In pursuit of pleasure

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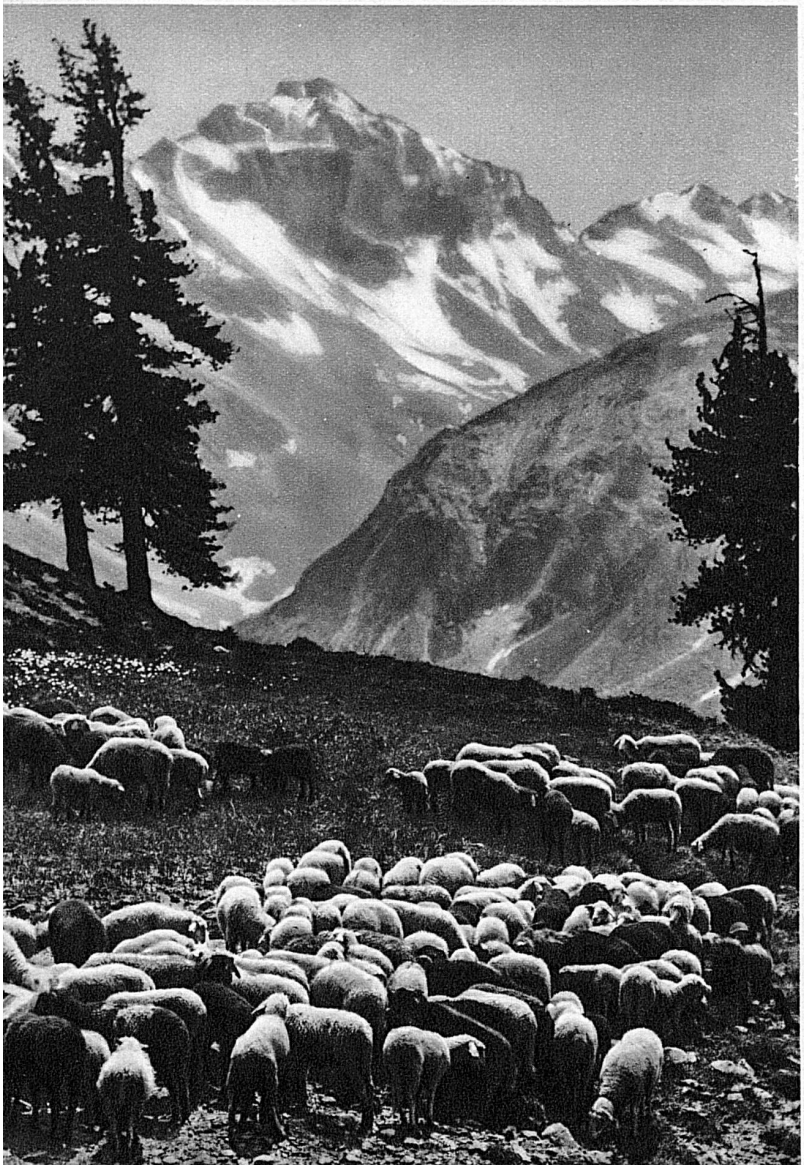
In pursuit

With the British ban on foreign travel removed, many people in pursuit of pleasure, will now be wending their way to Helvetia's happy land.

During Great Britain's economic crisis, when «stay at home» (bleibe zu Hause) was the slogan, patriotism came first, but nevertheless nothing at home was a good enough substitute for a Swiss holiday; so that now, free and unfettered again, everybody is rejoicing.

There is no doubt that the British travel-loving public thinks of Switzerland as a kind of Utopia, and envies those individuals who are domiciled here. When the visitors come they explore everything with insatiable curiosity and interest. They carry home with them happy memories, souvenirs and photographs, and a new resolution:—to come again!

