

Specialisation is the great Swiss export asset

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several times astounded the crowd by his miraculous saves.

The Swiss victory was well deserved. They played much better together as a team."

* * *

Here is a cutting from the "*Evening Standard*," July 18th, 1945, and we hope that Shakespeare will now gain further popularity at the Zurcher Stadtheater.

"I have just been looking over the report of the State Theatre in Zurich from 1941 to 1944. Shakespeare has been a steady dish with 23 performances of "*Wie es euch gefällt*" ("*As You Like It*"), sixteen of "*Othello*," five of "*Mass für Mass*" ("*Measure for Measure*"), but only two of "*Der Sturm*."

König Heinrich IV. played thirteen performances, König Johann ten, and König Richard III. twelve. Shaw's "*Major Barbara*" was played seventeen times and his "*Man kann nie wissen*" ("*You Never Can Tell*") reached the total of seven.

John Steinbeck's "*The Moon Is Down*," which failed in London, was played seventy-one times. The Swiss theatre is not an important source of revenue to foreign authors, but it is looked upon as a door which opens on the German and Austrian theatre."

1st AUGUST 1945.

From ev'ry mountain beacons laud the skies,
Symbols of brotherhood and liberty,
To mark the day on which the destiny
Of Switzerland first took its solemn rise.

All bells are ringing, to immortalise
The epic struggle against tyranny,
Fought out in years of grievous agony
And at the price of untold sacrifice.

Each heart to-day is filled with gratitude
For all the means which helped us to survive,
Above all by a Providence Divine !

Peace calls for vision, courage, fortitude;
A better world it is, for which men strive,
Where all true efforts count—both yours and mine.

"GALLUS."

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SPECIALISATION IS THE GREAT SWISS EXPORT ASSET.

(We have often wanted to publish articles from our contemporary "*The City and East London Observer*" which of late has shown a gratifying appreciation of Swiss problems and difficulties; the following is a typical contribution which appeared in its issue of July 13th.)

Despite scant natural resources and a small population, Switzerland has gained a well-merited position among the trading nations of the world because of her specialisation in high-quality goods.

Swiss people have to work hard for their existence. She is not favoured by nature with great productivity. Out of a total surface of 15,000 square miles no less than 6,000 are covered by glaciers, snow, lakes, streams or are otherwise unproductive. Switzerland, therefore, is unable to produce enough food for her 4,000,000 inhabitants, despite the most intensive agriculture. She must import large quantities of raw materials and food and to pay for these she must export. In all spheres sane methods of economy must be followed.

Centuries of bitter struggle have transformed a poor country into a State where the tilling of the soil has been complemented by the introduction of many important industries.

In 1930 about 3,000,000 people were earning their living; 400,000 were in agriculture, while trade and industry provided a living for nearly 900,000. There were 200,000 people in business, banking and insurance, 100,000 in the hotel industry and a few more than 80,000 in transport concerns.

Public administration and the liberal professions occupied about 100,000 people, while 140,000 were working in families or as casual labourers. Some 360,000 work in factories, building machines and making textiles, about 400,000 are in the watchmaking industry and some 15,000 in chemical and pharmaceutical industries.

The electro-technical industry has developed rapidly, and with astonishing success. Diesel motors have been built in Switzerland for vehicles and ships of all sizes. In 1937 Switzerland exported about Fr. 400,000,000 worth of machinery and other products of the steel industry. The chief metal export—aluminium—amounted to Fr. 55,000,000, and thanks to constant improvements in its production capacity, Switzerland is able to meet her own requirements and go a long way to meet the requirements of other lands. Swiss production of metal is most varied and adapted to home and foreign consumption.

The strength of the Swiss firms in meeting foreign competitors lies to a great extent in perfect construction. Efficient work conditions make it possible for the manual qualities of the Swiss worker to develop fully in an atmosphere of harmony. The Swiss textile industry is also in the van of progress. Watch-making is one of the best-known national industries; during the years of prosperity Switzerland exported annually more than Fr. 300,000,000 worth of watches, and even during the depression exports reached Fr. 86,000,000. Swiss chemical and pharmaceutical exports reached in 1937 nearly Fr. 200 million.