

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1960)
Heft: 1357

Rubrik: Swiss Spotlight

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: 03.01.2026

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

per disposizioni amministrative già scomparse in altri paesi che pur hanno patito gli orrori della guerra.

LUGANO — Nel pomeriggio del 29 gennaio scorso il sig. Carlo Plisnier, cittadino italiano, nato nel 1895, domiciliato a Verona, ma temporaneamente residente a Lugano, si gettava sotto le ruote del treno in partenza da Lugano alle 15.28 diretto a Chiasso. La morte è stata istantanea. Il suicida probabilmente ammalato per depressione psichica recava su di sé una lettera indirizzata alla moglie. Sul posto si recavano immediatamente le autorità per le constatazioni del tragico caso.

BELLINZONA — Nella notte dal 16 al 17 gennaio sono state dipinte 3 croci uncinata su una vetrina del negozio Buon Prezzo in Viale della Stazione. Il gesto ha suscitato una unanime deplorazione. Nel frattempo la Polizia ha potuto accertare dopo diligenti indagini che l'azione risale ad un gruppo di persone della città che l'hanno attuata per una stupida bravata. L'autore materiale è stato condotto alle carceri pretoriali per ordine del Procuratore Pubblico Sopracenerino.

— Se la stampa ticinese è unanime nel riconoscere che il progetto del Consiglio Federale ha corretto certi errori massicci dell'impostazione iniziale della strada nazionale Nord-Sud adottando talune delle soluzioni imposte dall'evidenza stessa, essa è anche unanime nell'espressione del suo disappunto per il fatto che il tronco Goeschenen-Airolo resta nell'insostenibile struttura attuale di strada di terza classe e che il Consiglio Federale conferma l'opposizione della Commissione di pianificazione all'apertura di una galleria stradale.

— Secondo gli ultimi risultati, tutti gli 8 distretti Pro Juventute del Cantone Ticino hanno concluso con successo la vendita dei francobolli, delle cartoline e dei biglietti d'augurio dello scorso dicembre. Mai prima d'ora nel C. Ticino si vendettero così tanti francobolli, cartoline e biglietti Pro Juventute.

ROMA — Grande successo di pubblico e di critica sta ottenendo la Mostra del cartellone svizzero organizzata dalla Pro Helvetia e dall'architetto Hugo Blaetter. I nomi più prestigiosi dell'arte cartellonistica svizzera sono presenti alla Mostra. La Svizzera italiana è rappresentata da opere di Daniele Buzzi, Felice Filippini e Franca Primavesi, quest'ultima presente alla Mostra con due cartelloni la cui realizzazione tecnica è stata curata dal sig. Arigoni-Nosotti di Lugano per "La Nazionale" S.A. di Chiasso.

PARIGI — Ai festeggiamenti in occasione dell'80° di fondazione della Società liberale Stefano Francini ha tenuto il discorso ufficiale il consigliere di stato on. Franco Zorzi.

Poncione di Vespero.

SWISS SPOTLIGHT.

By J. C. JOYE

Frantic speculation in real estate has for some time taken place in the canton of Ticino. Foreigners are buying land at very high prices in order to build holiday homes or houses in which they will live permanently. This phenomenon is causing anxiety by its increasingly frequent occurrence, threatening to do away with some of the characteristics of the canton of Ticino. There are certain communes situated on the banks of lake Lugano and lake Maggiore, where foreigners represent as much as 80 per cent of the inhabitants. Some of the finest sites are often disfigured by notice boards prohibiting bathing and walking on the grass.

An action committee has been set up in the Ticino with the object of opposing by all legal means the speculation in real estate. The problem is of importance for the whole of Switzerland. The population of the canton of Ticino represents a twentieth part of the country's population, it alone represents Italian culture in Switzerland. The Ticino possesses only modest natural resources, and for a long time past measures have been taken in order that the Ticino should not lose its originality. It has always been exposed to this danger, because of its natural beauties; both the landscape and the climate being Southern. Without exaggeration it may be said that for the other Swiss, especially those from the German-speaking regions, the Ticino is what the French Riviera is to the Parisians and California to the inhabitants of the Northern States of America, namely a land of sunshine with a mild climate. Consequently a great many German-speaking Swiss settled in the Ticino, and the danger of germanizing became acute. Measures were taken to preserve the Italian character of the Ticino, its language, customs and culture.

