

**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:** - (1974)

**Heft:** 1697

**Rubrik:** Communications of the secretariate of the Swiss abroad

### **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:** 17.01.2026

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

# Communications of the Secretariate of the Swiss Abroad



(Photo-Rodo)

## The Secretariat of the Swiss abroad introduces itself...

*New Helvetic Society*  
(founded 1914)

*Commission for the Swiss abroad*  
(introduced 1916)  
elected by more than 600 Swiss  
Associations and Institutions  
abroad and by the Central Board  
of the New Helvetic Society

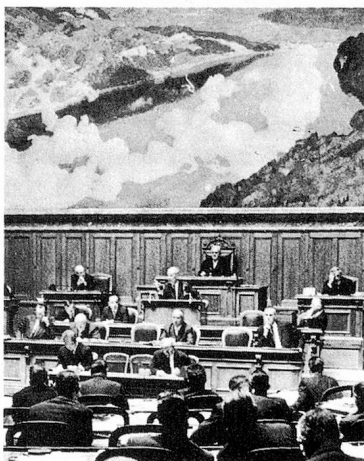
*The Secretariat of the Swiss  
abroad*  
(created 1919)  
as the executive organ and head  
office

## We look after your interests...

- We represent your interests  
when dealing with officials and  
public authorities
- We assist in the executive  
legislation of the Swiss abroad  
Article in the Federal Constitu-  
tion
- We participate in federal and  
private commissions
- Administration of foundations  
benefitting the Swiss abroad

## We help you...

- With the care of Swiss Com-  
munities abroad
- With the care for and inadvising  
of the Swiss abroad and Swiss  
Repatriates
- Welfare
- Office of the Aid Committee for  
Swiss Schools abroad



## We inform you...

- «echo», the review for the Swiss  
abroad
- «weltschweizer», the gratis  
magazine for the young Swiss  
abroad
- «Swiss Review», information  
bulletin, published in collabo-



ration with the Federal Political  
Department

- Broadcasts on the Swiss Short-  
wave Radio Wavelengths
- Contributions to the weekly  
magazine of the «Tagesanzei-  
ger», destined for readers abroad

## We promote contacts with the homeland...

- Organisation of the Congress  
for the Swiss abroad
- Lecture Service
- Film Service (documentary  
and entertainment)
- Newspaper and Book Service
- Reading Service
- Tape recordings «Helvetic  
Forum»

## We take care of the young people...

- «weltschweizer», the gratis bul-  
letin for young Swiss abroad,  
between the ages of 15–25 ages
- Care of the young Swiss abroad
- Care of the Swiss abroad who  
enter the Army as recruits
- Organisation of skiing and  
walking-tourcamps
- Educational service for young  
Swiss abroad



Alpenstrasse 26  
CH-3000 Bern 16  
Telephone 031 44 66 25

# Communications of the Secretariate of the Swiss Abroad



## Summer Holidays 1975 Pro Juventute News

Dear Swiss families abroad,  
Our holiday campaign will again  
be at the disposal of your children,  
although the enormous increase  
in the cost of living has necessi-  
tated some restrictions.

### *Entitled to take part:*

Children of Swiss nationality or  
children of a Swiss mother who  
has to look after the family alone,  
who were born 1961–1968 (hold-  
ers of invitations 1959–1968).

### *Duration of holiday:*

Approximately 5 weeks in July  
and August, according to holiday  
dates.

### *Holiday possibilities:*

#### *In Swiss families*

for children between 7 and 14  
years, whose parents cannot af-  
ford to make a contribution or  
only a token one. For children  
with invitations 7–17 years.

#### *In children's homes*

for children in need of recupera-  
tion and for children between 7

and 11 years, whose parents will  
pay all or most of the cost.  
Price per day and child: SFr. 17.—  
to 27.—.

### *In camps*

for children of between 12 and  
14 years, who love simple holi-  
days and happy companionship,  
who like sports and hiking, and  
whose parents pay all or most of  
the cost.

Price per day and child: SFr. 17.—  
to 27.—.

### *Journey:*

In accompanied groups by train.

### *Application forms:*

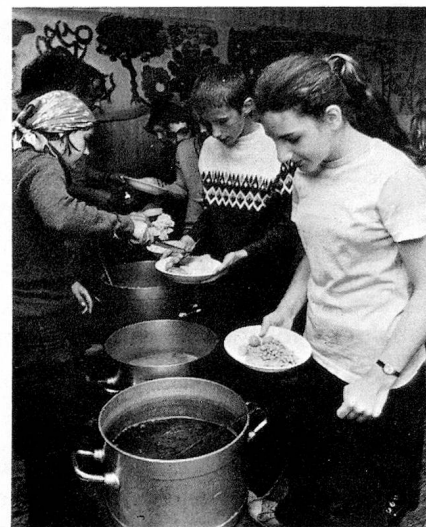
From all Swiss Consulates.

