

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1971)

**Heft:** 1612

**Rubrik:** Swiss news

#### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

#### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

#### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 20.01.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# COMMENT

## THE PLIGHT OF THE SMALL INVENTOR

The Brussels Inventors Fair is one of the strangest exhibitions that takes place regularly. It is packed with things that turn round, others that move without noise, mysterious machines that flick intriguing lights, tin boxes that rumble fearfully. There are atomic airships for multitudes of passengers, automatic tooth brushes, pumps, electronic gadgets, remote control dusting machines, flying bedsteads and a host of other marvellous things springing from the inventive genius of the scores of lean and unknown inventors who try their luck at this great jamboree of invention. The Swiss were present in force, both in numbers and quality, at this year's Inventors Fair. Two hundred out of 1,200 exhibitors were Swiss.

The strong presence of Swiss inventors at Brussels only reflected the fact that the Swiss population has the highest density of inventors in its midst and that more patents are registered in Switzerland per unit of population than anywhere else in the world. La Chaux de Fonds is said to be the birthplace of the greatest number of patents in comparison with population. It is followed by neighbouring Le Locle and by Milwaukee, USA. The reason for this is the watch industry. It has created a demand and a climate for invention. The early watch-makers constantly needed to improve their products with new gadgets and ingenious devices. Incidentally, Switzerland not only beats the rest of the world in patenting, but also in the "density" of its Nobel Prize winners.

The modern ideal of a "treasure hunt" is to invent a new machine and make an easy million out of it. Many a small inventor leaves for Brussels with this idea. But the great majority remain disappointed and return home with their treasured box of steel without having attracted the interest of any businessman. In fact, the chances of the small inventor are very slight indeed. Of the hundreds of thousands of inventions and processes patented every year, less than 5 per cent actually make their way. This fraction englobes the results of all the efforts accomplished in the large laboratories of big corporations, which obviously leave very small room for the private inventor. Large corporations not only have the technical facilities to develop new products and processes, they also have the means of conducting market surveys and thereby of knowing what is commercialisable and what is not. The lonely inventor can only do a crude market survey. He can only rely on his experience and on his "hunch" in his quest for a new gadget in the right direction. But most of the time it will be a stroke of good luck when he meets an industrialist ready to make

him an interesting offer. This is something he cannot predict.

Another element militating against the success of the small inventor is the industrial pressure which can stop an invention from bearing fruit. A powerful corporation can usually find the means, legal and otherwise, to infringe on a new patent and stifle its realisation if it is in its interest. The most dramatic instance of this possibility was the plight of Professor Edwin Armstrong, inventor of the superheterodyne and frequency modulation, whose life-long and vain struggle to defend his rights against the infringement of the Radio Corporation of America ended in suicide.

The small inventor has also to compete with organised inventors' offices. There are big organisations which carry out development under contract from industry and who manage to "spin off" a remarkable number of patents and processes. The most important example of such an organisation is the Battelle Memorial Institute, which has a centre in Geneva. But a successful inventor full of ideas may set up his own "inventing office" and have a staff of technicians under him to work on his ideas. The engineers are better placed by their own expertise to succeed in the invention market. On the other hand, a specialised lawyer will also tend to discourage the small inventor because his fees are high enough to make a private inventor hesitate before he goes through all the formalities which ensure that his invention appears in the official patents publication.

There are inventors agencies, similar in function to literary agencies, which take it upon themselves to market the inventions submitted to them by small inventors. These agencies appear less pessimistic over the prospects of these individual inventions than consulting patent engineers. They often find that private inventors come up with ideas which have a spark and novelty often absent from the laborious developments of large laboratories. To quote Edison, "invention is 5 per cent inspiration and 95 per cent transpiration". While money will pay for "transpiration", it is not absolutely necessary for inspiration, which leaves a chance for the small inventor.

Inventors agencies and offices help to uphold the status of the inventor and protect him from the current imagery, which often takes him for a crank. The thousands who stroll in the Brussels exhibition do so in the hope of finding some "amusing" gadgets. This attitude of the public is painful to promoters of the exhibition and to the many anonymous inventors who linger in front of their creations, waiting in vain for the providential buyer. But inventors exhibitions which are also held in London and Nuremberg and in Geneva in 1972, have gained the growing interest of industrialists. There is a category of firms not large enough to carry out

large scale developments on their own, which find the greatest potential interest in the exhibits presented at such exhibitions.

