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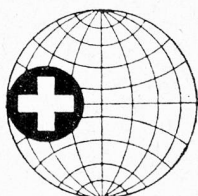
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## "FIFTH SWITZERLAND"



### MEETING ON INFORMATION

At the last Assembly of the Swiss Abroad in Lugano in August, a commission of experts was set up with a mandate to study questions of information to and from the Swiss living outside their homeland. The original idea was to ask experts from within Switzerland, but it was found desirable that one or two individuals from abroad, specially concerned with the problem of information, should be asked to join the commission. As was reported a few weeks back, the Editor of the "Swiss Observer" is amongst them. She attended the first meeting in Berne on 9th February.

The meeting was chaired by the President of the Commission of the Swiss Abroad, Councillor of States Dr. L. Guisan. Members present were the Editor of the "Echo", Dr. Sylvia Arnold, the President of the Nouvelle Société Helvétique and Editor-in-Chief of the "Thurgauer Zeitung" Mr. Oskar Reck, Editor of the "Neue Zuercher Zeitung" Mr. Nicolo Biert, Parliamentary Correspondent and former head of the *Auslandschweizersekretariat* and Editor of the "Echo" Dr. E. Moergeli (Publisher of "Schweizer Information und Luftpostzeitung"), Parliamentary Correspondent of the Agence Télégraphique Suisse Mr. M. Casanova, Director of the Swiss Shortwave Service Mr. N. Curchod (represented by Mr. E. Wipf), Monsieur M. Jaccard (*ad personam*) of the Federal Political Department, Mr. E. Steffen from Italy and Mr. R. Vaucher from Paris.

At first it seemed that the problem was such that no clear-cut plan could be evolved. But gradually, the wishes and ideas, opinions and views crystalised, and it was agreed that the media at present existing at home and abroad should be used and developed, and that no new publications or views carriers were required. Increased efforts would have to be made by the Secretariat in feeding information to the Swiss abroad of what happens in Switzerland and in informing the Swiss Press of the work and problems of the Swiss communities abroad.

The meeting appointed a study group consisting of Dr. Arnold and Messrs Biert, Moegeli, Reck and Wipf. Their mandate is to study a) the possibilities of a press service for the existing Colony organs giving information on happenings in Switzerland, on special problems of the Swiss abroad and possibly official communications, b) the question of how to improve information inside Switzerland concerning Swiss abroad and c) to make a report with suggestions to the members of the Commission on Information 15 days before the next meeting which will take place in Berne on 17th June.

\* \* \*

Please reserve the weekend of 23rd to 25th August for the **ASSEMBLY OF THE SWISS ABROAD** in Schaffhausen. All Swiss and their families are welcome, and there will be something of interest for everybody. The theme of this year's rally will concern the young generation of Swiss living abroad and their relation to Switzerland.

## WELCOME NEWS

### SWISS ECONOMIC COUNCIL

This long-established advisory body of Swiss businessmen of all branches is about to see its cherished project of an information centre on Swiss products and their suppliers finally being realised. All the necessary formalities having been duly attended to and the major part of the required funds collected or assured, it will shortly be established in a suite of offices at the Swiss Centre in London under the name of "**INSTITUTE FOR SWISS TRADE PROMOTION**". Its incorporation as a "Company Limited by Guarantee and not having a share capital" has been completed with the signing of the Memorandum and Articles of Association by the members of the Council Committee. The choice of a suitable candidate to organise and run the office has yet to be made.

At its Annual General Meeting held at the Dorchester Hotel on 19th February, the Council had again to elect a new President in place of Dr. H. B. Knuchel who, after only one year in office, has been called back to Switzerland like his predecessor Mr. P. Christen, much to the regret of the Council and his many friends in this country. As his successor, the Council unanimously elected Mr. R. Suess, Managing Director of the London textiles firm of Buser & Co., who had acted as the Council's Honorary Secretary for some years. In his place, Mr. Max Keller, U.K. Manager of Swissair, was elected as Hon. Secretary, Mr. A. Strittmatter remaining Hon. Treasurer.

With regret and best wishes for his retirement, the resignation of Mr. Robert J. Keller as one of the Vice-Chairmen, was accepted. He is returning to Switzerland, and Dr. Xavier Speckert was elected in his place, the other Vice-Chairman remaining Mr. O. Rohn.

After dinner following the meeting, the Ambassador, Monsieur Olivier Long, gave the Council his much appreciated views on the present economic situation and likely developments in the world at large and of Swiss trade in particular.

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### THE WANDERING PROFESSOR

52-year-old Professor Max B. Thatcher, who teaches political science at the University of Connecticut (USA), recently left Switzerland, proud of his pedestrian achievement of having covered nearly 450 miles on foot on the nation's hiking paths, lanes and city streets. "I covered about 300 miles of that total three years ago", explained the hardy-soled professor before returning home, "when I, my wife and my daughter discovered Switzerland to be the walking paradise of Europe. This time around I did almost 150 miles in just one month — and it was all precisely recorded." Saying which, Professor Thatcher pointed to his "Pedometer", a device worn at belt-height which accurately keeps track of one's foot motions. Although his overall achievement was certainly impressive, the professor was not out to set or to break any records. His sole concern was to explore the Swiss countryside, as well as its cities. "You get so much more out of seeing a city on foot", he pointed out. "And hiking in the mountains is just what any doctor should prescribe for those of his patients looking for ways to keep young and fit".

[S.N.T.O.]