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## A PROMOTION AT THE SWISS LEGATION.

We are delighted to hear, that Dr. V. Umbricht, Commercial Attaché at the Swiss Legation, has recently been promoted to the rank of Counsellor of Legation and we are extending to him our heartiest congratulations.

Since his arrival in London, Dr. Umbricht has taken a great interest in the life of the Colony, and his frequent and always interesting addresses to the members of the Swiss Economic Council and the Swiss Mercantile Society have been greatly appreciated.

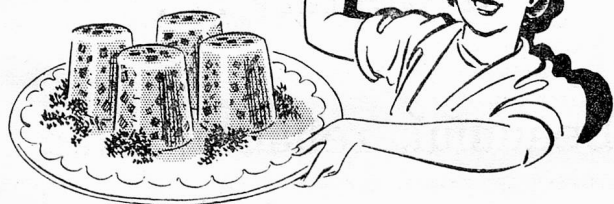
Dr. Umbricht, who hails from the canton of Aargau, studied juris prudence at the Universities of Berne, Paris and Lausanne and took his doctor's degree at the University of Berne. Having acquired the patent as an advocate he received an appointment as clerk of the court (Gerichtsschreiber) at the Tribunal in Baden.

In 1941, M. Umbricht entered the Diplomatic Service, and was sent to Ankara in the capacity of Commercial Attaché for the Middle East. He was transferred to London in March, 1946, where for the last five years he has been in charge of financial affairs. In this office, he took part in all negotiations concerning the Anglo-Swiss Trade agreements and in addition he has attended a number of International Conferences both in this country and abroad.

We take this opportunity to mention, that Dr. Umbricht won an International Scholarship for a dissertation on International Law.

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## SWITZERLAND'S SHORT-WAVE VOICE OF DEMOCRACY.

(This article is reproduced from the December 28th, 1951, issue of the "European Radio" by courtesy of the Editor.)

Switzerland, whose neutrality is historically recognised, perhaps because of that very fact, is attracting an increasing number of listeners to the work being done by a handful of Swiss in a business building in the old, arcaded Neuengasse in Berne, capital of the Swiss Confederation.

This group comprises the short-wave service of the Swiss radio system. Unlike the British Broadcasting Corporation and the Voice of America, Switzerland's busy Kurzwellendienst is neither Government-owned or Government-sponsored. No directive reaches it from the green-domed Parliament Building just across town. Yet Swiss short-wave is to-day one of the most important of the voices of democracy — in some ways more important than those emanating from the United States of Great Britain. For Switzerland publicly proclaims that she has no political axe to grind, that she seeks neither war nor gain and that, because of fear that her neutrality might be impinged upon, has even refused up to now to consider joining the United Nations.

The impartial observer is always respected, and the growing success of Swiss short-wave radio in its self-appointed task of "telling the story of Switzerland to the world" is proof enough that Switzerland's traditional dislike of the melodramatic approach can pay off.

For Switzerland's voice, if quietly pitched is strong and penetrating. Nowadays, SBC broadcasts to the majority of the world's peoples twenty-four hours a day in seven languages. In addition, the regular medium-wave Swiss broadcasts are picked up throughout Europe as well as in the British Isles.

Characteristically, the voice of Switzerland started out not in any sense as a propaganda venture but solely to be of assistance to Swiss living abroad. During World War Two when Swiss abroad including Swiss official personnel were cut off from their homeland, the fledgling short-wave service in Berne decided to set up a radio link. Broadcasts of news and music were beamed at any part of the globe where Swiss were known to be living.

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