Licences for 12 million francs were sold at last year's Brussels Inventors Exhibition. This amounted to a little less than a thousand francs per exhibit. Most of the transactions naturally, were benefitting to a handful of useful inventions. One example of such an invention was a new automatic pruner invented by a Swiss. The machine creeps up a tree trunk and automatically prunes off all the unwanted twigs. This "gem" exhibited among many hundreds of other inventions at the Brussels exhibition a few years ago is now in use everywhere.

The small inventor has still got a chance of hitting the jackpot, but it is not a treasure hunt anymore.

(PMB)

## SWISS NEWS

### HILTON IN GENEVA

Rumours have been spreading that the Hilton may build a 500-room hotel in Geneva. It would be sited either on the Quai Seujet, on a plot belonging to the City of Geneva, or at Grand Socanex, near to the Intercontinental Hotel.

Having set foot at Kloten, Hilton is now ready to exploit the vast potentialities of Geneva. "Holiday Inns" have brought a site in the Balexart area and are also ready to invest in Geneva's international reputation. Geneva's present hotel accommodation is hardly sufficient to cope with the affluence of the peak season and the situation can only deteriorate. This is made worse by an acute and chronic shortage of labour. Hotels in Geneva are almost entirely run by foreign staff and if the international hotel groups should undertake to supply the 2,000 extra hotel rooms urgently needed by the town, then they will also have to find 3,000 new hands, which will not be easy.

The small hotel owners of Geneva see this new development with apprehension. The large hotel groups can absorb off-season losses with more ease and are in a position to offer better jobs and upgraded wages, all of which will have the inevitable consequence of raising the cost of a hotel room. Geneva's hotel industry has remained traditionally in local hands and has constituted a relatively protected market. Hotel prices are lower than elsewhere. An average first class room costs 80 francs in Zurich, 90 francs in Hamburg and 100 francs in Paris. It costs a mere 75 francs in Geneva. There is therefore some margin left for raising prices, but the hotel owners of Geneva fear the scramble for labour which the creation

of vast new hotels together with the official employment policy will incur

Rumours that the 1972 General Assembly of the United Nations may be held in Geneva continue to persist. This prospect is viewed as a near catastrophe by many of those who have the interests of the town at heart. An excess of good business can have its disadvantages.

## TRANSFORMATIONS IN BERNE

Berne is resolutely going to solve the problems posed by the increasing congestion of *Bubenbergplatz* by extensive work to be drawn out over a period of four years and budgeted at 26 million francs. *Bubenbergplatz* is used by 260,000 people every day. The 1,550 buses and 925 trams of the city's public transport use *Bubenbergplatz* or its immediate surroundings and over 43,000 vehicles painfully try to thread their way through its perpetual congestion every day.

The authorities of Berne have therefore decided that an important surgical operation is necessary. Pedestrians will in future use a vast underground tunnel beneath *Bubenbergplatz* which will link the booking offices of the Railway Station directly to exits situated on the periphery of the square, as well as to a new central bus station. This pedestrian tunnel will not cumulate the function of a shopping centre, as was the case of the new pedestrian tunnel at Zurich Station. It will greatly help to streamline traffic on *Bubenbergplatz*, but the town engineers are not satisfied with these transformations.

They will re-route public transport and separate it from private traffic, which will be channelled on a four-lane clearway running alongside the Station and the *Burgerspital*. These transformations will take account of a projected tunnel joining *Schützenmatt* and *Laupenstrasse*. Motorists who travel to Berne will find that stretches of *Montbijoustrasse*, *Belpstrasse* and *Mühlemattstrasse* have been closed to general traffic and other sections turned into one-way streets. Lorries are forbidden entry in many parts of the town centre.

## ZERMATT TO BE LINKED BY A ROAD

Zermatt, a resort deprived of a road link with the rest of the world and symbolising one of the last bastions of tranquility, will be linked to Taesch by a road planned to cost 28 million francs and paid for by the neighbouring communes of *Viège*, *Stalden*, *Graechen*, *St. Nicolas*, *Banda* and *Taesch* and supported by subsidies from the Confederation.

Traditionally, motorists had to leave their cars at *St. Nicolas* and take the train for the remaining stage of the

journey to Zermatt. The section linking *St. Nicolas* to *Taesch* has now been completed and will be opened to traffic next February. The people of Zermatt have voted in favour of completing the road, considering that this was necessary to their welfare. The new road will join the spot known as "Taeschbach", situated at 1,441 metres, to "Zermatt-Spiss" at 1,590 metres.

