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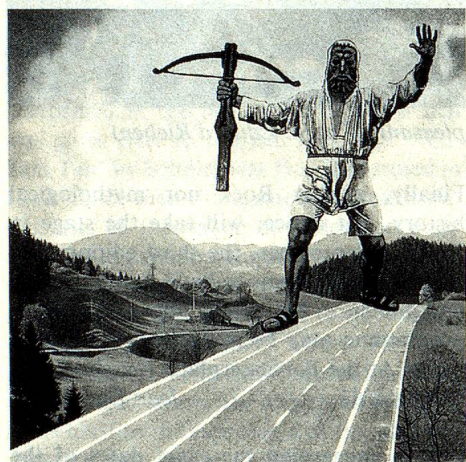
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## A Hero to suit all life styles

*Stubborn 'Tell-killers' and 'malicious' historians are trying to convince us that there never was a crossbow marksman from Uri. In spite of them all the robust mountain villager is still very much alive and kicking.*

The phenomenon of the helvetic national hero cannot be looked at purely from a scientific historical point of view which is by no means a new idea. What is much more important, and also more productive, than questioning the historical Tell, is to investigate his effect on Swiss history through the centuries; that is to say, his symbolical, psychological,



*William Tell in a political campaign ('An end to concrete')...*

sociological and mythological impact. A recently published work by Uli Windisch and Florence Cornu, entitled 'Tell in Everyday Life' reveals new aspects. The evidence a Professor of Sociology and an art historian have collected in the space of about ten years is almost unbelievable, and their revelations prompt an incredulous smile, a shake of the head, and even give pause for thought.

### Tell's Publicity Drive

William Tell did not only get rid of tyrants with a well-aimed shot during the High Middle Ages; he is still active - more so than ever before - in the areas of politics and economy. He is resplendent on pub signs, T-shirts, beer mugs and cheeses. He advertises weighing scales, machines, watches, pins, coal briquettes, strengthening medicine, pencils, hair slides, blue-jeans and winter socks. Car ferries and steamboats bear his name. And he is, of course, well insured, being covered by no less than four large

Swiss Insurance Companies, and he flies Swissair - what else?

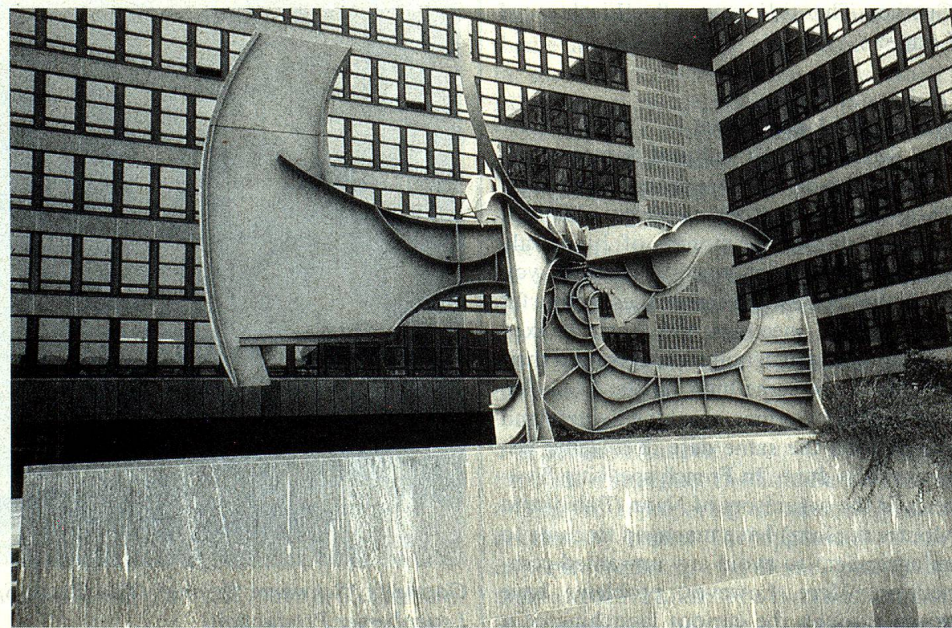
### Politically versatile

Tell's active political engagement is rather irritating. He fought for, as well as against, a Swiss entry into the UN. He has voted for the Communists on several occasions,



*...on a World tour (Swiss settlement New Glarus in the U.S.A.)...*

*...and as inspiration for modern art (The Tell of the sculptor Bernhard Luginbühl guards the Post and Telecommunications [PTT] Headquarters in Berne).*



which hasn't prevented him from also supporting the Radical Party. With the upland moor farmers of Rothenthurm he has also spoken out against the weapon centre planned there, and the Swiss army. In fact, he supports the Left and the Right Wing; he really is there for everyone...

