

# Commercial news

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## COMMERCIAL NEWS

### Important Swiss Contribution to Television.

One of the greatest disadvantages of television to-day is that reception is still limited to relatively small screens. Yet twenty years ago a professor at the Federal Institute of Technology in Zürich developed an ingenious system for the projection of large size pictures from television programmes. Since then, this "Eidophor" procedure has been still further developed by other researchers, and the CIBA corporation in Basel has now made a practical working system using this procedure. CIBA uses the new system primarily for scientific purposes, i.e., for the visual relay of surgical operations, etc., at conferences or in universities. CIBA has the equipment to relay colour TV pictures to a screen 180 square feet in size. The first demonstrations of the new projection system were held in Washington, late in 1958.

### A Famous Swiss gets Job in Middle East.

The famous Swiss architect, Le Corbusier, has received the contract to construct a giant stadium in Baghdad. The City authorities of Baghdad also intend to commission the Swiss architect to construct several new government buildings.

### Swiss Loan for the United Arab Republic.

An agreement has been signed in Cairo, according to which Switzerland will grant a credit of 25 million Swiss francs to the United Arab Republic. The loan, which is to be repaid within five years, is to enable the U.A.R. to purchase textile machinery in Switzerland.

### International Railway Conference at Fribourg.

Government delegates and railway experts from eighteen European countries as well as from various international organisations met at Fribourg to discuss the further development of international railway transport law.

### Fishing in the Lake of Neuchâtel.

Of all the lakes in Switzerland, the lake of Neuchâtel shows the best yields of fish. In 1958 1,227,500 pounds of fish were caught there, and of this amount more than 875,000 pounds — somewhat more than 71 per cent — were whiting, compared with 18 per cent perch, 12 per cent trout, and 10.5 per cent pike.

### Television in Switzerland.

During the period 1st February to 31st March 1959, the number of television subscribers in Switzerland rose from 53,000 to 60,000. About 90 per cent of the subscribers are private, the remainder being public places and hospitals.

### Switzerland has just inaugurated her latest and highest aerocableway at Zermatt.

The highest telpher in Switzerland has just been inaugurated near Zermatt. There is, of course, already a railway which goes from Zermatt to the summit of the Gornergrat, which is at an altitude of more than 9,850 feet. From there, the new aerial cable, which has been installed by the firm of von Roll for the account of the Gornergrat Railway, takes one — in eleven minutes — quite close to the summit of the Stockhorn, at an altitude of 11,400 ft. Thanks to this new line, skiers will now be able to enjoy the snowy slopes where one can ski until the beginning of summer.

### COMMUNIQUE FROM THE SWISS EMBASSY. Serbian and Yugoslav External Loans.

Negotiations took place recently in Belgrade between Switzerland and Yugoslavia with the object of finding a solution to the problem of Serbian and Yugoslav external loans. A settlement is now in sight. Swiss banks are at present conducting an inquiry into the number of Serbo-Yugoslav bonds owned by Swiss nationals.

The purpose of this communiqué is to give an opportunity to all compatriots and companies or societies of Swiss nationality in the United Kingdom owning this type of security — not deposited with a Swiss bank — to declare their holdings. Compatriots in possession of Serbian and Yugoslav bonds before 1st March, 1959, may notify these to the Swiss Embassy up to but not later than 5th May, 1959.

Interested persons should note that they are required to list in their notifications only those securities that form part of the Serbian and Yugoslav external loans. Securities in Dinars or Kronen cannot be considered.

Notifications should be submitted to the Embassy in triplicate. The type of bond and its nominal value (in the currency printed on it) must be specified. If several bonds are part of one particular loan, the serial numbers should be given. When notifying his holding to the Embassy, the owner is at the same time required to deposit his bonds with all coupons attached with a Swiss bank whose name and address should be mentioned on the notification.

Owners should not expect much compensation, as the bonds will be repurchased by the Yugoslav State at a nominal fee only. Owners failing to notify their bonds risk losing all claims to compensation.

### SWISS WATCHES IN "SWISS FORTNIGHT".

A three-man delegation from the Swiss Watch Industry left London on Saturday, 11th April, after week-long discussions with the watch and jewellery trade and other interests in the "Swiss Fortnight" planned for 5th — 17th October.

The party consisted of M. Zimmermann, marketing chief of the Federation Suisse des Associations de Fabricants d'Horlogerie, his deputy, M. Gaulaz, and M. Kaempfer of the Swiss Watch Chamber.

The object of their visit was to plan the exact nature and the extent of the industry's participation in the "Swiss Fortnight". Two rooms have been taken at Park Lane House — the main centre of activity — for the creation of a watch pavilion and a number of functions have been arranged including a reception for the Trade on Wednesday, 7th October.

Special display material is being produced to enable jewellery and retail stores to link their window and counter displays with this powerful Swiss promotional drive.