### *Latest date of application:*

At your Consulate: **15th March  
1975.** Applications received after  
that date cannot be considered.

### *Registration fee:*

SFr. 12.— per child, payable on  
application.



### *Further information:*

From your Consulate.

By their work, «Schweizerhilfe»,  
the Foundation for Young Swiss  
Abroad and «Pro Juventute»  
would like to provide as many  
children as possible with a chance  
of seeing their homeland and meet  
their compatriots, to get to know  
and love them.

Already today we wish your chil-  
dren lovely holidays in Switzer-  
land and send you greetings.

(Photo K. Schweizer)



(Photo-Rodo)



Pro Juventute  
Section for Swiss Children Abroad  
Seefeldstrasse 8, CH-8022 Zurich





## Switzerland from Day to Day

### 14th August 1974

The Federal Council gave permission to the Department of the Interior to pay double benefits to all AVS pensioners in September. This payment was intended to make up for the rise in the cost of living in 1974.

### 18th August

The 15-year old Françoise Monod from Geneva qualified for the 100 m free style at the European Swimming Championships. She is the first Swiss woman to overcome the famous «minute wall».

### 21st August

The Federal Council decided to send help to the victims of the crisis in Cyprus.

Switzerland was represented for the twelfth time at the 43rd International Fair at Ismir (Turkey). The pavilion was prepared by the Swiss Office for the Development of Trade.

### 29th August

The Office for the Prevention of Accidents announced that the number of deaths due to road accidents had gone back since the introduction of speed limits. From 1st January 1973 to 30th June 1974, there were 545 fewer deaths and in the same period the number of injured went down by 6,988 as compared to 1971/72.

### 9th September

In order to satisfy the interest in Swiss films abroad during the last few years, Pro Helvetia is organising a tour of about 40 films. It started in Canberra, Australia, and will continue in Scandinavia and the United States.

### 11th September

So as to fight a possible shortage of electricity, the Federal Council

drafted an order which would empower it alone to judge the situation in the country, and to take the necessary measures in case of any shortage of energy.

### 14th/15th September

The young Swiss Christine Stückelberger won the «Grand-Prix» for dressage at Aachen and the tie round and thus beat the whole international dressage elite, including the world champion, Reiner Klimke, as well as the Gold Medal winners of Mexico and Munich.

### 16th September

Mainly in order to protest against the milk reserve quota considered an unjust deduction of agricultural wages by certain sections of Swiss agriculture, a large number of farmers blocked road crossings in several towns, to express their dissatisfaction.

(Keystone)



### 23rd September

The military experts who had been instructed to acquire a new fighter aircraft, declared that the trials

with the American F-5 E Tiger were satisfactory.

### 25th September

At the World Shooting Championships in Thun, the Swiss won the Bronze Medal behind the Americans and the Russians.

### 2nd October

The National Council accepted the Drug Law, the intention being to increase punishment for drug pedlars, whilst reducing punishment for drug addicts.

Dr. Serge Neukomm, Head of the Research Laboratories at the University Institute for Social Medicine in Lausanne, published a process by which 50% of cancer-causing substances in tobacco can be extracted.

### 3rd October

The Council of States agreed to the credit demand for 95 million francs for joining the Zurich-Kloten Airport to the railway network.

### 6th October

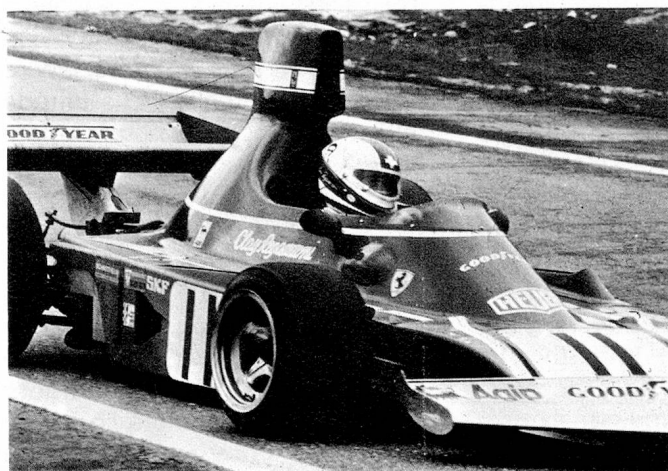
The vintage festival was celebrated in Neuchâtel with great pomp. Its theme this year was «The Main Pleasures of Life».

Clay Regazzoni from the Ticino had to give up at the «Grand-Prix» for motorcar racing. Thus his chance disappeared of becoming racing world champion for 1974. He will have to be satisfied with a splendid second place.

### 7th October

The MPF (Popular Family Movement) decided to launch the Referendum against the increase in tax on heating oil.