The remainder of Switzerland agree willingly to these measures, because there was no question of them being discriminatory measures, but simply an attempt to preserve for Switzerland one of her fundamental characteristics, that of being a diversified State in which the particularities of the cantons are safeguarded. A threat to this is the speculation in real estate in the Ticino, and this time it does not come from the other Swiss, who understand the necessity of preserving the character of the Ticino, but from the foreigners.

The action committee set up to fight this speculation has suggested, among other means, that the communes should buy up all the land which has not yet been sold. This committee would also advocate that all sales of land to any great extent to foreigners should be prohibited giving the native population a chance to buy.

The following question, however, arises. Why do the Ticinese sell their land? The attachment of the Ticinese to their soil has always been proverbial. Countless numbers who had emigrated to all parts of the world used to return to end their days on their own property, which had meanwhile been entrusted to the care of relations. It would now appear that this attachment is no longer as strong to-day as in the past, and it is important that this attachment to the native soil should be fostered. But there is also an

THE FLORAL HOUSE

ELSIE FINGER (SWISS)

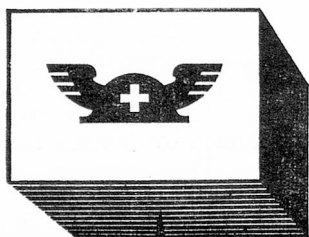
237 JUNCTION ROAD, TUFNELL PARK, LONDON, N.19

Phone: ARChway 3711 (NORth 5942 out of business hours)

FLOWERS FOR ALL OCCASIONS

As a member of Interflora, we can arrange for
Flowers to be delivered any time, anywhere in
the World.

Star products of
Swiss industry
17 groups - 21 halls



23rd April - 3rd May 1960

Swiss Industries Fair Basle

Information,
brochure, etc.,
obtainable from
The Swiss Embassy,
18 Montagu Place,
London, W.1, or
The Swiss Consulate,
Midland Bank Bldgs.,
Spring Gardens,
Manchester, 2.

ZURICH for INSURANCE

*All classes of Accident
Insurance transacted*



British Board of Reference

JOHN BEDFORD, O.B.E.
H. NORMAN LETTS, O.B.E.
Sir ROWLAND SMITH, M.I.Mech.E.
W. HAROLD WOOLVERTON

FAIRFAX HOUSE, FULWOOD PLACE, HIGH HOLBORN,
LONDON, W.C.1.

Telephone: Chancery 8833 (20 lines)

Assets Exceed : - - £70,000,000

economic problem, the Ticino is poor, that is why a great many Ticinese farmers, whose land did not bring in enough to keep them, have preferred to sell it. What should be done therefore, it to intensify economic aid to the Ticino thus creating new possibilities for husbandry.

It is to be hoped that all these measures for the preservation of the true character of the canton of Ticino will achieve their aim; it is this question which affects the very structure of the Confederation. At the same time it is to be hoped that the Ticinese will themselves realise that the success of the measures envisaged depends to a large extent on their personal loyalty to their land and to their culture.

SWISSAIR MANAGEMENT APPOINTMENTS

In view of the coming jet operations and in an effort to co-ordinate better the new tasks in the technical, operational and sales fields Swissair has appointed Mr. Armin Baltensweiler, Vice-President Planning and Research, to the position of Executive Vice-President. In addition to his present duties he will be responsible for the co-ordination between the Operations and Technical Departments.

In South America, Swissair's representative for Brazil in Rio de Janeiro, Mr. A. L. Ruettimann, succeeds Mr. Marc Morel as Manager for France with head office in Paris. Mr. Morel remains in the company's service and will handle special assignments.

In place of Mr. Ruettimann, Mr. José A. Bay, Swissair's representative for the Spanish-speaking countries of South America in Buenos Aires will, after Mr. Ruettimann's departure, take over the management for all of South America except Venezuela, Bolivia and the Guianas. Mr. René Schuler, Sales Manager for Brazil, will carry on the business of Swissair's representation in Brazil and be responsible to Mr. Bay.

Mr. Henri Clemens has been appointed Swissair representative for Venezuela, Bolivia, the Guianas, the Caribbean and Central America except Mexico.

Mr. René Walty will assume the management for the Lebanon in Beirut, and Mr. Joseph Baud, Swissair's Station Manager in Cairo, has been appointed representative in Teheran.

Mr. Stephan Zumbach has been appointed to take charge of Swissair's recently opened representation for Poland in Warsaw.

Best Drink Ovaltine



THE WORLD'S MOST
POPULAR
FOOD BEVERAGE