Its construction will be fraught with engineering difficulties because it will be necessary to shield it against avalanches by a km-long tunnel and a succession of galleries. Traffic will fortunately not be allowed in Zermatt, thus preserving the silence which is part of the charm of this resort. The cantonal authorities and the tourist interests of Zermatt have agreed to build a large underground car park just before the entry to Zermatt.

for bringing the Dunant documents there.

This new biography was presented to the Press on 10th March by Mr. Pierre Boissier, Director of the Henry Dunant Institute. It gives many new insights into Dunant's personality, his youth, his ideas of love and charity, his misfortunes in Algeria, the shock of the bloodshed at Solferino which was the seed of the Geneva Conventions. A most interesting and original part of the memoirs describe the dramatic Commune episode in Paris and reveals Dunant's inborn fear and hatred of the new international Marxist movement. He was, nevertheless, appalled by the brutal repression of the forces of Versailles. His notes were written during the years of solitude and isolation at the hospice of Heiden. They constitute an important historical and literary record.

(ATS)

## HENRY DUNANT'S BIOGRAPHY

Sixty years after his death, the memoirs of Henry Dunant have just come off the press. The Henry Dunant Institute had undertaken to compile a bibliography of the great Genevese philanthropist and asked a collaborator to ferret out all the remaining Henry Dunant papers. This person found valuable material lost beneath heaps of newspaper cuttings in the loft of the Dunant family house. Further personal writings by Dunant were found in the storeroom of the University Library of Geneva, and would probably have remained there for untold generations if this research into the Dunant bibliography had not been undertaken. The job of shaping the rambling contents of 134 note books filled with Dunant's untidy handwriting into a coherent biography was entrusted to Professor Bernard Gagnebin, former keeper of the manuscripts of the University Library and responsible

A few months ago a school of controlled skidding, of the kind founded in Holland by the famous racing driver Rob Slotemaker, has been founded in Osogna-Biasca (Ti.). Other similar schools already exist in South Africa, Germany, Belgium, Japan, Australia and the USA. Learners take part in a one-day course, practising controlled skids with the vehicles of the school. At the end of the day they may test their newly acquired skills with their own cars.

The aim of this schooling is to give motorists the ability to react immediately and correctly in the emergency situations they can encounter during normal driving. They learn from experts how to control their car when it skids on a wet or icy road, or a surface covered by wet leaves or loose gravel. This school is enjoying a great success and receiving students from Ticino, Central Switzerland and Italy.

# THE ZURICH GROUP

ZURICH INSURANCE COMPANY  
(a limited Company incorporated in Switzerland in 1872)

THE BEDFORD LIFE ASSURANCE SOCIETY LTD.  
(an associate member of the Life Offices Association)

THE BEDFORD GENERAL INSURANCE COMPANY LTD.  
(a member of the British Insurance Association)

UNDERTAKE ALL  
CLASSES OF INSURANCE  
BRANCHES THROUGHOUT THE U.K.

HEAD OFFICE:  
FAIRFAX HOUSE, FULWOOD PLACE  
HIGH HOLBORN, LONDON, W.C.1

Telephone 01-242 8833

GROUP RESOURCES EXCEED £500,000,000

## A RESTAURANT SHIFTED A HUNDRED YARDS

In order to make room for works on an embankment, a restaurant in Brugg (AG) weighing 90 tons had to be displaced 90 metres with the help of five large hydraulic elevators moving on rails. The restaurant was displaced during 2 nights and days at the rate of two metres an hour and was ferried across the Brugg-Baden-Zurich road.

(ATS)

## A PEASANT JAILED FOR HAVING WATERED HIS MILK

A 26-year-old peasant from the Jura, Jean-Marie Chèvre, was sentenced to five days gaol and a 300-franc fine at the court of Délémont for having mixed water with his milk. This affair had stirred up the small village of Pleigne, because watering milk is a most egregious crime for a Swiss peasant.

It started last August, when the regional milk controller visited Pleigne on a routine check of milk production. Taken by surprise at his arrival, Jean-Marie Chèvre admitted to a fellow farmer that his milk might perhaps contain a little water, explaining that the pipes to his cow's drinking trough had burst near to his milk cans. This was enough for the rumour to spread out that "the Chèvres were adding water to their milk", meaning Messrs. Chèvre, father and son, owners of 26 cows and three stables.

