

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 1 (1974)  
**Heft:** 1  
  
**Rubrik:** Switzerland from day to day

#### **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:** 01.02.2026

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

# Switzerland from Day to Day

## 14th August 1974

The Federal Council gave permission to the Department of the Interior to pay double benefits to all AVS pensioners in September. This payment was intended to make up for the rise in the cost of living in 1974.

## 18th August

The 15-year old Françoise Monod from Geneva qualified for the 100 m free style at the European Swimming Championships. She is the first Swiss woman to overcome the famous «minute wall».

## 21st August

The Federal Council decided to send help to the victims of the crisis in Cyprus.

Switzerland was represented for the twelfth time at the 43rd International Fair at Ismir (Turkey). The pavilion was prepared by the Swiss Office for the Development of Trade.

## 29th August

The Office for the Prevention of Accidents announced that the number of deaths due to road accidents had gone back since the introduction of speed limits. From 1st January 1973 to 30th June 1974, there were 545 fewer deaths and in the same period the number of injured went down by 6,988 as compared to 1971/72.

## 9th September

In order to satisfy the interest in Swiss films abroad during the last few years, Pro Helvetia is organising a tour of about 40 films. It started in Canberra, Australia, and will continue in Scandinavia and the United States.

## 11th September

So as to fight a possible shortage of electricity, the Federal Council

drafted an order which would empower it alone to judge the situation in the country, and to take the necessary measures in case of any shortage of energy.

## 14th/15th September

The young Swiss Christine Stückelberger won the «Grand-Prix» for dressage at Aachen and the tie round and thus beat the whole international dressage elite, including the world champion, Reiner Klimke, as well as the Gold Medal winners of Mexico and Munich.

## 16th September

Mainly in order to protest against the milk reserve quota considered an unjust deduction of agricultural wages by certain sections of Swiss agriculture, a large number of farmers blocked road crossings in several towns, to express their dissatisfaction.

(Keystone)



## 23rd September

The military experts who had been instructed to acquire a new fighter aircraft, declared that the trials

with the American F-5 E Tiger were satisfactory.

## 25th September

At the World Shooting Championships in Thun, the Swiss won the Bronze Medal behind the Americans and the Russians.

## 2nd October

The National Council accepted the Drug Law, the intention being to increase punishment for drug pedlars, whilst reducing punishment for drug addicts.

Dr. Serge Neukomm, Head of the Research Laboratories at the University Institute for Social Medicine in Lausanne, published a process by which 50% of cancer-causing substances in tobacco can be extracted.

## 3rd October

The Council of States agreed to the credit demand for 95 million francs for joining the Zurich-Kloten Airport to the railway network.

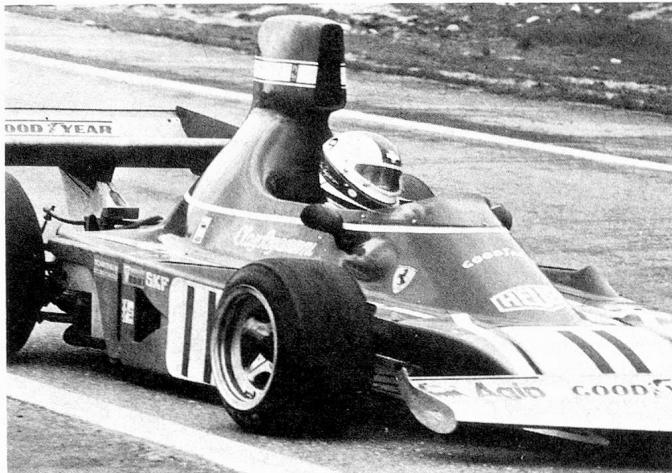
## 6th October

The vintage festival was celebrated in Neuchâtel with great pomp. Its theme this year was «The Main Pleasures of Life».

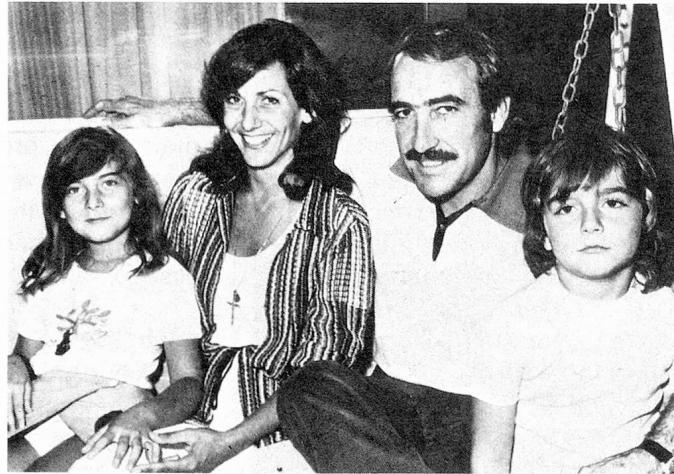
Clay Regazzoni from the Ticino had to give up at the «Grand-Prix» for motorcar racing. Thus his chance disappeared of becoming racing world champion for 1974. He will have to be satisfied with a splendid second place.

## 7th October

The MPF (Popular Family Movement) decided to launch the Referendum against the increase in tax on heating oil.



Clay Regazzoni, world vice-champion in 1974...



surrounded by his family (Keystone)

### 13th October

At the 23rd International Film Week in Mannheim, two Swiss films received awards. They are «The first lie or Victor and education» by June Kovach and «Swiss in the Spanish Civil War» by Richard Dindo.

### 15th October

The Federal Military Department announced that it was compiling a new one-time card-index PISA («Personnel Information System of the Army»). It will contain all information regarding persons liable for military service.

### 20th October

The Initiative against «Over-Foreignisation of People and Country» launched by the «National Action» group, was rejected by the Swiss people by 1,689,870 to 878,739 votes. All 25 Cantons rejected the Initiative unanimously.

## The Canton of Aargau

*Mrs Dorothea Salvini-Kim was born in Aarau, the daughter of a distinguished statesman. In 1961, she got her doctorate at the University of Zurich with a thesis on the poet Paul Celan. She worked at the secretariat of the Foundation «Pro Helvetia» and now she lives in the Grisons (Misox), married to a farmer. She is engaged in publicity work.*

Like every other Canton, the Aargau has its clichés: it is called the «Ruebliland», the land where carrots grow; the Canton of Culture,

too. And as with every cliché, there is some truth attached to it. The sandy soil favours the growth of carrots, and that is why the Aargau people cultivate carrots full of vitamin A for clear eyesight; they eat carrots, they have clear vision. They opened a factory at Lenzburg, «Hero», founded many years ago by two clear-sighted men Henkel and Roth. That is where carrots, as well as many other vegetables and fruit, are canned for gourmets and dispatched to all parts of the world. Yes, the Aargau people know why they cultivate carrots.

The nickname Cultural Canton is

probably due to the special fighting activities the Aargau indulged in during the denominational strife of the 19th century, even before the actual «cultural fight» of the 'seventies. The nickname serves as a stimulus to live up to the implied reputation, and at the same time, it provides protection. Behind the broad back of irony and self-irony, the people of the Aargau, quietly and undisturbed, live for their culture, i.e. their enjoyment. Notable achievements of this retirement are the Foundation «Pro Argovia», the Philipp Albert Stapfer House and the law on culture.