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A NEW BAEDEKER.

It is more than a hundred years since Karl Baedeker launched upon the world the guidebooks which bear his name, a name that has become a household-word to the travelling public. At the time Baedeker founded his publishing business the usual means of land-transport were the highways and the stage coach; the railways were a novelty in their infancy. Until the advent of the motorcar all travelling was done by rail, the Baedeker guidebooks were therefore compiled for the use, mainly, of the tourist who went by train.

Today the wheel has come full circle: the roads, vastly improved of course, are again and increasingly used by the tourist. To meet this development, Baedekers have created a new type of guidebook, the AUTOGUIDE. Railway routes have been replaced by a description of the roads with all the information useful and necessary to the motorist. These new autoguides cover most of the European continent and, in the case of Switzerland, are available in a French and an English edition, besides the original German text. The Swiss guidebook is largely based on the text of the revised edition which appeared in 1938.

The English edition of this new guide is published, under the title BAEDEKER'S AUTOGUIDE TO SWITZERLAND, by George Allen & Unwin Ltd. at the price of 30/- net. A finely produced, clearly printed and well bound book of 320 pages and of convenient size, it contains 36 maps and 82 pen-and-ink sketches. The contents are divided into three sections: A. — General information, B. — Road Routes, C. — Gazetteer of Towns and the chief Tourist Resorts.

The general information follows the lines of the former Baedekers. It is, so far as we can judge, accurate in every detail and comprises everything the traveller requires or wishes to know. The road maps are specially drawn for the motorist, they possess the useful feature of lateral gradient schedules showing the road not only from above but also from the ground level. The gazetteer is an alphabetically arranged

index which includes even the most out-of-the-way localities. It is the completeness of the information provided which prompts the President of the Automobile Club of Switzerland to write "Guiding all enterprising visitors towards these hidden pleasures of Switzerland, the new Baedeker will accomplish much more than the functions of a mere guidebook."

The English edition of this new Baedeker has been adopted by the Swiss Automobile Club as its official handbook. It has been compiled with the assistance of the Swiss National Tourist Office and of numerous local travel bureaux thereby ensuring great accuracy and reliability, notably in such details as hotel and catering facilities.

Altogether a well-arranged and most useful handbook, comprehensive, compact, dependable. No English-speaking tourist to Switzerland — and he need not necessarily be a motorist — should be without it.

J.J.F.S.

Summer Programme

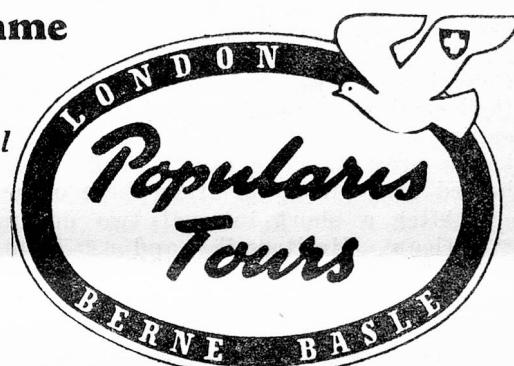
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