# Communications of the Secretariate of the Swiss Abroad



Clay Regazzoni, world vice-champion in 1974...



surrounded by his family (Keystone)

## 13th October

At the 23rd International Film Week in Mannheim, two Swiss films received awards. They are «The first lie or Victor and education» by June Kovach and «Swiss in the Spanish Civil War» by Richard Dindo.

## 15th October

The Federal Military Department announced that it was compiling a new one-time card-index PISA («Personnel Information System of the Army»). It will contain all information regarding persons liable for military service.

## 20th October

The Initiative against «Over-Foreignisation of People and Country» launched by the «National Action» groupe, was rejected by the Swiss people by 1,689,870 to 878,739 votes. All 25 Cantons rejected the Initiative unanimously.

## The Canton of Aargau

*Mrs Dorothea Salvini-Kim was born in Aarau, the daughter of a distinguished statesman. In 1961, she got her doctorate at the University of Zurich with a thesis on the poet Paul Celan. She worked at the secretariat of the Foundation «Pro Helvetia» and now she lives in the Grisons (Misox), married to a farmer. She is engaged in publicity work.*

Like every other Canton, the Aargau has its clichés: it is called the «Ruebliiland», the land where carrots grow; the Canton of Culture,

too. And as with every cliché, there is some truth attached to it. The sandy soil favours the growth of carrots, and that is why the Aargau people cultivate carrots full of vitamin A for clear eyesight; they eat carrots, they have clear vision. They opened a factory at Lenzburg, «Hero», founded many years ago by two clear-sighted men Henkel and Roth. That is where carrots, as well as many other vegetables and fruit, are canned for gourmets and dispatched to all parts of the world. Yes, the Aargau people know why they cultivate carrots.

The nickname Cultural Canton is

probably due to the special fighting activities the Aargau indulged in during the denominational strife of the 19th century, even before the actual «cultural fight» of the 'seventies. The nickname serves as a stimulus to live up to the implied reputation, and at the same time, it provides protection. Behind the broad back of irony and self-irony, the people of the Aargau, quietly and undisturbed, live for their culture, i.e. their enjoyment. Notable achievements of this retirement are the Foundation «Pro Argovia», the Philipp Albert Stapfer House and the law on culture.

# Communications of the Secretariate of the Swiss Abroad



«Pro Argovia» was created by three friends, a highly successful prank! Cultural events, theatre performances, concerts and lectures often and in social get-togethers. Informal discussion over a glass of wine can also express culture at its highest level, the way the Aargau people hold dear: Joy of living which is visibly creative and becomes a work of art. Apart from individual events, «Pro Argovia» promotes typically Argovian talents of all kinds and provides stimulus and inspiration for artists and lovers of the arts. It has taken on the part of an art centre so far lacking in the Canton. In its rather vagabond fashion, it makes it clear to the Aargau people: everywhere can be a centre. The people themselves are *in* the centre, and they *are* a centre themselves.

The Philipp Albert Stapfer House at Castle Lenzbourg, «place of encounter», is a child of «Pro Argovia», created together with other foundations. The warden of the House said «I want to awake understanding in one for the other. Understanding? In truth it is love, sympathy. The Stapfer House provides aid towards understanding one another.»

Love, trying to understand, are the core of Argovian culture. Perhaps that is the reason why it is sometimes ridiculed, why even we are sometimes a little ashamed of it. Thanks to the law on culture, financial means are released for the promotion of education, science and art.

It needed love and understanding right from the early years when the Aargau became a Canton (1803), in order to keep together the four so vastly different regions; the rather quick-tempered Fricktaler the other side of the Jura, the proud inhabitants of the Freiamt, the individualists of the country of Baden, the tractable and yet proud Bernese to which group the inhabitants of the cantonal capital

belonged. Love and understanding were needed not to have the three denominations at loggerheads and to keep the different streams within the Protestant movement in a reasonable Christian attitude. State and Religion, however, were so much in unison that Karl Barth, who was minister at Safenwil for ten years, exclaimed: «O Aargau, o State religion, God have mercy!» With this he pointed out the rather negative aspect of understanding: to give in for the sake of peace where one's own convictions should have been affirmed. In 1930, God showed His mercy, and the State Church of the 19th century was abolished also in the Aargau.

Just for the sake of a feather given  
to me, I readily forget birds and  
angels.

