorbed more than twelve million pairs of footwear and the Swiss Association of Footwear Manufacturers believes that, from certain indicative signs, there is the possibility of the market beginning to be saturated. Imports increased in 1956 and attained 2.3 million pairs. Exports were fortunately, also greater and, once more attained the pre-war level, namely more than a million-and-a-half pairs, of which total threequarters consisted of leather shoes.

BUILDING ACTIVITIES IN SWITZERLAND

Last year, building activities in Switzerland gave work to a total of approximately 188,000 workmen, of which number 80,000 were foreigners. At the present moment, the building industry and civil engineering head the list, in regard to the number of workers employed in Switzerland.

SWITZERLAND—WORLD'S FISHING PARADISE

Zurich, Switzerland.—With over 19,000 miles of rivers and streams and some 520 square miles of lakes, Switzerland is fast becoming a world's paradise for fresh-water fishing. One of the special attractions of fishing in this land of forests and mountains is the altitude—fishermen can practise their sport all the way from the lowest waters at about 650 feet above sea level up to the highest mountain lakes at over 8000 feet. With every thousand feet or so of additional altitude as you go up, different kinds of fish are found, and new techniques are needed to catch them. The lakes of the Central Plateau offer pike and big perch as well as large quantities of lake trout—a favourite catch of sport fishermen, especially in the cooler seasons of the year. And in this same area, rivers and streams contain barbel, pike and perch-pike.

Mountain streams in the Swiss Alps are the home of brook trout, rainbow trout, and brook char, and natural bait is preferred in the upper regions where brooks and streams cascade down through narrow rocky gorges. But fancy fly-casting and all types of artificial bait are widely used in the lower reaches of Alpine streams and rivers.

For a special thrill, of course, there is nothing quite like fishing in a crystal blue lake high up in the Alps. As you work on up towards the highest at around 8000 feet, you'll find that some are covered with ice for a good part of the year. The Swiss devote great care to keeping their mountain streams well stocked, and both brook trout and Canadian trout are prizes highly valued by fishermen who come to the Swiss Alps from all over the world.

Mr. Tony Loetscher,
Box 608,
HAMILTON.

Dear Sir,

Please find enclosed £1, being subscription for "Helvetia" and membership fee, Swiss Society.

Name

Address

(Please write clearly.)

CORRESPONDENCE: Please address to the Secretary,

Mr. A. Biland,
Te Kowhai Road, Te Rapa, Hamilton.

METZLER'S CONTINENTAL SAUSAGE CO. LTD.

Box 8124, Auckland

Phone 44-835

Telegrams: "Newme"

OUR SAUSAGES ARE BETTER THAN AT HOME

Schublings, Salamis, Cervelats, Streich-Leberwurst,
Landjaeger, Jagdwurst.

50 verschiedene Sorten, eine besser als die andere.

— Ask Us For Your Nearest Retailer —

ALWAYS IN STOCK . . .

SWISS CHEESES

CONTINENTAL Foods of All Varieties

METZLER'S MEATS - SALAMI

THE LARGEST RANGE OF COFFEE IN THE WAIKATO TO CHOOSE FROM

HARRIS' DELICATESSEN LTD.

Victoria Street - Hamilton

(Opp. Hamilton Hotel)

Printed by McKenzie, Thornton, Cooper, Ltd., 126 Cuba St., Wellington, for the Swiss Society of New Zealand (Inc.), Box 23, Ngaruawahia.