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FLIMS-LAAZ – PASSPORT TO RESORT FACILITIES

To mark the 100th anniversary of Flims as a holiday resort, the Flims Tourist Office has introduced the "Golden Key": a resort passport which can be purchased at Sw.Fr.66 and entitles the holder to unlimited use of all mountain transport facilities, indoor and outdoor swimming-pools, saunas, bowling alleys, tennis courts, rowing boats; to a fishing permit, as well as to free admission to all cultural and sporting events – all this in the resorts of Flims, Laax, Trins and Falera.

Riding and excursions in horse-drawn carriages are available at half-rate. The holder of this "pass" can furthermore choose at will the restaurants where he wishes to dine; his hotel will issue him vouchers to this effect. Validity: until 23rd October, 1977.

ZÜRICH – A BANK OPEN DURING SHOPPING HOURS

At Bahnhofstrasse 70 (in Zürich's main shopping street) a branch office of the Swiss Bank Corporation now stays open during shopping hours: daily from 09.00 until 18.30, on Thursdays until 21.00, and on Saturdays until 16.00. This will enable visitors to change and draw out money at times when other banks are closed.

BERNE A LA CARTE

The Federal Capital is offering a special package valid throughout the year. Prices start from Sw.Fr.106 for two nights and from Sw.Fr.132 for three nights' accommodation.

The arrangement includes bed and breakfast, an evening meal in a typical Bernese restaurant, a city sightseeing tour, a 24-hour ticket for the public transport system, a trip to the Gurten (2,800 ft.), free admission to museums, night-clubs and discothèques and a complete documentation, etc. Leaflets are available from the Swiss National Tourist Office.

A GOOD BOOK REVIEWED

"Made in Switzerland," with 324 pictures, 188 of them in full colour, in a reproduction quality that does credit to the title of the book.

Secondly with a very readable text that provides a concise but interesting outline of the growth and manifold activities of modern Switzerland.

The text and pictures complement each other in many ways, forming a unity that serves the sole purpose of furnishing a comprehensive survey, and one that is not meant only for the specialist.

WHO ARE THE AUTHORS?

Walter Günthardt, an Editor of the "Neue Zürcher Zeitung", is responsible for the whole text of this lavishly illustrated book; he also wrote the principal chapters as well as all the picture captions.

Hans Erni, a painter and graphic artist of world renown, has given some thought to the main branches of the Swiss economy and has contributed a number of allegories that serve as introductions to the various chapters.

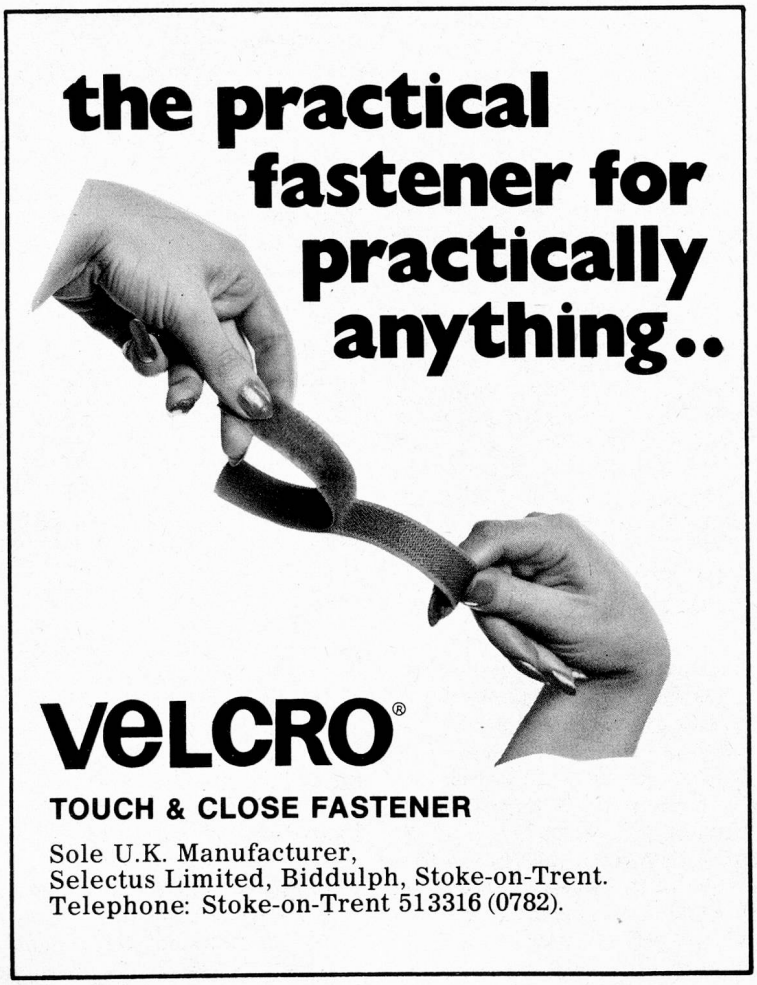
Rob Gnant, the first Swiss to have won the Golden Palm of the Cannes Film Festival, is the photographer who has made man and his work in a technical world the fascinating central theme of this book.

Size 28 × 28 cm (11 × 11 in.), 336 pages with 324 illustrations, 188 of them in full colour, 11 full-page illustrations by Hans Erni, finest matt art paper, clothbound, packed ready for airmail dispatch.

The visual information contained in the book is free from all clichés and window-dressing. It shows Switzerland at work, seen through the eyes of a skilled and perceptive photographer.

Without making any exaggerated claim to exhaustive treatment, it brings all the main aspects of Switzerland's export-oriented economy into clear focus and helps the reader to a deeper understanding. The English text, finally, makes Made in Switzerland accessible to readers all over the world.

Watches, cheese and chocolate are of course still part of Switzerland's image abroad. They also get the attention they deserve in this illustrated book. But there is much, much more in the book – the first to appear under the committed motto of Made in Switzerland – for its purpose is to spotlight all the quality products of the Swiss export trade.

Made in Switzerland has become a password that is accepted as a guarantee of the highest precision and dependability both for products and for services. The story of how this rare creative combination has come into existence over the years in a small multilingual country like Switzerland with its dearth of natural resources is told on every page of this book.

Copies are available, price SFR 144, direct from the publisher – A. Vetter, Schifflände 22, CH-8001, Zürich.