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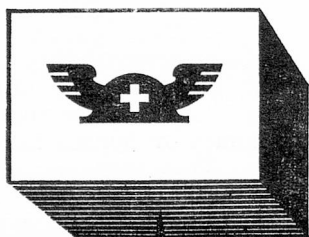
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economic problem, the Ticino is poor, that is why a great many Ticinese farmers, whose land did not bring in enough to keep them, have preferred to sell it. What should be done therefore, it to intensify economic aid to the Ticino thus creating new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

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