In the Sertigtal near Davos. The Hoch Ducan in the background

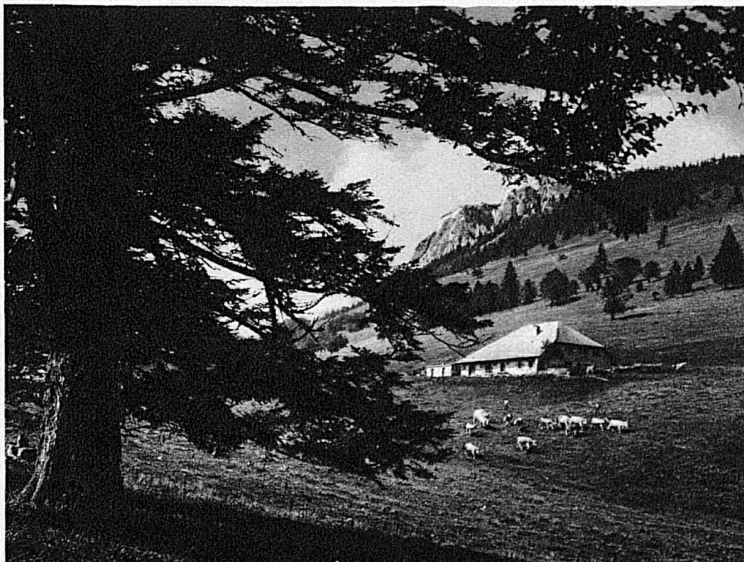


To travel with convenience and comfort is generally the first consideration in a contemplated holiday abroad. Not only from home to destination, but within the foreign country itself.

Now, throughout the length and breadth of Switzerland, travelling is a pleasure. It makes part of the holiday itself, because the greater portion of the railways are electrified, assuring benefit from the invigorating air, even from the carriage window!

Many people touring from place to place accomplish as much of their journey as possible on the beautiful lakes, where the steamer services connect with the trains. And the mountain resorts are reached by an interesting variety of cog-wheel, funicular, and rack and pinion railways, which are a never-ending novelty and delight to children and grown-ups alike.

A typical Landscape in the Jura, Canton Vaud



# of pleasure

the Simplon, the St. Gotthard, and the Loetschberg, to which so much interesting history is attached. These masterpieces of engineering skill should fill everyone with the same awe and admiration as flying or the radio. But unfortunately people quickly take stupendous achievements for granted.

The very high horse-power locomotives of the St. Gotthard line, once called aptly by a Swiss writer «the brown and green panting jaguars» journey from central Switzerland up hill and down dale, and through mountains, into a southern clime. On one journey climate and vegetation are changed in a few hours.

Another unique attraction about a continental holiday is the Lido life, which is lived par excellence in many lovely resorts. And also in the mountain resorts there are open-air, artificial Swimming Pools, known as the Strand Bad.

The Wetterhorn from Grindelwald

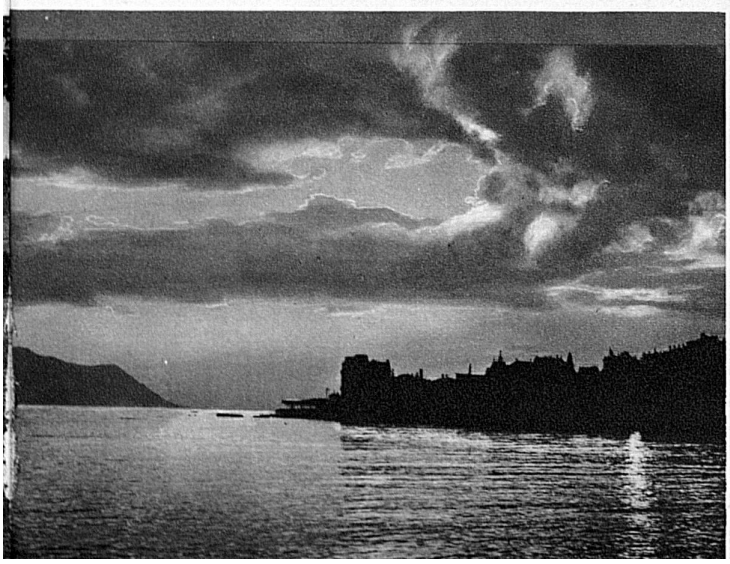
So that mere travelling becomes the first pleasure in a visit to Switzerland, which is easy to reach and incomparable in scenery. It is followed by a multitude of advantages, qualities and charms, and a reputation for beauty and health, that no other country in the world can surpass.

