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IN LESS THAN TWO WEEKS BRITAIN HAS CONQUERED GENEVA!

No need to get excited! Everything went off perfectly peacefully—

And the conquest of Geneva by British invaders will not be brought up at the United Nations Security Council.

It was a blithe invasion, under the sign of fair play and carried out with limited means. Only one armoured car to lead the offensive: a doubledecker bus! Three strategists to direct operations: two London policemen and one police-woman. And for shock troops: one detachment of "Cameronians," those Scottish soldiers armed with—bagpipes!

On the part of the Genevese, not the slightest sign of resistance. On the contrary an immediate fraternization with the newcomers, with the watchmakers of the City of Jean-Jacques Rousseau regulating their watches in accordance with G.M.T.!

To hide nothing from you, Geneva has brilliantly celebrated "British Fortnight" from 1st to 13th October, a manifestation both spiritual and popular, designed to honour the ancient friendship which links the City of Nations to Great Britain.

ENTENTE CORDIALE

An entente cordiale soon reigned between the Genevese population and the two policemen and one police-woman directing the traffic in the main streets of the city. The townspeople made it a point of honour to abide assiduously by the rules and automobilists have never displayed so much docility! It was their way of welcoming the "Bobbies".

The modern, rattly trams were neglected in favour of the two-decker which served the centre of the town. The passengers had but one objective: the upstairs of the sympathetic giant, whence they could look upon from high—literally and figuratively—the "dwarfes" of the urban traffic!

An immense crowd surrounded the wonderful Cameronians playing as they marched, just like a gymkhana organized by the British Motor Car Importers and the Genevese agents to enable the excellence of English cars to be judged.

The basket-ball match, which saw the handicapped British beat their Genevese brothers, attracted a numerous crowd, following the struggle with bated breath and showering their encouragements on these truly valiant sportsmen.

WHEN THE BRITISH COLOURS FLY OVER GENEVA

The unsuspecting traveller stopping off in Geneva must have thought he had been parachuted into the middle of England celebrating her National Day!

Flags bearing the British coat-of-arms were floating in their thousands from private flats, from the pediments of public buildings and on car-hoods.

The proud Mont-Blanc bridge itself, which generally is only decorated with the colours of Helvetia (and for the grandest of occasions) had enormous British flags hoisted its whole length. All over Geneva there was no roof, no façade, which did not join in the festivities by flying the flag of Great Britain!

Four hundred small sign-boards, at crossroads and in the main streets, proclaimed: "MADE IN BRITAIN FOR YOU".

Everybody was unanimous that Geneva, bedecked with British flags, made a fine sight!

Organized for this welcome "British Fortnight",

there were a number of cultural manifestations and spectacles which captured the attention and interest of the Genevese.

The fashion shows of the "Fashion House Group of London Ltd." and of the "British Menswear Guild" proved to all those who still had any doubts that English "haute couture" does not come second to her Parisian equivalent. It was the Hotel des Bergues which provided this festival of grace and elegance with its frame.

At the Théâtre de la Cour Saint-Pierre and the Athénée Museum, Sir John Wedgwood spoke about "Wedgwood and Rousseau" and their links, whilst Mr. James Laver, ex-Director of the Victoria and Albert Museum, traced the history of "British costumes down the ages". There is one noteworthy detail: both lecturers spoke in perfect French.

The largest store in Geneva also marched to the English tune, reserving a whole floor to produce "Made in Britain" and organizing an exhibition "Britain Past and Present", whilst another big firm presented models and uniforms of the British Navy. Several cinemas for their part entered into the spirit of "British Fortnight" by showing the great British classics of the Seventh Art.

In less than two weeks England has conquered Geneva—Let us hope the reverse will also take place!

This is the wish formulated by all the Genevese on the close of "British Fortnight", this cordial exchange between two peoples who have never ceased to appreciate and esteem each other mutually.

"The Times" says on 1st October, "Visitors to Geneva are likely to suffer from a slight sense of confusion during the next two weeks; this international polyglot city is now prepared for full scale anglicization. Posters and banners 'Made in Britain For You' decorate the streets, and more than 300 shops in the centre of town are showing only British goods. Large stores are going even further: reproducing London landmarks such as the Old Curiosity Shop, presenting exhibitions on Britain's past and present, and a photographic display on the British Navy."

After talking about the importance of the Board of Trade having contributed hard cash to this overseas presentation of the Fashion House Group which should bring good results, "The Times" continues "A model of the projected Channel tunnel, as well as Stephenson's 'Rocket' will be on view: while the bagpipers of the 1st Battalion, The Cameronians are likely to prove the most popular outdoor attraction, though the doorman from Simpson's restaurant in the Strand is also likely to attract a crowd outside a restaurant here. The same restaurant has also imported Simpson's head carver, and two tons of Scottish beef are being flown over as a gastronomic initiation to the British way of life. This last step represents a great concession on the part of Swiss authorities who usually jealously refuse meat imports from the United Kingdom."

"The omens are all in Britain's favour. Geneva wants to go British. The fortnight is backed wholeheartedly by the man in the street and the Swiss women who both have always appreciated English quality goods and are ready to try anything from across the Channel. As an indication of the general enthusiasm one English biscuit firm states that it has already sold three tons of biscuits to a single Geneva store."