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The future of Swiss television.

Switzerland is not going to have any advertising on television. This was decided some months ago by the Swiss Broadcasting Company, which is the sole concessionary for television broadcasts in Switzerland. In order to assure the financing of its programmes this company has accepted a proposal put forward by newspaper editors whereby it will receive an important subsidy from them if it renounces all advertising. The contract approving these provisions has just been signed. Thus, the financial basis for the Swiss television programmes has now been established. Meanwhile, the number of subscribers in Switzerland is going up steadily and exceeded 35,000 at the end of February. Among these subscribers, more than 30,000 are private persons, whilst over 4,000 are public establishments, hospitals, sanatoria, etc.

The mining of magnetite in Switzerland.

None of the small layers of gold, copper, molybdenum, iron pyrites, auriferous nickel, etc., which are to be found in Switzerland can be worked in a rational manner. It is, however, quite a different matter, in regard to a first-quality iron ore, magnetite, which is worked in the Canton of Valais, concurrently with the construction job on the dam of the Grande Dixence, a dam which is the highest in the world. With the help of a magnetised drum the magnetite is extracted from the gravel which is used for the concrete work on the dam. The ore is delivered to the Swiss foundries and serves, inter alia, for the manufacture of electrodes.

OUR NEXT ISSUE.

Our next issue will be published on Friday, May 16th, 1958. We take this opportunity of thanking the following subscribers for their kind and helpful donation over and above their subscription: R. E. Maag, G. Hediger, W. Renz, E. A. Nuessle, O. Roethlisberger (Nyon), J. Wanner, Unione Ticinese, H. Humbel, A. Maeder, M. Wiesendanger, G. N. Ross, Ch. De Maria, Swiss Club Dunfermline, E. Luterbacher, P. Bucher, L. Portmann, A. W. Sommer, O. Kraus.

APERITIF AT THE SWISS EMBASSY.

On the occasion of the visit of the "Bürgermusik" Lucerne, and the "Pilatus Jodel Club", the Swiss Ambassador and Madame Daeniker gave an Apéritif on Thursday, 17th April, at the Embassy.

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