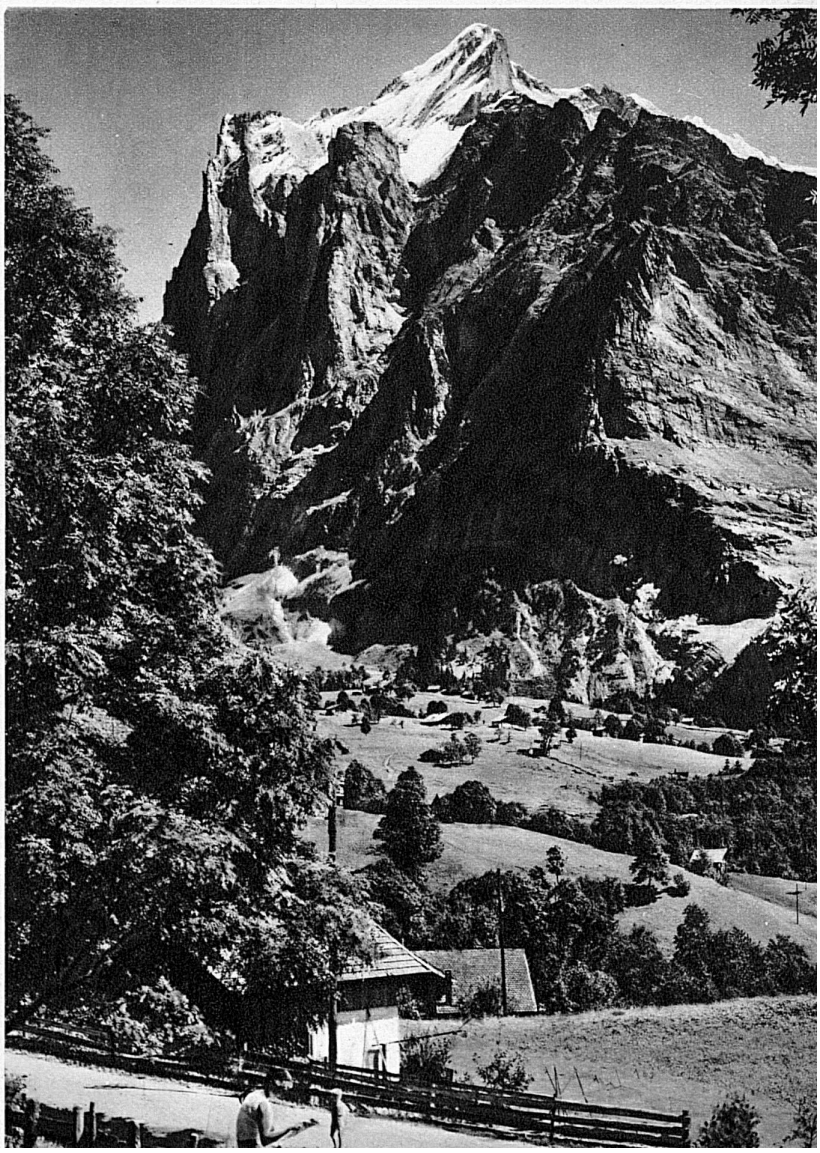
The call of the mountains in spring and summer cannot be resisted by the British. The highest mountain monarchs are covered in eternal snow on which the brilliant, recuperating sun shines till the sunset hour; then appears the wonderful Alpine glow (Alpenglühn), when their peaks are suffused in a magic rose-red.

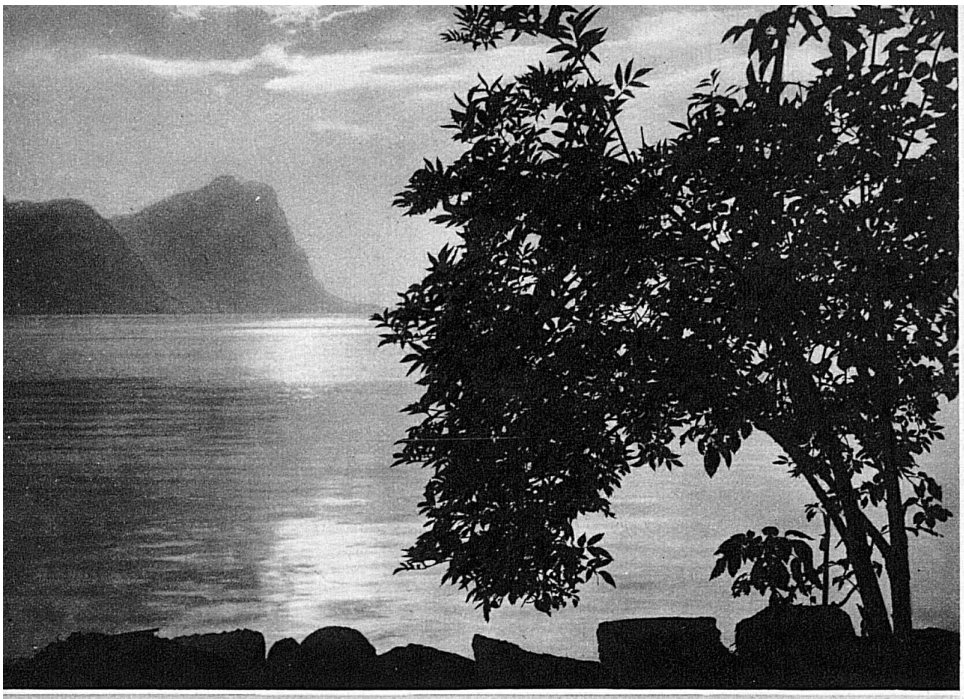
Certainly the Alps and the Jura are two inviting ranges from end to end; a magnificent reward for hardy climbers who toil for pleasure up to any of their panoramic summits.

