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" DON'T MISS THE SWISS " — A GREAT SUCCESS BEYOND THE BOUNDARIES OF ZURICH

The spontaneous hospitality of Zurich's population towards foreign tourists made the Zurich Tourist Office's promotional plan " Don't Miss the Swiss " become a great success, when it was launched for the first time in Switzerland last summer. And it is promising to be an even greater success this year. Not only have 230 hosts from the city of Zurich offered their hospitality, but a further 64 families and single persons from 18 Swiss cantons have sent in their applications to entertain foreign tourists. The Zurich Tourist Office has again asked Mrs. Maud Brink of Sweden to take over the rewarding task which she carried out during five summers in Stockholm and last summer in Zurich. In the historical Guild House " Zur Meisen ", the city branch office of the Zurich Tourist Office, Maud Brink works under her self-styled slogan " Don't Miss the Swiss ". It must be emphasized that the invitation into Swiss homes is by no means compulsory for contacts with foreigners. During a sight-seeing tour of the city or during a meal in a restaurant — Dutch treat — lasting friendships can be formed just as well. Last summer 227 tourists from many countries — U.S.A., Europe, Mexico and the Philippine Islands — were able to obtain a glimpse of everyday life in Switzerland through 163 hosts including artists, workers, intellectuals and civil servants. This promotional plan met with a broad echo in the press, on the radio and on TV; and a considerable number of international newspapers carried the story. Here is just one example from the many letters addressed to Mrs. Brink:

> " You have been instrumental in giving us a chance to move out of the casual and superficial contacts of hotel life into a more real and human relationship. we are very grateful." (Schoolmaster, Great Britain).

[O.S.E.C.]

FOUNDATION FOR CONSUMER PROTECTION

On 16th June, a foundation for the protection of the consumer was created in Berne. This was done by the action group of employees and consumers under its Chairman, National Councillor Ernst Herzog (Basle). It was stated that housing shortage was still the greatest social evil of the day. The meeting was of unanimous opinion that the measures taken by the Confederation to combat the increased cost of living should not lead to a lessening in the building of dwelling houses, which would result in a further increase of rents. The groups also asked for a federal campaign for a generous social building programme.

(*" Schweiz. Kaufmännisches Zentralblatt ".*)

SWISS SUPPLIES TO CYPRUS

The new Bühler mills, christened " Salamis Flour Mills " have just been put up at Famagousta, the main port of Cyprus. This plant made by the Swiss firm of Bühler Bros., at Uzwil, has a milling capacity of 65 tons a day. It consists of the following parts:

silo (capacity 3,300 tons) with preliminary cleaning, cleaning with pneumatic transport of the grain, pneumatic mill installed on 4 storeys, flour warehouse, laboratories and offices.

The new plant is remarkable for its rational conception and well-lit spacious premises.

[O.S.E.C.]

SWISS INDUSTRIAL DEVELOPMENT IN GREECE AND IN THE NETHERLANDS

The Swiss firm of Hispano-Suiza and the Greek textile firm of Tegopoulou have decided to invest some four million dollars in setting up a new cotton textile producing plant.

The town of Rotterdam has just signed an agreement with the Rotterdam Aluminium and Chemical Co. Ltd. (Aluchemie), a branch of the Swiss Aluminium Co. Ltd. (Alusuisse), leasing it a site of 193 acres for a period of a hundred years.

The Swiss firm's project will require investments totalling several hundreds of millions of Swiss francs. By centralizing the manufacture of alum and electrodes in Rotterdam, this town will become the main centre for Alusuisse, which is already the leading aluminium works in Europe. Among the plans to be put into effect, let us mention an electrode centre and a light metal rolling mill for an output of over 100,000 tons a year.

[O.S.E.C.]

SWITZERLAND SUPPLIES BIG PLANT TO SCOTLAND

The huge brand-new Rootes Group motor-works have been in operation in Glasgow (Scotland) since the end of 1963. The new plant has been designed exclusively for the production of the new British mini-car — the Hillman Imp.

The general conception of this car represents a complete breakaway from British tradition in regard to motor-car manufacture. The engine is made almost entirely of aluminium, and all aluminium parts used in the engine complex are produced by the pressure die casting process. These parts include important items like the gear box, the rear axle, the cylinder heads, as well as a large number of smaller parts such as the bearings, for instance.

The complete aluminium pressure die casting plant was supplied by the Swiss firm of Bühler Bros., Uzwil. It consists of fifteen machines; two have a closing force of 100 tons, six of 300 tons and seven of 600 tons. These machines were delivered complete with the moulds.

[O.S.E.C.]

HAPPY EVENT AT THE BASLE ZOO

The proud family of mighty rhinos at Basle's Zoological Gardens have had an increase. On 12th June, a " baby daughter " was born to " Gadahar " and " Joymothi ". This is their fourth " child " and the fifth rhinoceros born in Basle. Strangely enough, this species (Panzernashorn) from Assam, which has practically disappeared, seems to thrive extraordinarily well in Basle. It was here that the first Indian rhino ever to be born in captivity arrived in 1956.

Without precautionary measures, the formidable bull " Gadahar " allows the attendant to take its height — a respectable 71 in., and even its impressive waist-line — 143 in.! When visiting Basle's Zoo the generously laid out open-air grounds for the rhinos with the pretty bathing tank offer an instructive break.

A week after the birth of the new " baby ", the bears had unusual visitors. Their " relative ", a bear performing in the Knie circus arrived at the Zoo by car. At the entrance the animal got onto its own carriage which it drove — with some human assistance by its tamer — to the bear enclosure. The meeting of the " relatives " was as friendly as is right and proper in a good family!

(*A.T.S., S.N.T.O. and " Basler Nachrichten ".*)