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“POUR LA SUISSE DE DEMAIN : CROIRE ET CREER”

This is the slogan of the Swiss National Exhibition in Lausanne in 1964. Its aims are:

To present on land and lake a true picture of our nation
 To unite twenty-five sovereign regions in joint enterprise
 To remind each man of his true aim in life
 To seek in the present the pattern of the future
 To forge new links with the new Europe
 To strive toward world solidarity
 To spur Switzerland on to new faith and endeavour.

On 26th September, the Swiss Ambassador presented the Charter of the Exhibition to the Earl of Dundee at the Foreign Office. To mark this occasion a delegation of the “Exposition Nationale”, the Tourist Office of the Lake of Geneva Region and the London branch of the Swiss National Tourist Office arranged a luncheon at the Dorchester Hotel on 1st October.

Monsieur Daeniker was in the chair and some 200 guests were present. Councillor of State G. Despland, the President of the National Exhibition, addressed the gathering on the purpose of the exhibition, which takes place every 25 years. The last exhibition in Zurich, in 1939, enabled us, at a critical moment in world history, to manifest the unity underlying Switzerland's diversity and to stress our will to defend our proverbial liberties, social achievements and democratic institutions in loyal and active collaboration with all nations desiring to promote human wellbeing.

The next exhibition, the speaker pointed out, would be on the same principles, but the accent would be on a contemporary society, on the changed relationship between individuals and between nations, and the revolution brought about by recent scientific developments.

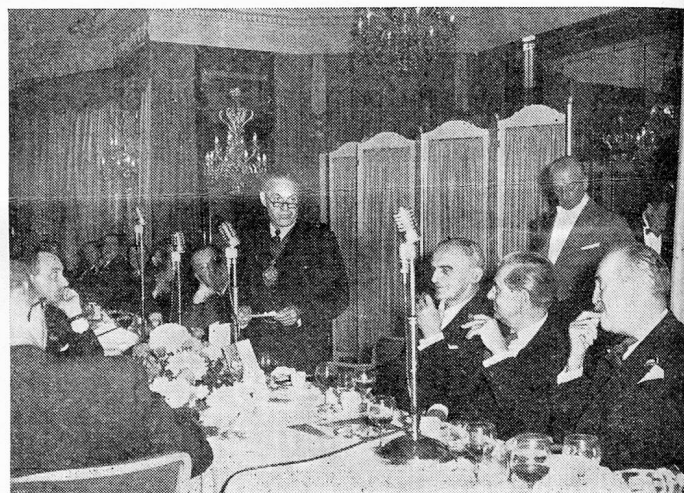
Mr. H. Guhl, Chairman of the Tourist Office of the Lac Léman Region, referred to the previous luncheons of this nature, arranged by the Tourist Office, and expressed his conviction that the good relations thus fostered between the Lac Léman and the British friends would continue to stimulate travel from England to the Léman which had started a hundred years ago. (The Lac Léman region

covers 25 resorts with tourist accommodation totalling 29,500 beds).

The luncheon was attended by the Mayor of the City of Westminster, who replied for the guests, representatives of the Foreign Office, the Treasury, Board of Trade and other Government offices. Also represented were the Bank of England, the British Federation of Industries, various commercial, trade and cultural organisations, the Press, broadcasting and television authorities, and many transport and travel agencies.

As the Swiss Ambassador said in his chairman's welcome, he hoped that the happy message the visitors had brought with them from Switzerland would radiate outside the banqueting hall and find an echo in distant parts of the country, from where the organisers hoped to get a great many visitors to the Exhibition in 1964.

Mariann.

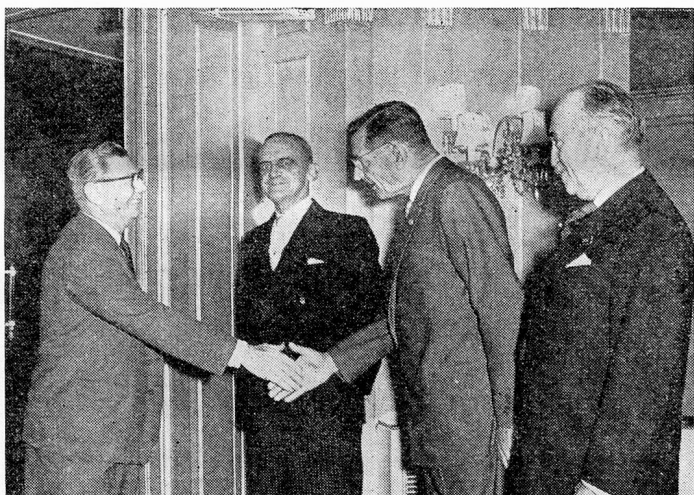


The Mayor of Westminster addressing the party, on his right M. Despland, on his left the Swiss Ambassador.

WHAT THE AUTHOR OF “THE LAST DAYS OF POMPEII” THOUGHT ABOUT SWITZERLAND

Lord Bulwer Lytton, after reading Rousseau, came, like many of his compatriots, to visit Switzerland and the shores of Lake Geneva. In 1833 he writes in his travel log: “There are certain places on the earth to which, for persons with imagination, it is a positive duty to pay a visit: To pack one's luggage and go towards the beauty of Nature. Thus, not to journey to Switzerland would be to commit a grave negligence! Of all the places that I have visited, none is more sacred to me, none more firmly anchored in my mind and my heart, than Lake Geneva with its crystalline countenance. It was there that Jean-Jacques Rousseau discovered Julie's woods. ‘Woods of Clarens, how different you are from the mists of my country’.”

(SNT.O.)



M. Despland greeting a guest. The Swiss Ambassador on the left and M. Guhl on the Right.