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10,000 SKIERS PER HOUR

Thanks to two new ski lifts which went into operation at the end of 1965, St.-Cergue in the Vaudois Jura now boasts eleven transportation facilities for winter sports fans. In close co-operation with a resort area in neighbouring France which also has more than ten ski lifts, an hourly total of more than 10,000 skiers can be brought up to the heights around St.-Cergue. All subscription tickets are valid on both sides of the border — a fine example of international co-operation in the field of tourism!

[S.N.T.O.]

LAUSANNE OFFERS A NEW KIND OF HOLIDAY

The Lausanne Hotel Keepers' Association and the Lausanne Tourist Office organised two Raclette Luncheons at the Europe Hotel off Grosvenor Square, London W.1, on 3rd and 4th March. The first day, the invitation was for travel agents, and the second day was reserved mainly for travel writers. The occasion was not only to let the guests enjoy the famous Swiss cheese dish and the *Bindenfleisch*, the *Zuger Kirschtorte* and excellent helvetic vintages, but it was also to introduce a new holiday plan which will enable visitors from this country to see Lausanne and its surrounding countryside, as well as to make a few special excursions.

These holidays are called "Kaleidoscope Holidays", inclusive arrangements at reduced rates. Various plans are offered, "Lausanne for Relaxation", "Lausanne for the Sportsman", "Lausanne-Matterhorn-Mont-Blanc" and "Lausanne from Beaches to Glaciers". Schedules cover either four or seven days, and accommodation can be at tourist, standard or *de luxe* hotels.

Not many people think of Lausanne as a holiday place. But with varied attractions offered under the new plan, the idea suddenly becomes feasible. Information can be had from the Swiss National Tourist Office, 458 Strand, London W.C.2

MM

Auslandschweizer-Home ... ein «pied-à-terre» in der Heimat



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The Home is open all the year round. Please write to the Secretary of the Home for Swiss living abroad at Dürrenäsch Aargau/Switzerland and ask for application forms with conditions of admission, or contact your Consulate or your Swiss Club.

Herzliche Osterwünsche an unsere lieben Landsleute im Ausland



Wishing our dear compatriots abroad a very happy Easter



Home for Swiss Living Abroad — a «pied-à-terre» in the homeland