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airlines once combined with various fashion houses in advertising elegant travel clothing and comfortable travel. The association has even been successful, and gratifyingly so, in persuading the banks to replace their gridded windows with attractive and informative show cases.

Along with its commercial cares, the association has civil interests. They are active in the city planning of new one-way streets, erection of new street lighting, staggering noon-times to fit in with heavy traffic, etc. They are of course greatly interested in the proposed rebuilding of the Bahnhof itself.

Customers, window-shoppers, tourists and citizens alike who enjoy and take pride in the Bahnhofstrasse may well echo the congratulation of the newspaper "Die Zürcher Woche." "Although the Association of the Zurich Bahnhofstrasse is primarily interested in increasing the buying desire of the public, we are still very pleased with it when this occurs in such a charming and pleasant manner."

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Nouvelle Société Helvétique (LONDON GROUP)

SOCIAL MEETING

(open to all Members of the Swiss Colony)

Tuesday, February 16th, 1960, at 7.45 p.m.

at the

Swiss Hostel for Girls, 9 Belsize Grove, N.W.3.

Monsieur W. ROCH, of the Swiss Embassy, has kindly consented to give us a causerie (in French) with coloured slides, on "JAPAN". Discussion to follow.

BUFFET SERVICE with coffee or tea, 3/6d. inclusive, from 6.30 p.m. onwards.

Will Members and Friends intending to be present please inform the Warden of Swiss Hostel not later than Tuesday, February 16th, between 11 a.m. and noon.

(Tel.: PRImrose 6856)