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To Switzerland for your

The British are at heart a sporting race, and pursue many manly sports in their own country; but when it comes to real winter sports, and all that those two simple words signify, then Switzerland becomes their Mecca.

Within about fifty years ski-ing, skating, tobogganing, ice hockey, lugeing, bob-sleighbing and curling have grown from their first playful, experimental stages into serious sports that have won world-wide achievements and victories. Every conceivable kind of technique has been practised and proved, and either accepted or rejected in the general stride towards the perfecting of these admirable and quite individual sports.

To-day all these various sports, each of which is carried to a fine art, find their permanent



*Hahnenmoos
near Adelboden*

home in sunny, snowy Switzerland, where the air is always bracing and exhilarating, and where the bountiful sun tans in winter as in summer days.

Old-time enthusiasts have their favourite region in Switzerland, with

*Snow dust at Wengen
with view of the Jung-
frau*

their own conception of the fastest track, the finest ski-ing fields, the incomparable ice rinks and the most wonderful scenery.

But although winter sports in Switzerland have now become more or less a household phrase, there are still hundreds of people who are about to go there for the very first time and to experiment in these great outdoor sports. The problem with so many of these potential winter sporters is 'Which region shall we go to?'

Switzerland is a small country of which one thinks in terms of quality and not quantity. While the whole population is only about half of that of greater London, it has an insuperable set of resorts that have made it the foremost winter sports country of the world.

There is the unrivalled region



*Le Sépey is on the Rail-
way between Aigle and
Les Diablerets, and of-
fers glorious hours of
sport to all ski-ers*

*Left: The Hugeligrat
near Gstaad has a par-
ticularly good repu-
tation in Ski-ing circles*



of the Bernese Oberland, with Wengen and Grindelwald, Adelboden, Saanenmöser and Gstaad, and many other ideal places.

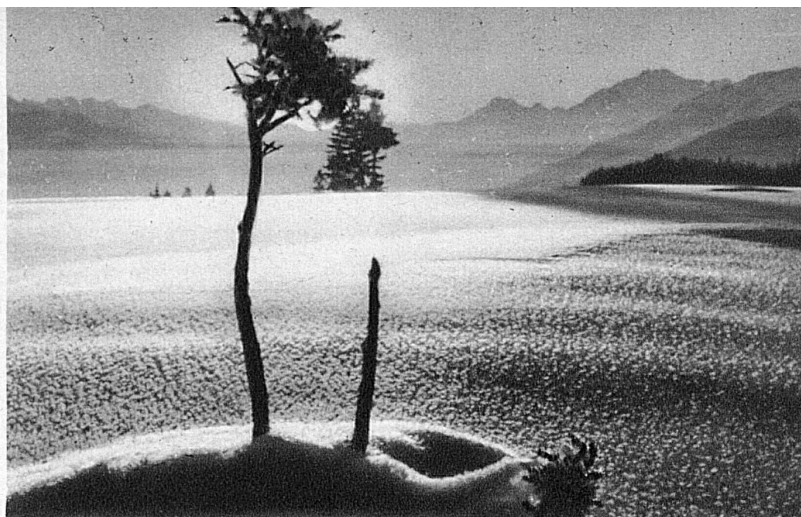
In the canton of Valais lies the favourite spot of Champéry. And the whole incomparable Zermatt region, which branches off from Visp in the Rhone valley, reveals one of the greatest of all peaks—the Matterhorn.

The whole of the Engadine and the canton of Grisons with the outstanding centres of St. Moritz, Davos and Arosa, are also unsurpassable goals. In Central Switzerland there is Engelberg.

In the delightful canton of Vaud, Villars and Les Diablerets always attract considerable numbers of people.

In all these marvellous and spectacular resorts and localities the most skilled and fastidious of winter sport professionals as well as novices can find the zenith of their sporting ambitions.

In all of them the sun shines long and the snow is always plentiful. Every change of climate is observed closely by the experts so that all courses and tracks are always excellently prepared, and the ice rinks kept in perfect condition.



Sunset at Montana-Ver-mala. Mont Blanc is in the background on the left



Winter in the district round Greizer, one of the latest ski centres in French Switzerland

Champéry and the Dents Blanches



Below:
Château-d'Oex, too, has in winter a welcome for the Skier

Everywhere there is activity, and sport, interest and amusement are happily combined, while important competitions and races succeed each other almost continuously.

Anybody who wants to be a winter sport enthusiast must go to the sunny, snowy resorts of Switzerland, for in every district all such sports are practised throughout the joyous days of the all too short but glorious winter season. *Hilda M. Thorn.*

winter sports!

Phot. Klopfenstein, Gos, Gyger, Dubost, Glasson, Monthey, Neidl

