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LONDON - LUCERNE

... via 'El Sombrero'

Instead of engaging some famous star to open his nightclub, Mr. H. Laubscher, Swiss owner of the El Sombrero, decided to invite eight British children in the care of the N.S.P.C.C. to Lucerne for the holiday of their lifetime. The children will leave for Switzerland in the afternoon of 19th June by Swissair. They will stay for a fortnight in an hotel on the shores of Lake Lucerne and will be cared for by Miss Heidi Abel, Switzerland's favourite TV announcer. Their holiday programme will include various excursions on the lake steamers and mountain railways. The highlight will be a day-trip in brand-new motor cars through the most picturesque parts of Switzerland.



Lucerne is the favourite Swiss resort for British holidaymakers. In 1960 more than 60,000 visitors from Great Britain spent their vacation in Lucerne. Among its many other attractions, Lucerne is noted for a fine cuisine of somewhat rural character.

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El Sombrero held a "Lucerne Gastronomic Fortnight" from 29th May to 11th June 1961. The special menu included a wide selection of typical Lucerne dishes. A glass of Swiss wine was offered free of charge with every Lucerne meal by the Swiss Wine Growers' Association.

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Everyone ordering a Lucerne meal was invited to retain the Lucerne Menu, which was numbered. At the end of the Fortnight, a draw was made and the lucky number won an eight days' holiday for two in a luxury hotel in Lucerne. The winning number was announced in the Kensington Post on 15th June and displayed in the El Sombrero Restaurant.

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As an additional attraction, a Lucerne folklore evening was held at the El Sombrero on 31st May. There was a varied programme by six performers in national costume.

An unforgettable picture greets the summer visitor to Lucerne looking down, on a cloudless day, from the Pilatus over the wide stretch of country at the Lake of Lucerne. Again and again, his glance wanders back to the lakeside town. It is the profusion of beauty in this ever-changing landscape as revealed by this bird's-eye view, that makes Lucerne a retreat for pleasure and relaxation. One might almost say that nature has been too lavish in bestowing so much beauty and such a variety of gifts on a single town. From the first moment, one's glance is captured by the deep blue waters of the lake, patterned with white sails and gaily-coloured boats.

Summer on the lake! That means bathing, paddling and swimming, happy and carefree romping on the shores, basking in the sun on the warm sands. Lucerne certainly knows how to please the most discriminating guests. It is not merely by engineering alone that a modern bathing-beach has been transformed into a veritable jewel set in magnificent natural surroundings, but also to the happy blending of woods, meadows and ponds, of playing fields and beaches which lends it its unusual charm. The Lucerne Lido is more than just a bathing beach; it is a mediator between man and nature. In this contrast of green grassy patches and beach, meadow and woodland, streams and ponds overgrown with water-lilies, there is a spot for everyone. Through the verdure along the shore, the water glistens and sparkles. Even though thousands may wish to enjoy the Lido on a warm summer's day, this swimming pool on the lake can accommodate them all.

Looking across the lake to the mountains beyond on such days, one is impressed by the gentle harmony of this famous panorama, even when one glances up to the mighty heights still covered with snow in summer. The dazzling white sails of the yachts stand out sharply against the blue waters. Skilfully taking advantage of the light breeze, they turn and swiftly sail up the lake.

Lucerne has always been keen on rowing. A regatta with Swiss or even international competitors is always a great attraction. On mild summer evenings, the skiffs and scullers in training, as well as the powerful fours and eights flit rapidly with rhythmical strokes over the surface of the lake. For international and local regattas, Lucerne is blessed with an ideal stretch of water, a natural stadium in the true sense of the word — The Rotsee (Red Lake), a long and narrow lake to be found a little way out of the town which is noted for the peculiar colours it sometimes assumes sparkling in the sunlight. Lying between gentle slopes and surrounded by meadows, woods and dwellings this lovely gem was "discovered" only a few decades ago as an ideal place for regattas.

Now our friend, from his perch on the summit of Pilatus, looks away from the beach and water. His glance rests on the soft, wooded heights which surround the town. Fanning out in all directions, beautiful walks await those seeking relaxation, whether it be along the lake, the banks of the Reuss or towards the mountains. From the Sonnenberg he sees the sweeping approaches to Lucerne and the panorama of mountain peaks. The arms of the



The "Lion of Lucerne" was carved in 1821 to commemorate the heroic death of the Swiss soldiers who fell whilst guarding the Paris Tuileries in 1792. It was designed by the Danish sculptor, Thorwaldsen, at the request of Colonel Carl Pfyffer von Altishofen, but the actual work was carried out by the German sculptor, Lucas Ahorn, and in 1942 renovated in keeping with the original style.

lake seem disconnected as they daringly reach in between the heights. It is not without reason that the Dietschiberg east of the town was called the "little Rigi". It is, incidentally, a golfers' paradise. Situated in such a beautiful setting, finer links than these cannot be found. From hole to hole the player is continually being surprised by new, unexpected views of the town and mountains, lake and country. Summer tournaments on this ideal course are a permanent tradition of this holiday resort.

Tradition! Here the equestrians have a say, and with good reason, for they have chosen the most attractive

spot on the lake for their *International Concours Hippiques*. The brilliant contests of horse and rider are highspots of Lucerne's summer season. Another old Lucerne tradition is horse-racing on the Allmend. Here the international representatives do not compete over obstacles but in long distance flat races. Elegantly dressed women line the race-track which has been softened by the beating of countless hooves, lending to the excitement of the racing that sophisticated note which is characteristic of classical turf meetings. However, it is not only the champions who feel in their element in Lucerne, but also those who ride for pleasure. Not far from the town, along the Reuss or the Emme, there are ideal riding tracks. Two excellent schools: Hans Hofer, Eichwaldstrasse 27, and Franz Fickler, Schäferweg (Eichwald), are at the service of lovers of this grand sport.

Lucerne, in whose narrow streets we hear English, French and Italian, as well as other less familiar languages in addition to the local Swiss dialect, is a very popular tennis centre. Tennis being practically cosmopolitan and Lucerne catering for visitors from all over the world, playing facilities have again been increased and the tennis courts transferred to the newly planned sports centre "Brüelmoos", opposite the Lido. Tennis in this lovely setting is a real thrill, both for the player and for the onlooker. The Lucerne courts are also the scene of international tournaments which are often of world class. These, too, are red-letter events on Lucerne's season calendar of entertainment.

PAUL ERNI

CITY SWISS CLUB

"Informal Dinner Dance"

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DINNER IN THE TITHE BARN 8 p.m.

DANCING UNTIL MIDNIGHT

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