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ADVERTISING OF INTERNATIONAL STANDING

On the occasion of its annual congress in Paris, the International Advertising Association organised a world advertising competition. Out of 1000 entries from advertising agencies of over 30 countries, it was an advertisement created by a Zurich advertising agency for a Swiss glue, which won first prize in the consumer goods category.

BAKERY AND CONFECTIONERY EXHIBITION

The Swiss Association of Master Bakers and Confectioners has decided to hold the 3rd International Bakery and Confectionery Exhibition in Basle from May 13th to 22nd, 1966. The first exhibition of this kind was held in Lugano in 1951, and the second in Zurich in 1962.

The organisation of this year's event has been entrusted to the Swiss Industries Fair which will make its halls available for the occasion. The International Bakery and Confectionery Exhibition will once again be accompanied by special demonstrations and displays.

AN EXCEPTIONAL CONSIGNMENT

The 130-ton stator for the first of the two turbo-alternators in the first big Swiss thermal power station being built at Chavalon, above Vouvry, in the Rhone valley, upstream from the Lake of Geneva, was recently installed. The two hydrogen-cooled turbo-alternators, each developing 175,000 kVA, will be the most powerful of their kind in Switzerland.

The transport of this huge consignment from Oerlikon (Zurich) to Vouvry raised a number of tricky problems, especially during the last 3½ miles, which had to be covered by road. After being transported by special train on a Federal Railway waggon with 18 axles, the stator was loaded on to a special road vehicle with 16 articulated axles, each with four wheels, drawn and pushed by tractors and weighing in all some 300 tons.

The alternator in question has been built by the Oerlikon Engineering Company (Zurich), while Escher Wyss (Zurich) was responsible for the construction of the steam turbine.

Laugh a little . . .

"Yesterday I was at my friend's, the veterinarian's place, for dinner."

"What did you get to eat?"

"Most probably one of his patients."

* * *

"Funny, every morning after I get up I have a tummy ache, and half an hour afterwards it is gone. What could I do about it?"

"Well, simply get up half an hour later." —Nebelspalter.