

Our next issue

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breakfast will be brought each morning on a tray unless you leave instructions to the contrary. Lunch and dinner, although equally delicious, will consist of entirely different menus, and if you are half an hour late, the food will be just as hot and appetizing.

In the hall or lounge a notice-board will put you right about social entertainments and local places of interest. There is plenty of opportunity to mix with the other guests if you want to, but no one will think you anti-social if you prefer a corner of your own. Out of all this is created the essential core of a holiday, the right atmosphere to relax in.

Ah, yes! you may say, but look at Switzerland's advantages in the matter of entertainment. Reliable weather, no war scars, better and more plentiful food and drink, no labour troubles and fewer trade restrictions. Weather is certainly their trump card (but how many people would be disappointed if they didn't have a little rain on a Scottish holiday even if they aren't fishermen?) and their labour difficulties are less acute than ours, but it is a mistake to think the Swiss have enormous supplies of unrationed food. They are, in fact, also rationed but somewhat differently from us. What is the secret of their universally excellent hotels?

When winter sports were first introduced into Switzerland (mainly by the British) at the end of the nineteenth century, the real boom in tourist traffic began, and it was only then that the Swiss began to study the art of innkeeping with professional care. There are very few really old inns in Switzerland, such as are to be found in England and France. The Swiss were quick to see what opportunities the tourist trade held for them. Now it is their greatest source of national wealth.

Although we do not rely to the same extent on our tourist traffic in Scotland, we have a steady influx of visitors from April to October and a small but enterprising coterie of winter sports' enthusiasts. We are beginning to realize the immense possibilities which might be developed along these lines, but our drive has so far gone into advertising Scotland abroad rather than consolidating the home front. By this I mean the hotel front, and not only the front but the back, the outside and the inside right down to the kitchens and the cellar.

Variety is the spice of life. The visitor is agog for it and here is an opportunity to produce our Scottish best. So let us go native and get out our bagpipes and tartans. Let us serve porridge, haggis, cock-a-leekie, herrings (fried in oatmeal), grilled trout, roast venison,

girdle scones and oatcakes, but let them be cooked to perfection and beyond criticism. They will be far more popular than familiar English dishes and bad imitations of French cooking.

Think of the variety of drinks which could be made with a whisky or rum base and a little imagination. It is a mistake to think visitors prefer neat whisky when they can get it.

One of the nice things about foreigners is that they are always more interested in our history than we are in theirs. Too often information about our ancient buildings and places of interest is locked away in the country library. A supply of short, intelligent leaflets or guide-books about local history and buildings would be immensely appreciated in hotels and boarding-houses.

So, in spite of the many obstacles which confront Scottish hotel-keepers (and if anyone has a genuine grouse about petrol rationing, they have), I believe the future success of our tourist trade lies with them. In their hands they hold the power to make or mar a very promising commercial project. I dare to hope that they may attain the prestige enjoyed by our doctors, our engineers, our whisky and our incomparable scenery.

CONCERT EDWIN FISCHER.

The Swiss pianist Edwin Fischer gave a Beethoven recital at Wigmore Hall on Sunday, 29th May.

The concert hall was overcrowded, which is quite an unusual thing for a Sunday afternoon concert and amply shows the very great interest that Mr. Fischer's concert had created in the London musical world. The recital was brilliant, and tremendous applause was given to the artist. It was an outstanding success.

OUR NEXT ISSUE.

Our next issue will be published, Friday, June 24th, 1949.

We take the opportunity of thanking the following subscribers for their kind and helpful donation over and above their subscription: A. Tisdall, Anton Bon, F. H. Rohr, A. Schmid, O. Worth, C. de Mierre, Ch. Schorno, Mrs. A. R. Berry, A. F. Frickart.

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