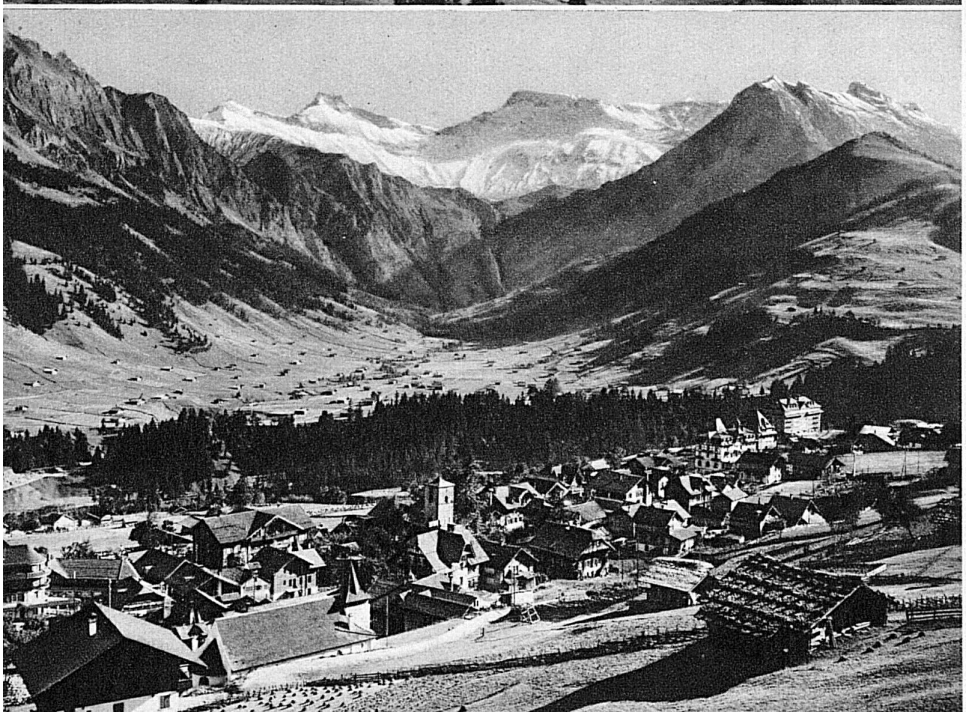
Then again many a traveller visits Switzerland on purpose to make a journey through its world-famous tunnels,

Sunset on the lake of Geneva









Then there are the al-fresco meals and sun balconies, which are so much a part of Swiss life, but mean so much more to the visitor, because they are also little known at home. Here in Switzerland they attract one to revel in a care-free, healthy existence, which brings everyone's holiday to a maximum of contentment.

In Switzerland almost everything for almost everybody is to be found in a remarkably small area; yet withal, spaciousness seems its crowning attraction. With a population of about four million, French, German, Italian and Romansch are spoken, to say nothing of Swiss German, a national dialect. And customs, scenery and vegetation change with almost fairy-tale-like rapidity.

In French, German and Italian Switzerland almost every place is a holiday spot. It is easy for visitors to take their choice. In one day trains traverse the whole country, revealing a series of scenes unequalled in beauty, a series of sights unequalled in novelty.

Almost everywhere that British visitors tread, «English Spoken» is their comfort. That is one principal reason why Switzerland is a favourite holiday hunting ground. The «home-from-home» feeling is not only to be found in hotels, but everywhere, and the leisurely life and the understanding natives make holiday-making a real rest. A striking contrast to a vacation in America, for instance!

Another outstanding charm of Switzerland is its wealth of interesting scenes in native life, which are often not only picturesque, but very informative and utilitarian. Swiss peasant life and industries can still improve on many modern methods. So that for those who make the effort to explore just off the beaten track, a vast field of interest will be found.

Throughout Switzerland, the old and the new, the simple and the sophisticated, thrive happily side by side. It is to be seen in all the big towns, and also in many villages, where hotels have sprung up in native settings.

So all in all, the travel-loving British can be assured when they come to Switzerland in pursuit of pleasure, that they will find it, and rejoice; and this year perhaps as never before.

Hilda M. Thorn.

Above:
The Lake of Lucerne with the Bürgenstock

Centre: *Gstaad*

Below:
Adelboden with the Steghorn and Wildstrubel

Phot. Steiner, Nägeli, Gyger, Déraz, Sommer, Dr. Wolff, Meerkämper.