The book 'Tell in Everyday Life' is richly and colourfully illustrated. It was produced on a grandiose scale (format 24 x 28 cms) and impresses with its text which is competent and yet lively and easily understood. The authors have skillfully mastered how to track down Tell's many faces. One fact becomes more than clear through this: William Tell is not the distant national hero, rather a useful, up-to-date and versatile means of Swiss self-portrayal. JM

Uli Windisch, Florence Cornu. 'Tell im Alltag'. Edition M. Zürich 1988. SFr. 58.- Available in German and French through the Secretariat for the Swiss Abroad.

## Tell as a Comic

William Tell is also the hero of a French comic series. We encounter, however, a somewhat different hero from the well-known Tell as portrayed by Schiller. This Tell is admittedly also an unbeatable crossbow marksman. He has a son as his predecessor had. However, this son is called Butz and not Walter. The Tell as portrayed by René Wuillemin is not an illustrious hero. He has humour and is in this way a walking



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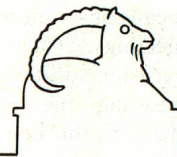
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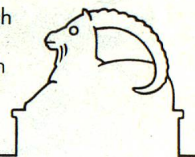
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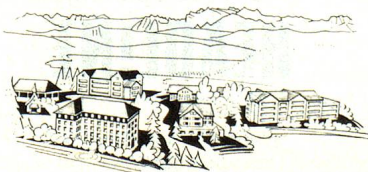
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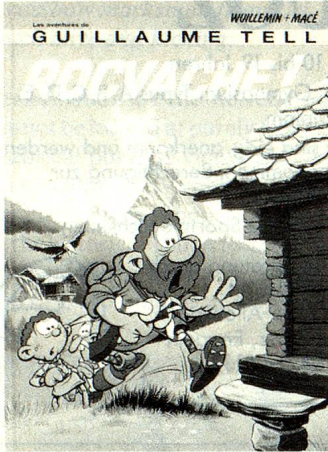
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anachronism. He is rather more like you and me. Tell is an average Swiss with emotions: he has worries and troubles, gets angry, swears, has marriage problems, pays taxes and has friends and enemies.



René Wuillemin, Gilbert Macé. Les aventures de Guillaume Tell. (Five volumes have been published to date.) Editions des 3 Pommes. Case postale 127, CH-1211 Genève 4.

## 50th Anniversary of the Mobilisation in 1939

Memorial and commemorative events will be taking place in Switzerland during August and September 1989 to mark the 50th Anniversary of the General Mobilisation in 1939.

The Federal Council proclaimed the General War Mobilisation on 1 September 1939. The Federal Military Department, in close cooperation with the cantons, is using this historical anniversary as an opportunity to thank the approximately 300,000 active service veterans for their commitment by means of simple and dignified remembrance meetings. They will also be using this occasion to illustrate to today's public the meaning the guarantee of peace and freedom through armed neutrality had for our country during the years 1939 and 1945 and its importance for the future.

The memorial events for which Federal Councillor Kaspar Villiger is the Patron, will be organised mainly by the Commandants of the mobilisation centres. The main

activities include touring exhibitions in about sixty locations, memorial meetings of the veterans and a central remembrance celebration on the Rütli on 1 September. Numerous activities are being planned besides these, which will remind one of the mobilisation period.

All men and women who served on active duty during 1939-1945 are invited to the memorial meetings. Participation (in civilian clothing) can be entered into the military service booklet and all participants will be presented with a remembrance 'General Guisan' coin as honorary pay. *pd*  
Application forms may be obtained from: 50th Anniversary of Mobilisation 1939, Memorial Meetings, Swiss Army Veterans, Postfach 88, CH-3000 Bern 15.

### Place of the Swiss Abroad

## The campaign continues

*In the March issue we were able to report the positive development of our fund-raising campaign and of the purchase of the plot of land - thanks to the generous financial support given by the Confederation. The basis for the jubilee contribution of the Fifth Switzerland to the 700th Anniversary celebrations of the Confederation has thus been made. What now?*

There are as yet no finely defined projects for the development of the grounds: The Place of the Swiss Abroad, lying in the inlet of Brunnen on a peninsula, is to be smartened up in a simple manner for the jubilee year of 1991. The Place is to become a meeting focus point and is to be a symbol for the presence of the Fifth Switzerland in our country, thus continuing as a project well beyond 1991.

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**Account Nr. 203982-1951**  
(Foundation Place of the Swiss  
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### The campaign lasts until 1991

Before concrete development can be tackled the financial means have, of course, to be

available. The fund-raising campaign is thus to continue until the start of the jubilee year - or more precisely until 1 January 1991. Everyone who has made a contribution up to that date - irrespective of how much - will participate in a draw for five week-end breaks for two in the Seehotel Waldstätterhof in Brunnen, which lies directly adjacent to the Place of the Swiss Abroad. These week-ends are to be taken during the jubilee year of 1991, at a time when, as we all know, a lot will be going on in Switzerland. As already announced, all those donors who have contributed SFr. 500.- or more will receive a certificate on the completion of the campaign. We therefore request all donors to include their full address with their contributions, which has unfortunately not always been done up till now.

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