On 15th December, the cantonal inspector for edible goods visited the village dairy at Pleigne. Mr. Chèvre arrived with his regular three cans of milk. A test by the inspector immediately showed that the milk contained one part in four of water.

Chèvres lawyer pleaded accidental circumstances. The president of the court, however, was not willing to accept any such "tales" and was satisfied with the evidence against the accused. He declared that his offence had been all the more despicable in view of the fact that milk was primarily intended for children and elderly people. Mr. Chèvres lawyer has appealed.

## A SMALL STORM AT SWISS TELEVISION

The director of the economic services of German-Swiss Television, Mr. Rudolf Frei, presented his resignation to the thousands of his viewers during a regular evening programme. His incongruous action was done without the knowledge of his superiors who were understandably both surprised and annoyed. Mr. Frei explained to his viewers that the new regulations of management had made it impossible for him to do his work.

The freedom of expression is per-

haps more restricted on television than in the Press. Contrarily to what is accepted and practised by leader writers and editors, the collaborators of Swiss television are not allowed to use the medium for freely conveying their personal views. Television is intended for pure and objective information, a principle which was at the root of a previous resignation from the News Service, that of Mr. Willy Kaufmann, whose resignation was in fact not entirely voluntary.

Swiss-German television has entrusted its own reporters accredited to the Federal Palace with commenting all the news interesting the country as a whole. This meant that the role of local studios was somewhat neglected and this may have been at the origin of Mr. Frei's complaint. It is also known that television is more vulnerable to pressures from interest groups than Switzerland's fragmented Press. However, reporters working in Berne are covered by an administration most respectful of federalism and find it easier to express themselves. Banking interests are known to have been critical of Mr. Frei's commentaries. But whatever the politics and intrigues that lie behind his resignation, the way in which he used a television programme as a personal platform has been criticised generally and sometimes quite strongly.

At the other side of the country, television came under fire from the doyen of the National Council, Mr. Charles Dellberg. This 85-year-old Valais politician, known to his colleagues as "the Old Lion", was to have been the hero of a TV programme appearing in May and part of a series on important Swiss personalities. The film on his life had taken weeks to produce and cost a lot of research. When Mr. Dellberg got wind of the postponement of his film, he addressed a virulent protest to the Press, claiming that the decision was made by the television directors because of the October elections to the National Council.

Television regulations forbid programmes devoted to personalities who are candidates for the National Council during the six weeks before these elections, less it should influence voters in their favour. Mr. Dellberg was convinced that he had been the victim of an abusive interpretation of this rule, as he himself was a candidate for the forthcoming elections. The head of the television department responsible for "his" programme said that its showing in May would have meant straining the whole schedule of programmes. It was simpler and less costly to postpone the showing of Mr. Dellberg's life story to after the National Council elections. There were, he added, ten other personalities on whose careers TV films had been produced.

Presented with these explanations by a Geneva daily paper, Mr. Dellberg said that he didn't believe any of them.

Politics were behind it all! He had learnt from reliable sources that political interventions had prevented his film from being shown in an effort to frustrate his re-election to the National Council. Mr. Dellberg reiterated that this was a "scandal" and that he was "furious".

The directing committee of the Federation of Radio and Television employees on television to discuss publicity on television and to review the situation arising from the Frei affair. The delegates agreed that the projected extension of publicity during evening programmes was undesirable. The publicity which had been slotted in at 8.15 p.m. before the news programme constituted an interruption which became particularly unpleasant when it curtailed direct news from abroad. The news programme was the most important programme of the evening and it was wrong to sacrifice it to publicity. The Committee felt that advertising on television should be limited to early evenings.

Radio doesn't presently have any advertising and it will not be introduced before the renewal of radio's present concession. The Committee suggested that it should benefit from the revenue of advertising on television. Regarding publicity on Sundays, which has hitherto been forbidden, the Committee acknowledged that its absence served to improve the quality of Sunday programmes. It considered however that this was not a question on which the Churches were solely entitled to speak out. Publicity on television should not be expanded unless Radio benefitted from a parallel extension and unless consumers received adequate information through both media.

