

# A school of advertising in Switzerland

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### THE MASSACRE OF STANS

The following poem has been sent to us by Mr. W. Zuber of Ventnor, Isle of Wight. He found it in the two illustrated volumes by William Beattie, published in 1836, with 106 engravings of Swiss scenes by W. H. Bartlett. The pictures were made on the spot in Switzerland. The book had the inscription: "To Her Most Gracious Majesty Adelaide, Queen of Great Britain and Ireland these volumes are most respectfully dedicated."

The famous "Mordnacht of Stans" happened on 9th/10th September 1798, and we remember the terrible happenings in Pestalozzi's times, 170 years ago.

*Fierce amid the loud alarms, shouting in the foremost fray,  
Children raised their little arms, in their country's evil day!  
On their country's dying bed, wives and husbands poured their breath  
Many a youth and maiden bled — married at thine altar, death!*

*On that grim and ghastly plain, Unterwalden's heart-strings broke,  
When she saw her heroes slain, and her rocks receive the yoke. —  
Now the glen that gave them birth, hides their ashes in its womb:—  
O, 'tis venerable earth! Freedom's cradle, — Freedom's tomb!*

### A SCHOOL OF ADVERTISING IN SWITZERLAND

The Swiss Advertising Association and the French-Swiss Advertising Association in co-operation with other professional advertising organisations in Switzerland, have founded a Swiss School of Advertising and Information (CSEPI), which will be located in Bienne and is planned to be opened in the spring of 1969. The purpose of this new school will be to simplify the recruiting of efficient advertising personnel by offering new possibilities of vocational training and refresher courses. It will organise annual courses lasting 35 weeks, covering in particular advertising law, marketing and the various forms of publicity.

[O.S.E.C.]

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### AN INTERESTING SWISS DEVICE TO THE AID OF TOWN-PLANNING AND TRAFFIC

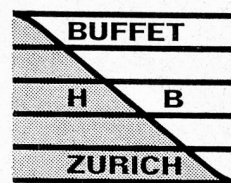
In towns and along roads it is often necessary to erect railings to prohibit the access of vehicles to certain parks or certain streets, to prevent pedestrians from crossing at intersections, to channel the flow of children pouring out of school, to mark off parking places for vehicles and to put up barriers which are easy to remove on certain occasions and to put back again, or to be replaced when damaged. The patented removable tubular post and railing "Demjo", awarded a silver medal at the recent International Salon of Inventors in Brussels, is worthy of attention in this respect as a useful aid to town-planning and traffic. Invented by a Swiss civil engineer working for the road department, the "Demjo" signpost, which is provided with a locking device, fits into a socket embedded in the ground, below the road surface; for the barrier, the uprights are fitted into the socket by a bayonet device and connected by tubular horizontal rails, inserted into the corresponding holes of the uprights, where they are held very simply by a rod, the whole being secured by a cylindrical pin. This type of railing is very quick and very inexpensive to install and can be put up without the need of any tool, removal being just as simple and only requiring the use of a small special lever. Once set up, the "Demjo" railing offers the same advantages as an ordinary railing with the additional advantage of bending, under an impact of over 860 lb., at a predetermined spot and coming partially apart, which limits the damage and makes it possible very quickly to replace only the damaged parts, without having to make another cement bedding for the socket; it is possible to fix panels with road signals between the segments, without a screw or any other accessory; the tops of the sockets can be protected by a cover when the posts or railing uprights are removed; they are strictly below ground level. In this way they do not hinder the passage of vehicles, snow-ploughs, etc. "Demjo" railings and signposts, completely galvanised after manufacture, will certainly be of interest to municipal services, tourist resorts, harbour authorities, big hotels, etc.

[O.S.E.C.]

### A CANADIAN SCHOOL IN LAUSANNE

As from September, the student population of the city will increase by 100, which is the number of Canadian students who will be attending the new Canadian Junior College. Started at the initiative of a group of educationalists in Toronto, the new institution is receiving full support from the Lausanne Tourist Office. It is conceived for youngsters who wish to supplement their academic education and to experience the life of a European university town. Students of both sexes will attend the lectures given by a dozen highly qualified professors.

[S.N.T.O.]



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