

International laurels for swiss publicity

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): **- (1967)**

Heft 1537

PDF erstellt am: **02.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-696508>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

PURCHASE OF PROPERTY BY RESIDENTS ABROAD

The Federal Office for Statistics recently announced that permits issued in 1966 to residents abroad for the purchase of property in Switzerland amounted to a value of 293.2 million francs, covering an area of over 3m. square metres. There were 1,450 applications granted, 176 more than in the previous year. 88 applications were rejected, the same number as in 1965. The purchase of land by an oil refinery with mainly foreign capital investments in the boundary regions of Vaud and Valais amounted to nearly 1½m. square metres. Even more so than hitherto, the number of German individuals interested in land purchase is the highest, again mostly in Ticino and Grisons.

Of the 1,450 permits, 102 alone were for the Ticino, 63 for Vaud, 44 for the Valais, 32 for the Grisons — a total of 408 Communes.

32m. francs was spent on the purchase abroad of 626,550 square metres by 245 Swiss or foreigners living in Switzerland, as well as by 21 companies. This concerned mostly houses and agricultural establishments. It is remarkable that both in Germany and France, more ground was surrendered to Swiss than nationals of those two countries took over in Switzerland.

[A.T.S.]

THE RESULTS OF ITMA 67

The 5th International Textile Machinery Exhibition "ITMA 67", which was held in the halls of the Swiss Industries Fair in Basle recently, was a complete success from every point of view. This exhibition, the largest of its kind in the world, featured over 9,000 machines displayed by 881 exhibitors from eighteen countries, in an exhibition space covering nearly 800,000 sq. ft. During the ten days it lasted, the exhibition was attended by 110,317 visitors from 105 countries, including 661 editors and journalists representing thirty countries. A system of cross-checking makes it possible to estimate that each visitor went on an average three or four times to the exhibition, making the total number of admissions nearer 380,000. The exhibitors and organisers, i.e. the "European Committee of Textile Equipment Manufacturers", were completely satisfied with the success of this year's exhibition and the transactions concluded.

[O.S.E.C.]

A NEW INVENTIONS LABORATORY IN GENEVA

A new inventions laboratory, known as "Test" Technical Research Company Ltd., has been opened in Geneva. Run by two Swiss scientists, one an engineer and the other a physicist, this new laboratory has a youthful and dynamic team of research workers going in mainly for the development and production of systems of digital control, the invention of gadgets and the creation of technical innovations for watchmaking. The "Test" laboratory works under contract for industry and at the same time, on its own behalf, on the development of ideas with a view to the sale of licences. Undoubtedly in this day of intense technical development, this new laboratory, which will be of invaluable service to both Swiss and foreign industry, cannot fail to meet with great success.

[O.S.E.C.]

INTERNATIONAL LAURELS FOR SWISS PUBLICITY

During the 17th International Touristic and Folklore Film Week in Brussels, the film "Cantilena Helvetica" produced by Condor Film AG under the patronage of the Swiss National Tourist Office, was declared the "Most Valuable Educational Achievement" by the Belgian Ministry of Education and Culture. The same film had previously been awarded the label "Wertvoll" (worthwhile) by the German Film Evaluation Centre at Wiesbaden. Directed by experienced film-maker Hans Trommer, "Cantilena Helvetica" also won a Gold Medal at the International Touristic Film Week in Milan. At the beginning of this year, another Swiss publicity film had favourably impressed the very critical Film Evaluation Centre in Wiesbaden. Titled "Im Laufe des Jahres" ("In the Course of the Year"), it received the sobriquet "Besonders Wertvoll" (Especially Worthwhile).

Both films will be shown as shorts in cinemas all over the world. The graphic arts as used by the Swiss National Tourist Office also garnered their share of international honours this year. During the Sixth International Fair of Touristic Posters, held in Milan from 15th June to 15th September, Swiss artist Hugo Welti won the "Bronze Siren" for his winter poster "Grisons". Competition in the field of graphic posters was among more than 300 entries from 45 countries.

At the recently concluded international convention of ASTA (American Society of Travel Agents), held in Athens, the Swiss National Tourist Office's photographic poster "Winter Vacations — Double Vacations" won first prize as the best travel and holiday poster of all categories. The competition was sponsored by the Tourist Office of Lausanne. The prize-winning poster uses a highly original photograph by Philip Giegel to portray a couple on ice skates.

The Swiss Embassy in Peru has reported that a poster produced by the Swiss National Tourist Office, titled "Winter Vacations — Double Vacations", created by Franz Fässler and Fred Mayer, has received one of the top awards in a contest held during the Fifth Pacific Fair in Lima. Posters were submitted from 48 countries at the competition sponsored by the Peru Tourist Office, where the Swiss entry, a colour silhouette of a girl on skis before a snow-white background, won third prize. The typical Latin American trophy consists of a heavy silver stirrup and a plaque.

[S.N.T.O.]

The Peak of Perfection in Protection

'GUARD'
J.601 OVERALLS,
INDUSTRIAL GLOVES,
APRONS, HEADWEAR

*Finest Quality -
Competitive
Prices*

Please write for details —

AIRGUARD LIMITED
60 • LILLIE ROAD • LONDON • S.W.6
Telephone: FULham 3344 (10 lines)