The directing committee regretted that Mr. Frei should have used television to serve his personal ends. It recognised however, that producers were insufficiently informed of internal matters. Any further misunderstanding could be avoided in future if there were more staff representation on the management of Radio and Television. The Frei affair had pointed out an urgent need for reorganising Radio and Television and for clearly defining how their statutes should be implemented. Every producer should be informed of just how much freedom of expression he may allow himself.

## COMPANY NEWS

A scientific and technical co-operation agreement has been reached between *Ciba-Geigy* and the Soviet Council of Ministers. Both firms had negotiated separate agreements with the Russian Government before their merger. The envisaged co-operation will cover the fields of research in the production and application of dyestuffs, plastics, agricultural chemicals and

photographic products.

Five hundred and forty shareholders representing 86 per cent of the company's equity were present at the 75th assembly of *Landys and Gir*. The firm, which celebrates its 75th anniversary this year, has increased its sales by 23.6 per cent during the last financial year. The turnover of the group was 568.7 million francs and its consolidated profit was 48.9 million. Shareholders will get 12 per cent dividends and receive options on a new share issue planned by the company.

*Oerlikon-Buehrle* will be opened to public participation. The reorganisation announced by Dr. Dieter Buehrle last October will be carried out shortly. The group is to divest itself of a number of unprofitable sectors. The new Oerlikon-Buehrle company will control the Oerlikon-Buehrle machine tool and armaments factory, "Contraves" and other machine tool subsidiaries. It will retain its soldering interests, its hotels and estate agencies. A share issue directed to the public will serve to expand the productive strength of the group. Dr. Buehrle had made an "outburst" a few days before this announcement at the Annual Meeting of the Union Bank of Switzerland. A shareholder had stood up as the meeting was nearing its end and asked whether Dr. Buehrle should be entitled to retain his position on the Board following the trial on illegal arms exports

in which he was implicated. Dr. Buehrle said that he was aware that some people wished to see him leave the Board, but he refused to be submitted to either a discussion or a vote. He then offered his abrupt resignation to the President of the meeting, Mr. Alfred Schaefer, who accepted it regretfully. He presented Mr. Buehrle with the thanks of the U.B.S. Board. Dr. Buehrle's term was due to last until 1973. Mr. Schaefer explained that the management council had debated his case after the Lausanne trial and came to the conclusion that it was not a penal court.

The Chairman and Managing Director of *Mövenpick* and *Mövenpick Holding*, which controls a highly successful chain of restaurants in Switzerland, has announced his company's expansion programme. *Mövenpick* is to co-operate with "Occidental Petroleum Inc." of California in the construction of three hotels in Kloten, Regensdorf and Berne. The first two will be of considerable importance and will have more than 500 rooms. The hotel in Berne will be partly financed by the town and is expected to be ready for the Centenary Congress of the Postal Union, whose headquarters are in Berne. The Congress will take place in 1974 and Berne has presented its candidature. *Mövenpick* has also passed an agreement with the international "Holiday Inns" organisation, which has established a unique system of compu-

terised hotel reservations, whose network is linked to 1,300 hotels.

## THE FINANCES OF THE NATION

Switzerland's foreign trade suffered a record deficit last year. Exports increased by 10.7 per cent to attain 22,140 million francs, but, imports increased by 22.6 per cent to reach the record high of 27,873 million francs. The trade deficit of 5,733 million francs was almost double that of 1969 and the highest ever recorded.

The cover of imports by exports fell to 79.4 per cent. Imports from Britain increased by 18 per cent to 2,167 million francs. Switzerland's largest supplier was Germany (8,345 million francs) followed by France (3,362 million). Great Britain followed closely behind the United States and Italy as Switzerland's fifth supplier.

Switzerland may be in the red, but the Federal accounts of 1970 were closed on a much more favourable note. The 23 million francs profit predicted in the budget grew to a gratifying 210 million francs, due mostly to unexpected returns on anticipated taxation, turnover tax and tobacco tax. Income derived from National Defence Tax did not come out as high as expected. These satisfactory results were generally attributable to the high rate of growth of the economy.

