

# The cinema, a refuge for bachelors

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**JUBILEE OF THE SWISS  
NATIONAL AUTUMN FAIR  
Lausanne, September 13th-28th, 1969**

Founded on December 15th, 1919 in the capital of the Canton of Vaud, on the shores of the Lake of Geneva, the Lausanne National Autumn Fair — also known as the Swiss "Comptoir" — will be celebrating its fiftieth anniversary from September 13th to 28th next.

1919-1969: between these two dates lies the story of the rise and growth of an institution now firmly rooted in the traditions of Switzerland. What was originally a small regional fair devoted mainly to foodstuffs and agricultural products, where barely six hundred exhibitors shared halls which were for the most part temporary, is today a big national event with over 2,400 exhibitors and exerting a favourable influence on Switzerland's international relations.

While the purpose of this big economic event is above all to display Switzerland's production, it is at the same time a genuine labour festival. It has a particular charm all its own, making it extremely attractive and enjoyable for visitors from both home and abroad. United in its diversity like the country itself, forming a close link between town and country, it also practises a genuine liberalism with regard to other countries.

Thus, in addition to the Canton of Zurich, its official Swiss guest, it will have the privilege of welcoming the exhibitions of Czechoslovakia and Mexico, the foreign guests of honour of this 50th anniversary fair.

Already, in all the linguistic regions of Switzerland, plans are being made to come to this big autumn economic event; already, the Palais de Beaulieu, home of the Lausanne Fair, is preparing to receive over a million visitors.

#### Figures

Switzerland imported 4.6 million tons of crude oil and 6.2 of petrol products in 1968. 43.1% of the crude came from Algeria, 24.2% from Libya and 19.8% from Saudi Arabia and Kuwait. 90.8% of the finished products came from Common Market countries, Italy, Germany and France being the first three most important deliverers.

\* \* \*

In the first semestre of this year, the Swiss have smoked 9.68 billion cigarettes (compared with 9.1 billion during the corresponding period last year). This amounts to 1650 cigarettes smoked per inhabitant. Spread over a year, 1969's consumption exceeds the record of 1965, that year, the price of cigarettes went up by 20 centimes and smokers had made their stocks in time.

\* \* \*

The visible exports of Switzerland in 1968 amounted to 2821 francs of export per capita. These results were

slightly beaten by Luxemburg and the Netherlands. Otherwise, a Swiss exports one and a half times more than a German, two and a half times more than an Austrian, Briton and Frenchman, almost three and a half times more than an Italian, four times more than an American and five times more than a Japanese.

(A.T.S.)

#### THE CINEMA, A REFUGE FOR BACHELORS

The Swiss Bank Corporation has published the results of an enquiry into the cinema-going habits of the Swiss. It revealed that the majority of cinema audiences were unmarried. Of this category, 28% were aged between 15 and 19, 45% between 20 and 24, 21% between 25 and 34. Of the married population going willingly to the cinema, 40% was aged between 25 and 34, and 20% was comprised in both de 33-44 and 45-54 age groups. Elderly couples then comprise only a fifth of married audiences.

Education has a strong bearing on cinema going habits. 42% of cinema-goers had gone through a professional school, 23% through the Gymnasium and University, and only 13% had no more than primary schooling. Among cinema amateurs, 48% admit to going very frequently to the cinema (that is, up to twenty times a month). 28% go twice a month and 25% less than once a month.

The number of cinema tickets sold last year was 31.2% millions, a 20% decrease on sales in 1963. This fall is primarily due to the development of television. During the same period the number of TV sets has almost trebled, having topped the million mark.

(A.T.S.)

#### A HUNDRED DROWNED

Although the bathing season has made a late beginning this year, the number of bathing casualties is increasing every day. In spite of the safety warnings and the good counsel that has been abundantly broadcasted, 1969, with already a hundred deaths on record, looks like becoming a tragic milestone in the history of bathing accidents. The casualties have included 69 men, 26 children and 7 women. 18 people have been rescued by life-savers and civil defence men.

The Society of Life-Savers, in its effort in reducing the number of bathing accidents has broadcasted its eleven golden rules. They are: to enter slowly in the water, never to dive in a state of hotness, always to be careful of the temperature of the water, to reach the shore when a feeling of coldness starts to spread, to avoid bathing with a completely full or empty stomach, never to cry for help jokingly, never to swim for long distances alone, never to lie on an

air-mattress over deep waters, to avoid seaweed, to stay clear of boats and observe boundaries and never to let children remain in water unobserved.

#### The landslide at Eptingen

A million cubic metres of earth and rock slipped onto the National Motorway 2 under construction near Eptingen, in the Canton of Basle. It was the second time that work on the same stretch of the future motorway had been disturbed by a landslide. In 1967, earth had piled onto the site at Oberburg, and the lessons derived from this incident had not prevented the present and far more important landslide from occurring. According to the professor called to assess the geological situation, landslides like this only occur once in a century. The engineers building the motorway were aware of the treacherous nature of the terrain and had just undertaken to fortify the highway's embankment when the catastrophe occurred. It still has many mysteries and may have been provoked by five or six different causes.

The cemetery of Eptingen was displaced by the 450 metre-wide earth movement. The bottling factory of Eptingen's mineral water was seriously damaged. A bridge under construction was destroyed, being carried away together with a lot of building machinery. Sixteen people were made homeless and communications with Eptingen were interrupted for a while, until they were cleared with dynamite.

Damages have run into the millions but officials hope that the landslide will not delay the opening Sissach-Eptingen section of motorway scheduled for next year.

In the meanwhile, the Commune has decided to move the cemetery to another place. This was, said the communal president, "a simple question of piety".

(A.T.S.)

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