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## SWISS WEEK

Contrary to what this title might suggest, viz. a Swiss week of propaganda in a foreign country, it means the special fortnight held within Switzerland when the citizen is reminded that his own country produces a tremendous amount of excellent goods of all kinds. Switzerland is so well integrated into Europe that imports without restriction are a matter of course. This Swiss Week once a year in October receives no government subsidy, but relies entirely on its members and a council who works on a voluntary basis. In the centre of the Swiss Week stands the recommendation of good quality production by the country's artisan, trade and industrial enterprise.

The opening of the forty-sixth Swiss Week on 12th October was marked by a demonstration in Winterthur at which the President of the Swiss Confederation, Federal Councillor W. Spuehler, spoke about the present economic boom which had followed the years of social and economic distress and lack of employment. He regretted that the Swiss were unable to enjoy their prosperity to the full as the country's creative powers were overtaxed and the conception of quality was at times in danger of being lost. Not only were state and economy interdependent, but also the mutual responsibility to consolidate the strong economic position Switzerland held in the world. The Swiss Week served as a reminder of what good quality work really meant.

The Alliance of Swiss Women's Organisations have issued an appeal for reflection during the Swiss Week that economic progress must not be the one and only aim at the risk of losing moral and cultural values. To pass these on to the younger generation was the duty of men and women alike, and the Swiss Week was a timely chance to remind women of this task.

The Government of the Canton of Berne and others also made special appeals to the citizens to remain faithful to the products of their own country.

The slogan for this year's manifestation was "Inland and World Markets: Swiss Quality!" And so for a fortnight shops and stores and posters and special demonstrations proclaimed the advantages of Swiss goods. The press was taken round factories of every description and buyers were given ample opportunity of realising what a wealth of excellent products were made in Switzerland.

Next year the Swiss Week will take place from 18th to 30th April on account of the Swiss National Exhibition.

*(Based on A.T.S. news.)*

## PASSENGERS ON SWISSAIR'S MANCHESTER FREIGHTERS

There will be a small number of seats for tourist passengers on the twice-weekly Swissair Metropolitan freighter service which opens between Manchester and Zurich at the beginning of November.

The freighters, which will leave Manchester at 2 a.m. on Wednesdays and Sundays, will be able to carry more than three tons of freight in addition to passengers.

"The number of seats on the aircraft will normally be limited to eight", say Swissair.

The midweek service will continue through the winter. The weekend flights will operate until the middle of December and during the latter half of next March.

On 21st December Swissair Caravelles resume operations on the route with a weekend night-tourist service.

## Switzerland



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