---

# ACME TRANSPORT CO., LTD.

***The Specialists in Transports to and from The Continent***

CITY WALL HOUSE

84-89 CHISWELL STREET, LONDON, E.C.1

Cables: **Acmetrans London EC1.** Telex: 884005 Phone: 01-606 5721

ALSO AT: LONDON AIRPORT, MANCHESTER AND HARWICH

**We Operate Direct Train Ferry and Container Services**

---

## A CODE FOR EMPLOYER- WORKER OBLIGATIONS

A new bill on the work contract and the obligations binding employers to their employees has been debated both in the National Council and the Council of States. Following a disagreement between the two houses on certain points, it was sent back for modification to the National Council. The points on which the Upper Chamber had disagreed with the National Council related to the indemnities awarded to employees or their families in the case of accidents, death, departure and intellectual creation.

The National Council had agreed that in the case of shop floor accidents, the victim should benefit from his complete salary, in addition to insurance. The Council of States decided that the employer could not be obliged to pay more than four fifths of the salary. Regarding "intellectual creation", the National Council has passed an article entitling any employee who discovered a new process or who had a commercial idea to a reward from his employer.

His creation should belong to him in much the same way that a literary production belongs to its author. The Council of States decided that this new right could paralyse the regular activity of an undertaking and rejected it.

In the case of a worker's death, the National Council had ruled that his family should be given his wages for the current and the following month. His family could thus be awarded up to two months wages. The Council of States found that such a benefit should only accrue to the families of workers who had been employed by the firm for over five years. Their wives should be entitled to a compulsory indemnity amounting to a month's wages. If they have a family then the sum is doubled. When a worker leaves a firm after many years of service behind him, he is entitled to an indemnity. The National Council had set the maximum at a year's wages. The State Council considered that this could be a very heavy burden for the small employer and reduced the "handshake" to six month's wages.

## SWISSAIR EXPANDS ITS NETWORK

Boston joins the network as Swissair's fourth point of call in North America, with three DC-8 flights weekly. As in the past summer, Montreal and Chicago are served daily.

A third weekly service will be introduced to South America on Tuesdays, routed Dakar-Buenos Aires-Santiago. The Sunday flight will now go direct from Sao Paulo to Santiago. Each of the four South American destinations, Rio de Janeiro, Sao Paulo, Buenos Aires and Santiago, will be served twice weekly as before.

In West Africa, a new second weekly flight will link Switzerland with Abidjan, capital of the Ivory Coast, operated by Swissair Coronado jets. Both services weekly are flown in co-operation with Air Afrique over the route Zurich-Geneva-Abidjan-Monrovia. On the weekend flight over this route, DC-8s will replace Coronados from June 26.

Subject to the appropriate traffic rights being granted, Swissair plans to extend the weekly Zurich-Geneva-Douala service from May 13 to Libreville, Gabon. Libreville would become the 17th Swissair destination in Africa. The Johannesburg service via Kinshasa is being changed from Tuesday to Thursday, while the weekend flight to Johannesburg continues as before via Nairobi and Dar es Salaam. The weekend flight to Casablanca will be operated non-stop from Geneva, while the other two services weekly continue to call at Malaga.

The Far East sector sees the addition of a weekly flight from Switzerland to Singapore via Karachi, Bombay and Bangkok. Thus, Swissair will have a daily DC-8 flight to the Far East, with four services terminating in Tokyo, two in Singapore and one in Hong Kong.

A new Swissair destination is Nicosia, to be served twice weekly by Coronados via Istanbul. A slight reduction in frequencies is being made on services to Beirut, Teheran, Ankara and Tel Aviv.

Features of Swissair's U.K.-Switzerland summer schedules are the introduction of a third daily London



## Swiss Industries Fair Basle

17th-27th April 1971

The most outstanding show of Swiss quality products.

In 1971: participation of the groups transport and mechanical handling; boilermaking and radiator construction, oil firing and many more, such as watches, textiles, foodstuffs, etc.

Further information, leaflets, admission tickets and catalogues are obtainable from:

Swiss Embassy,  
77-81 Gloucester Place,  
LONDON, W.1. (Tel. 723-0701).

Swiss Consulate,  
Sunley Building, 18th Floor,  
Piccadilly Plaza,  
MANCHESTER (Tel. 236-2933).

Geneva v.v. service and re-timing of the daily London-Basle flight to a more convenient mid-morning departure from Heathrow. The high frequency of night tourist flights from Heathrow to Basle, Geneva and Zurich is being maintained, all departing and arriving by 23.05 hours. No change is made in the daily Manchester-Rotterdam-Zurich service, leaving Manchester in the morning and Zurich in the evening, or in the joint Swissair/BEA all-cargo services from Heathrow and Manchester.

