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## MR. ARTHUR ABPLANALP'S 65th BIRTHDAY. (December 14th, 1949.)

We extend best congratulations to Mr. Abplanalp, on his recent 65th birthday anniversary.

After having devoted his life to pioneer work in a worthy cause it is perhaps opportune to say something about Mr. Abplanalp and his book "In Perfect Shape All Your Life." We hear that the book is in the way of being a best seller. Medical men, Army and Navy Officers, Britain's leading Physical Culturists, as well as the ordinary man in the street are of one opinion, namely, that the book represents by far the best treatise on the subject of the true relationship between exercise of the physiologically right kind, and the Health, Fitness and Slimness of the human body. This exposition is in complete conformity with Physical and Medical Science. The book also contains biographical and other interesting stories relating to the subject matter. For instance, the previously untold story of Robert Roth's attempt to become a boxing champion in 1923, in London; how it began and why it ended in defeat. A story worth reading. Then there is the fascinating and highly instructive narrative of the "gay woodcutters," who are vividly portrayed amidst the romantic grandeur of the Swiss Mountains.

The book not only makes very good reading, but the style of writing in itself is something of a surprise, even among professional writers. A retired officer of the Army Medical Corps, Lieutenant-Colonel Robert R. Lewis, M.R.C.S., L.R.C.P., was so impressed with the book as a whole, that in his enthusiasm, he sent a copy to His Majesty, King George, from whom he received a letter of warm appreciation.

Mr. Abplanalp now considers himself to be the fittest man in the world of his age. He is lecturing throughout the country this winter, and performing outstanding feats of skill and youthful physical fitness. He even challenges athletes of *any* age to copy his feats of strength. Feats which, according to Mr. Abplanalp, require no special technique or training, but are based on perfect physical fitness of the body as a whole. So far he has lectured at the Midland Institute in Birmingham, the Pavilion Theatre at Brighton, as well as in London. On all occasions he had a full house, and his challenge was accepted by many athletic young

men, but all failed to emulate Mr. Abplanalp's feats. His next appearance will be at the Central Hall in Edinburgh on February 17th, 1950. The lecturing and performing in this country is prior to his coming American Tour as a living example of Perfect Health and Youthful Fitness at an advanced age. When this tour takes place, it will be good propaganda for the Swiss! We wish him luck.

We feel sure that Swiss men and women in this country would particularly enjoy reading Mr. Abplanalp's remarkable book. It would make an ideal Christmas present, from which readers of any age can receive real inspiration. The book is obtainable from bookshops, or direct from "Health For All" Publishing Company, 17 & 18, Henrietta Street, London, W.C.2. Price 7/6.

### OUR NEXT ISSUE.

Our next issue will be published on Friday, January 13th, 1950.

We take the opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscriptions: J. Scherer, Dr. E. R. King, B. Apelbaum, J. J. Huber, M. A. Rothlisberger, V. Umbricht, H. Farquarson, J. Zimmermann, J. Donat, O. Frei E. Frey, E. Winzeler, P. Bessire, Miss B. Sandmeyer, Fr. Kibiger, H. Schenkel, E. Wey, F. Imhoff, M. Gedet.

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**TROCADERO RESTAURANT**  
Shaftesbury Avenue, Piccadilly Circus, W.1  
on **FRIDAY, JANUARY 27th, 1950**

The Swiss Minister and Madame Henry de Torrenté will be the Society's Guests of Honour and delegates from the S.K.V. in Switzerland will attend.

**Reception 7 p.m.**

**Dinner 7.30 p.m.**

**Dancing till midnight. Evening dress optional.**

**TICKETS** at 25/- can be obtained from:

THE SECRETARY, SWISS MERCANTILE SOCIETY,  
35, FITZROY SQUARE, W.1.