

# The Crossbow-Switzerland trade mark

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## THE CROSSBOW—SWITZERLAND'S TRADE MARK

During one week in the year Swiss housewives exclusively buy domestic products, and for seven days the country is self-supporting. The "Swiss Week" has become something of a national custom, and the country that otherwise welcomes foreign products and ideas with undisguised enthusiasm willingly accepts all that is "made in Switzerland". During the "Swiss Week" the Swiss flag and the trade-mark of Swiss products, the crossbow, shine out from the window-displays which mirror the Swiss way of life. The buyer of Swiss-made products pays tribute to Swiss precision work without which a land, poor in raw materials like Switzerland, could not put much on the market. Yet precision work alone is not all that is required to sell a turbine or a watch. In addition, punctually kept terms of delivery and personalized service in the shops have become features foreign business partners and customers take for granted in Switzerland. During the "Swiss Week" every employee in a shop, at the post office, in trains and hotels remembers once more that foreign guests expect service from him equalling Swiss precision work. This year the "Swiss Week" took place from 13th to 27th October. At a time when Switzerland's adherence to the Organisation of the European Common Market is being considered, a review of the country's economic possibilities at home seems to be justified, for, despite being open to the world, Switzerland wants to remain true to itself.

[S.N.T.O.]

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The "Swiss Week" was officially opened on 12th October in Fribourg, when the Institute of Automation and Electronics of the University of Fribourg, the most modern brewery in the world, and a factory for electronic gauges were visited by press and prominent personalities. Federal Councillor Chaudet, the President of the Confederation, gave the inaugural speech in the evening, and with it this national demonstration was launched. This year it carried the slogan "Switzerland on the World's Markets". More than 45,000 shop windows displayed Swiss goods only, in front of a poster picturing Albert Anker's famous painting of a young boy, whilst over 4,000 shops took part in the collective exhibition of Swiss goods on the world's markets, showing the importance of our exports. Large commercial enterprises arranged special exhibitions of their own, as for example Jelmoli's in Zurich, who organised a number of lectures, displays, concerts, teas and demonstrations under the motto of "A Happy every-day life for the

Mother". For the past thirty years, a special market has taken place during the "Swiss Week" on the Bundesplatz in Berne, at which agricultural produce was on sale, the idea being to bring together the producer from the country and the consumer in town. The Bernese soft cheese manufacturers introduced a new cheese, "Ratsherrenkaese", which should surpass any foreign soft cheese like Camembert and others.

During the "Swiss Week" special performances of Swiss music and plays were given, and radio, television and cinema were used for extensive propaganda.

[A.T.S.]

### THOMAS HOLENSTEIN, 1896-1962

The death has been reported of the former Federal Councillor Dr. Thomas Holenstein. He passed away in Locarno on 31st October after a short but severe illness.

Thomas Holenstein was born on 7th February 1896 in St. Gall, the son of a lawyer and National Councillor. He studied Law at the universities of Basle, Geneva, Rome and Berne, and qualified in the capital in 1920. He entered the firm of his father and from an early age he played an active part in the political life of St. Gall. He was elected National Councillor in 1937 and soon became a prominent parliamentarian. He was also a lecturer on Commercial Law at the University of Commerce in St. Gall and a colonel in the Swiss General Staff.

When Federal Councillor Escher died, in 1954, the Federal Assembly elected Dr. Holenstein as his successor. He was a member of the Federal Council for five years and President of the Confederation in 1958. For reasons of health he had to resign in 1959, to the great regret of the Swiss people.

\* \* \*

His body was taken to Berne under escort of a detachment of Ticinese Cantonal Police. The funeral service took place at the basilica of the Trinity Church in Berne on 5th November. All but one of the Federal Councillors and a great number of prominent personalities from all spheres of life were present. Amongst the speakers who paid tribute to the deceased was the President of the Confederation, Federal Councillor Chaudet.

On the following day a memorial service took place at the St. Gall Cathedral, followed by the funeral at the "Feldli" Cemetery.

[A.T.S.]