

The beginnings of Swiss broadcasting

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THE BEGINNINGS OF SWISS BROADCASTING

In 1911, the first concessions were issued for the establishment and operation of radio-electric installations. For ten years radio communications were dependent on foreign senders, in particular, the time signals from the observatory on the Eiffel Tower in Paris and meteorological communications. Therefore, the Swiss watch industry, research institutes and the weather bureaus were the first to apply for radio broadcasting concessions. The first transmitter stations were installed shortly after World War One on several airports, and they served as flying safety measures. One of the first of such stations was the "Station Lausanne-Champ de l'Air" which, like the new stations at Geneva and Kloten, also did limited broadcasting of musical entertainment. The keyboard operating these stations with the respective switches and control boards is still in existence and is now on exhibit in the Swiss Museum of Transport in Lucerne. Visitors to the Museum are able to see in form of original apparatus the whole development from the first Swiss radio station to the most modern shortwave sender.

* * *

In 1966, the Swiss Transport Museum recorded 340,000 visitors with an average of 1,100 per day and a monthly maximum of 69,000. Last autumn, a little over seven years after its inauguration, the museum registered its two-millionth visitor. Last year, the institution housed sixteen special exhibitions and 109 congresses, meetings, etc.

A ZOO FOR LAUSANNE

At the initiative of a Lausanne explorer and traveller, Mr. Marcel Haubensak, a zoo will be opened at Servion, near Lausanne on the road to Berne, at the end of this spring. To start with, this ultra-modern zoo, the only one of its size in the district, will contain over 150 species of wild animals. The plans include a large car-park for visitors. There will be enclosures for carnivorous animals, aviaries, pits for brown and white bears, a monkey house, pools, etc.

COPPET ART EXHIBITION

Starting in July 1967, the Castle of Coppet on Lake Geneva will present a great exhibition of art and history entitled "Quatre siècles d'alliances franco-suissees". This exhibition, jointly organised by the French Ministry of Culture, Paris, and the Swiss Foundation "Pro Helvetia", Zurich, will feature the close relationship between France and Switzerland during the period of the "alliances", i.e. from 1444 to 1830.

[S.N.T.O.]

ZURICH — LUXURY MOTEL

Zurich's only motel to date is situated in the Wollishofen Quarter, just off the new N3 Motorway which leads to the Grisons. Called the "Jolie Ville Motor Inn", the motel offers a well-conceived combination of modern comfort and informal atmosphere. All 75 rooms have bath or shower, toilet, telephone, TV and wall-to-wall carpeting. A coffee and snack bar serves as breakfast room (no alcoholic beverages served). For those seeking more elaborate fare, the same management operates the nearby Gruet Farm, a country-style inn featuring an interesting menu and a good range of wines. A few years hence, the motel is due to be replaced by a luxury hotel with several hundred rooms.

[S.N.T.O.]

HAVE YOU FLOWN DC-9 YET?

(The latest from Douglas, a Swissair 75 seater that is tailormade for European service: the most modern design in ultra-comfortable seating with more leg and elbow space - 2 or 3 abreast, more windows, and quietness with speed. Basle can now be reached in less than 1½ hours.)

For scheduled flights from London to Basle and Zurich (and Manchester to Zurich from this winter) there is only one airline with this new aircraft. SWISSAIR of course!

The same airline that has up to 8 passenger flights a day from London and Manchester to Switzerland.

The same airline that has regular all-cargo services, in addition to large freighter capacities on passenger flights.

The same airline that has connecting services for passengers and freight onward in Europe, and beyond to the Middle East, Africa, the Far East, North and South America.



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