Elsewhere in Europe, frequencies are being increased between Zurich, Basle and Paris, and between Geneva and Rome. The daily Geneva-Frankfurt-Dusseldorf service operated hitherto is replaced by separate Geneva-Frankfurt and Geneva-Dusseldorf flights, and DC-9s take over from F-27s on the Basle-Frankfurt service.

## THESE VEHICLES



## TRAVEL TWICE MONTHLY TO AND FROM SWITZERLAND AND ENGLAND

Providing DOOR TO DOOR SERVICES  
with vans specially equipped to carry

— Household Removals. — Exhibition Goods.  
— Works of Art. — Machinery.

For full information contact

### In Switzerland

Kehrl + Oeler,  
3001 Berne,  
Nachf. A. Oeler,  
Bubenbergplatz 9.

Tel. 031 22 00 22. Tel. 01-480 6351. Ext. 54 or 58.

### In England

Neale & Wilkinson Ltd.,  
1 and 2 Rangoon Street,  
London, E.C.3.

Other frequencies to go up are those to Budapest (now six times weekly), Zagreb and Belgrade (now daily) and Geneva-Barcelona (four times weekly from end-May). In co-operation with Swissair, Austrian Airlines are starting a new daily service Graz-Salzburg-Zurich, giving these two Austrian cities their first direct link with Switzerland. A new Zurich-Berne flight steps up the frequency on this sector to four daily.

Apart from London and Manchester, DC-9F all-cargo services continue to link Zurich with Paris, Stuttgart and Milan.

## UPTREND IN TRAFFIC

In 1970 Swissair carried 3,927,864 passengers, or 10 per cent more than in 1969, over all sectors of its 210,000 kilometre network, linking 75 cities in 55 countries. Carriage of cargo went up by 13 per cent to 99,090 tons and that of mail by 2 per cent to 9,587 tons.

Capacity available was stepped up by 19 per cent over 1969 to 1,149.1 million ton-kilometres, while revenue capacity sold rose by 12 per cent to 586.7 million tkm. The average scheduled service load factor declined to 51.1 per cent from 54 per cent in the previous year.

Passenger traffic showed a healthy development, accounting for 398.6 million revenue tkm, 15 per cent more than in 1969. On average, 53.3 per cent of the seats available on scheduled services were utilised, against 53 per cent in 1969.

Cargo revenue tkm went up by 6 per cent to 169.6 million and mail tkm by 7 per cent to 18.5 million.

Taking the special circumstances affecting the past year into account, the traffic results achieved in 1970 can be considered satisfactory. At the end of the year the Swissair fleet comprised 39 jet aircraft (including an all-cargo DC-9F), providing altogether 4,393 passenger seats.

(Swissair)

## THE 11th GOLDEN ROSE OF MONTREUX

This international television competition for light entertainment programmes is to be organised by the Swiss Broadcasting Corporation and the city of Montreux from the 29th April to the 6th of May, 1971, under the auspices of the European Broadcasting Union (EBU).

The awards will be as follows: the Golden Rose of Montreux and ten thousand Swiss francs, the Silver Rose, the Bronze Rose, the special prize of the city of Montreux for the funniest work and the Press Prize. The Jury will be headed by Mr. Bernard C. Sendall, Deputy Director General of ITA, London.

The schedule includes a series of discussions which will be preceded by the presentation of programmes relevant to the themes under discussion. There will be no showing of films outside the competition this year.

The aim of the Golden Rose competition is to promote an international exchange of programmes and to encourage the creation of original works. According to the rules the competition is open to the following types of programmes: variety shows, light entertainment with scenario, programmes of songs and light music, personality shows.



# Swiss Life

INSURANCE AND PENSION COMPANY  
(Incorporated with limited liability in Zurich Switzerland)

Mutual Company—Established 1857

**ASSETS EXCEED  
£500 MILLIONS**

24 Cheapside, London E.C.2.

Telephone: 01-236 3171

Head Office: SCHWEIZERISCHE LEBENSVERSICHERUNGS-UND RENTENANSTALT, ZURICH.

## RENTENANSTALT

specialises in Pension Plans for International Companies with the

## MASTER COVER CONTRACT

and offers in Great Britain all types of life assurance and annuities.

30 Exchange Street East, Liverpool L2 3QB

Telephone: 051-236 6712