(Erika Burkart)

In the old quarter of Baden (ONST Zürich)



This satisfaction with one given feather is typical of the Argovian people. The *pars pro toto* law is inherent in us. It allows us latitude and the freedom of renunciation. No other freedom exists. It is perhaps the reason for our restraint, the melancholy key-note of our character, which resounds in every piece of art, be it a poem, a picture or a musical composition. It is dangerous, however, to generalise and to talk about «us» and «our character», all the more so as the Canton of Aargau is given the label now and then of «Switzerland in miniature», not only by linguists, geographers and sociologists, but also by politicians, for normally plebiscite results of the Canton of Aargau reflect those of the whole of Switzerland. Yet it is true that certain characteristics are common to all Argovian people. There is no cantonal centre. They lack Paris to indicate fashion trends; they have no Mecca for their daily prayers. They are content with their immediate surroundings:

My knee looks for the head of a  
dog.  
A child admits me into his game.  
I do not want to trouble any  
gods.  
I live.

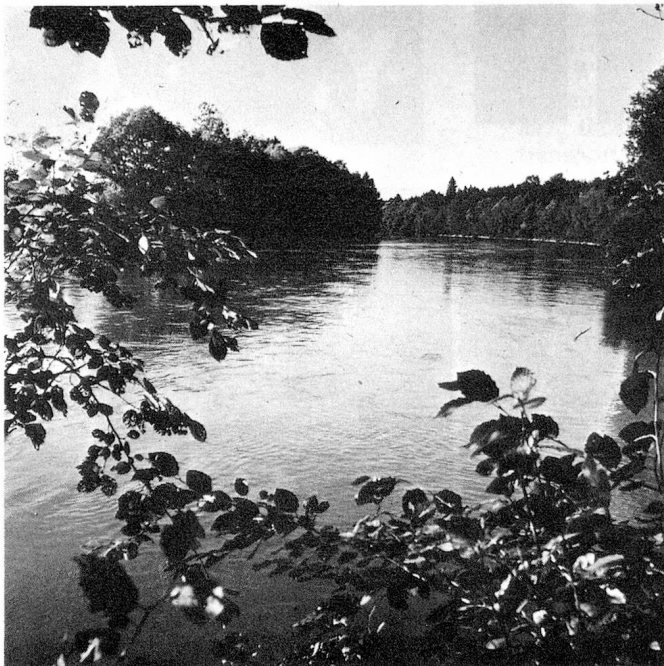
(Erika Burkart)

The Aargovian citizen passes his day with realism and common sense. He does not trouble the Gods, yet the affection of a dog or the trust of a child move him, burst the confinement of restraint, so that the whole appears in the fragment.

The scenery stamps the inhabitants. In the Aargau, it is the Jura and the Aar which mark the hearts, even though both are not unique to our Canton, but run across the whole of Switzerland from East to West and from South to North.



# Communications of the Secretariate of the Swiss Abroad



The «Reuss» near Unterlunkofen



Medieval city of Baden on the edge of the Limmat

Paul Haller, probably our most talented dialect writer (1882–1920), again and again mentions the Jura:

And ever the same  
Are the Jura mountains on the  
right,  
They go on with their wide slopes,  
their long ridges and masses of rock  
Which reach, audacious and  
beautiful, up to the blue skies.

And he tells of the Aar:

And we two  
Squatted on the steps in front of  
the hut,  
Where is was cool an one can  
see the Aar.  
Where one could compose poetry,  
if only there were someone  
to understand it.  
One can see how the water approaches  
from afar,  
And does not know if one feels  
nostalgia or not.

Just how much the Jura and the Aar belong to us, we realise only once one is separated from them for good. The might of the Alps, the heat of the South, every impressive landscape awakens nostalgia for the quiet rhythm of the Jura, the gentle waters of the Aar which here has lost the tumultuous strength of the mountain stream and has not yet acquired that of the mighty river. We from the Aargau like the average, the moderate. And the third we love like mountain and water is our dialect. It is neither unmistakable like Bernese or «Baseldytsch», nor polished like the Zurich idiom. It lacks the clear sound of Eastern Switzerland or the singing tone of the Cantons around the Lake of Lucerne. Different from village to village, from valley to valley, it is nothing spectacular. But its rich vocabulary is striking and distinguishes it from other dialects. Thus it may happen that a man from Zurich irritably reminds his compatriot from the Aargau to talk German at last.

Pestalozzi was one of us. It may be that the good reputation of the Argovian educational system is a last radiation of the great educationalist. Felix Hoffmann, illustrator and world-renowned painter of picturebooks, Ernst Haefliger, famous talented singer above all as interpreter of the Evangelist in oratoria, both hail from the Aargau. But it is not our way to call upon the past and to live on the achievements of famous compatriots. We are far more concerned with the present and its influence on the future. It may not be the Aargau or its people who will fashion the world of tomorrow, but it may well be sufficient if we remain true to ourselves, so that the world will not go to rack and ruin. Perhaps it is enough to think like Luther: «And even if the end of the world came tomorrow, I should still plant an apple-tree today!» And if not an apple-tree, at least carrots!

Dorothea Salvini-Kim  
in cooperation with  
Pro Helvetia