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being poor is almost a crime in itself, because you are not participating or try not to participate in this mad scramble. Although you may pretend to ignore this constant advertising pressure, it nevertheless infiltrates your mind whether you like it or not.

Day after day you are being told you must be assertive, bold, successful, dynamic, macho, in other words: aggressive and that all you need is a credit card for the whole wide world to be yours. But how you are going to earn all this money to purchase all these goods in order to live up to the image of a successful and aggressive person, nobody will ever tell you. In this modern society, even hard work no longer is a guarantee for success. More often than not you have also to be aggressive, enterprising and forceful otherwise you are trodden into the ground.

Unfortunately, the people the least equipped to sustain this constant pressure are the less fortunate amongst us: the uneducated, the unemployed, the down and outs, the losers and the outcasts, all people who have not a hope in hell to catch up with this modern society and its consumerism gone mad, let alone to keep up with it.

Many of them feel that since modern life has left them behind, they are no longer part of our society and therefore they no longer have to abide by its rules and laws. For them burglaries, muggings, robberies, violence and even murder are no longer crimes, but simply a means of survival.

So as long as consumerism is being pushed to the present extremes by aggressive advertising, we will live in an aggressive society and we must accept that crime and violence against us will remain part of our lives. This is the price we have to pay to be able to live in one of the developed countries where not only money, power and financial success, but also greed seem to have become more important than life itself.



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NOTE TO SECRETARIES

Next issue of the Helvetia magazine: APRIL 1995. All contributions must be in by 15 March. Many thanks for your kind cooperation.

NEWS FROM THE SWISS EMBASSY



TRIATHLON WORLD CHAMPIONSHIPS IN WELLINGTON

NOVEMBER 1994.

The Swiss team was quite successful with members finishing in positions 3, 5, 6, 7, 10, etc. Certainly a remarkable result. Perhaps the tremendous support the Swiss team received from some Wellington Swiss Club members may also have had something to do with it as the two photos show.



RESULTATE DER VOLKSABSTIMMUNG VOM 4. DEZEMBER 1994

- 1) Krankenversicherungsgesetz:
Angenommen mit 1,020,763 JA (51.8%) gegen
950,164 NEIN (48.2%)
- 2) Initiative für eine gesunde
Krankenversicherung
Abgelehnt mit 1,502,483 NEIN (76.5%) gegen
460,834 JA (23.5%)
- 3) Zwangsmassnahmen im Ausländerrecht:
Angenommen mit 1,433,162 JA (72.9%) gegen
534,588 NEIN (27.1%). Sämtliche Kantone
haben den Zwangsmassnahmen zugestimmt.
Stimmbeteiligung: 43.7%.

MORE VACANT DWELLINGS

For years vacant houses and apartments were practically impossible to find in Switzerland. At long last the situation has somewhat improved from the tenants point of view at least since there are now some 39,432 registered vacancies throughout the country. This is still only 1,2% of the total number of houses and flats. Of these, 9500 are for sale only, so the number of dwellings available for rental remains still very, very low. The hardest canton to find accommodation is Nidwalden with the best chances being in Tessin.