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POSTERS IN ZURICH

At present (Autumn 1967) Zurich, the biggest town in Switzerland, has permanent or temporary hoardings or space for some 14,000 posters, which represents a coefficient of 32.3 posters per 1,000 inhabitants. Consequently, Zurich is one of the leading towns for the density of its posters, not only in Switzerland but also in Europe, since Switzerland herself, with an average of 19.8 posters per 1,000 inhabitants, has one of the highest densities of posters in Europe. It should however be pointed out that there are no giant-sized posters in Switzerland, like those found in other countries; and that the standard size of poster used in Switzerland (90.5 x 128 cm) — which corresponds to the “golden section” — makes it possible to put up a larger number of posters for the same area. In Zurich each week, over 6,000 new posters are pasted up over the old ones; each poster is left on display for two weeks. (OSEC)

RESEARCH AGREEMENT

Brown, Boveri Co. Ltd. at Baden and the North American Rockwell Corporation at El Segundo, California, recently set up a group for the purpose of studying the possibilities of building a production centre in the United States for the construction of plant for power stations, in particular steam turbines and generators manufactured according to the Brown, Boveri technique.

Laugh a little . . .

Three-year-old Fritzli arrives at his grandfather's place, showing off his new trousers. Grandpa is very surprised that the trousers are so extremely short, and he asks: “Fritzli, haesch Mini-Hoesli a?” Grandson thinks this is a very silly question and answers: “Nei Grosspapa, das sin mini!”

—From ‘Uesi Chind’ Nebelspalter

The Mini-skirt fashion causes us men to utter the same remark as in long past times, when sailing craft were replaced by steam boats: “Wonderful, now we don't have to wait for the wind to blow!”

—Nebelspalter