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Autor: [s.n.]
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100 km/h Speed Limit Has Been Very Effective

The Members of Parliament who supported the introduction of a 100 km/h speed limit on all Swiss roads with the exception of motorways should be very satisfied with its results after one year of implementation. The number of road accidents fell by 9 per cent with respect to 1972 and the number of fatal accidents dropped by 16 per cent. The 100 km/m speed limit is considered as having saved the lives of 272 people.

Introduced on January 1st, 1973 for an experimental period of three years, the new regulation helped to decrease the number of road casualties from 1,722 people killed in 1972 to 1,450 last year. Fatal accidents on motorways have increased from 56 to 73, but none have been recorded since November 17th, when an all-round 100 km/h speed limit was introduced to save petrol. If the results of the speed limitation are as conclusive this year and the next, there is no doubt that it will be maintained indefinitely. Over half of fatal accidents happen outside built-up areas on straight stretches or bends. They are nearly always due to drivers not adapting their speed to road conditions, refusing to give priority or being inattentive at railway crossings. Drunkenness is responsible for 15 per cent of fatal accidents.

Mini-Revolution in the Bathroom

A firm at Pully (Vaud, Switzerland) has produced a toilet accessory of an entirely new kind: the "active shower-brush". This new bathroom appliance can be used for a normal shower or for a skin massage, without any lengthy or complicated manipulation. It has two rotary brushes worked by water pressure, in addition to the two fixed brushes; if a capsule of soap (designed for the apparatus) is inserted in the special container provided for the purpose, the brushes produce a refreshing foam. A flick of a switch turns this off and gives a normal shower with fresh, clear water. The complete brush system (available in several qualities and degrees of stiffness) is interchangeable in a matter of seconds. It is very simple to install this new sturdily built and attractive appliance in any bathroom; it fits onto any existing set of taps and can be hung from all standard shower supports. (SODT)

Swiss Advertising Success

The Swiss advertising agency G. Caspari (Geneva) recently won the Grand Prix (category cinema) at the 6th International Film and Television Festival in New York. The prize-winning film, featuring the joint publicity of the "Aprior" group, is aimed at promoting Swiss gold watches abroad. This short film was uproduced by Framaflim Co. Ltd. (Lugano, Ticino) in collaboration with the Geneva agency. Over 2,000 films from 28 countries were entered in this contest. (SODT).