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## BUSINESS NEWS

### Expenditure on Advertising in Switzerland

Several economic organisations and advertisers' associations have drawn up statistics concerning advertising expenditure in Europe. According to the figures given, over 1.5% of the national revenue was spent on advertising in EFTA countries, Switzerland coming first with 2.3%, followed by Great Britain, Sweden, Portugal, Norway, Denmark, Austria and Finland. If the advertising expenditure is calculated per head of the population for each country, Switzerland again comes first among European countries with 28 dollars, ahead of Sweden (25), Great Britain (24), Western Germany (21), Denmark (19), Norway (18), the Belgium-Luxembourg Union (12), Austria and the Netherlands (11), France (8), Finland (7), Portugal (4) and Italy (3). [O.S.E.C.]

### Swiss Contribution to Accident Prevention

After several years of research, a Swiss electrician has just produced a safe electric socket. The "LIWA" device is suitable not only for ordinary two-pin plugs but also for three-pin plugs (one for earthing); it is designed in such a way that the current cannot begin to flow until the plug is pushed fully home; it is therefore impossible, if the wires are properly connected according to the wiring diagram, for anyone to receive an electric shock. It is no longer possible, for instance, for a child to get an electric shock by inserting a metal object such as a nail, screw-driver, pencil, etc., into one of the holes of the socket, just as it is impossible to be electrocuted by inadvertently touching the two pins, when inserting or removing the plug. The "LIWA" safety socket, which has been approved by the appropriate trade organisations, is already on sale on the Swiss market. [O.S.E.C.]

### 20 Years' Picture Telegraphy in Switzerland

Berne: — It was on 29th January 1943 that the first radio picture was transmitted to Switzerland from the USA. Behind this pioneer innovation was Mrs. Ida Berner, a Swiss woman living in Zurich and representing a New York press photo agency. Mrs. Berner was the first and only woman to be granted this concession by the Press and Radio Section of the General Staff of the Swiss Army after the outbreak of the second world war. Her initiative, which was most actively supported by the then Chief of Zurich Telegraph Office, Ernst Huber, encountered relatively little "red tape" and soon bore fruit. In June 1941 the Swiss GPO authorities gave their consent in principle to the installation of picture transmission facilities. This was to become a milestone in the history of Swiss telegraphy. Throughout the war, when once again Switzerland became an isolated oasis of peace in Europe, the American photo agency represented by Mrs. Berner remained the only one of its kind with a permanent tie-up in Switzerland. This also meant that Swiss radio pictures could be reproduced in the American Press. — Such was the beginning. And the Swiss GPO authorities confirm that in the past twenty years the "picture transmission" has become an important factor in Swiss telecommunications. The public transmission offices in Zurich and Geneva, as well as the Radio-Suisse station at Prangins (Geneva) are now in touch with their opposite numbers in thirty-five countries in Europe and overseas. (It has just been announced that Tunisia is the thirty-sixth "direct-connection" partner.) [S.N.T.O.]

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