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GOOD NEWS FOR WINTER SPORT VISITORS SWITZERLAND.

For many decades winter sports have attracted an ever increasing number of people from Great Britain to the Continent. The desire to visit SWITZERLAND, undoubtedly the country most suitable and best organised for this purpose, is to-day as great as ever.

Since the devaluation of the Pound Sterling and its reduced exchange value in relation to the Swiss Franc, holidays in Switzerland booked in England have automatically increased in cost, although prices even now compare very favourably indeed with those in other countries. A glance through the Winter Sport Programmes issued by the British Tourist Agents will leave no doubt about this.

The Swiss have for some time explored every avenue to make it financially easier for their British friends to pay them a visit. For very valid economic reasons a devaluation of the Swiss Franc has so far found no favour with the Federal Authorities.

The Swiss Hotel Keepers' Association, a professional organisation which counts as its members most Swiss Hotels, have now decided on the following scheme to achieve a reduction in the cost of a Winter Sport Holiday in Switzerland for this coming season only.

Any visitor from Great Britain and from any other country outside Switzerland who, between 23rd December, 1950, and 28th February, 1951, stays at least 14 nights at any Winter Sport Hotel, member of the Swiss Hotel Keepers' Association, is entitled to a refund in cash or a deduction from his bill of Sw.Frs.50.— (£4 1s. 9d. at the official exchange rate of Sw.Frs.12.23 : £). Children over 4 years of age enjoy the same facility. The cost of this measure will be borne partly by the members (Hotels) themselves, and partly by the Swiss Hotel Keepers' Association as a body.

This is certainly a move in the right direction and should encourage many to choose SWITZERLAND

for their Winter Sport Holiday. It will in most cases bring the cost below the rates quoted for a stay of similar duration in other countries.

PERSONAL.

We extend heartiest congratulations to Mr. and Mrs. Francois Imhoff, Tinto Hotel, Symington Biggar, Launce., who have recently celebrated their silver wedding anniversary.

* * *

We have great pleasure to announce that Mr. Herbert Fenton, a Director of Messrs. Marber & Co., of Maggi's fame, has been elected Master of the Worshipful Company of Farriers for the ensuing year.

This Livery Company of the City is 700 years old.

In congratulating Mr. Fenton on this honour bestowed on him, we wish him a successful year of office.

Xmas Greetings

Following former years' practice we propose to publish again in our December issue a collective greeting.

The scarcity of paper and the costs of Xmas cards, should induce many of our subscribers to make use of this facility to extend to their friends the compliments of the season.

Those of our readers and friends wishing to be included should forward name and address to our office not later than Tuesday, December 5th, 1950, together with remittance for 6/-.

An Appeal . . .

The SWISS BENEVOLENT SOCIETY and the SWISS CHURCHES in LONDON appeal once more to their compatriots for their kind contributions in kind or cash, in order to provide a little extra cheer for Christmas to our Swiss in need. All kinds of wearing apparel, household goods and furniture would be much appreciated and gratefully received.

Please send parcels, if possible not later than the end of November 1950, to 31, Conway Street, Fitzroy Square, London, W.1., and cash remittances to:

SWISS BENEVOLENT SOCIETY, 31, Conway Street, W.1., The Revd. C. Reverdin,
7, Park View Road, Finchley, N.3., The Revd. H. Blum, 1, Womersley Road, N.8.,
The Revd. Father A. Lanfranchi, 58, Queen's Gate, S.W.7.

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