Peaceful Switzerland

Autor(en): **[s.n.]**

Objekttyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): **- (1939)**

Heft 918

PDF erstellt am: **19.03.2024**

Persistenter Link: https://doi.org/10.5169/seals-693627

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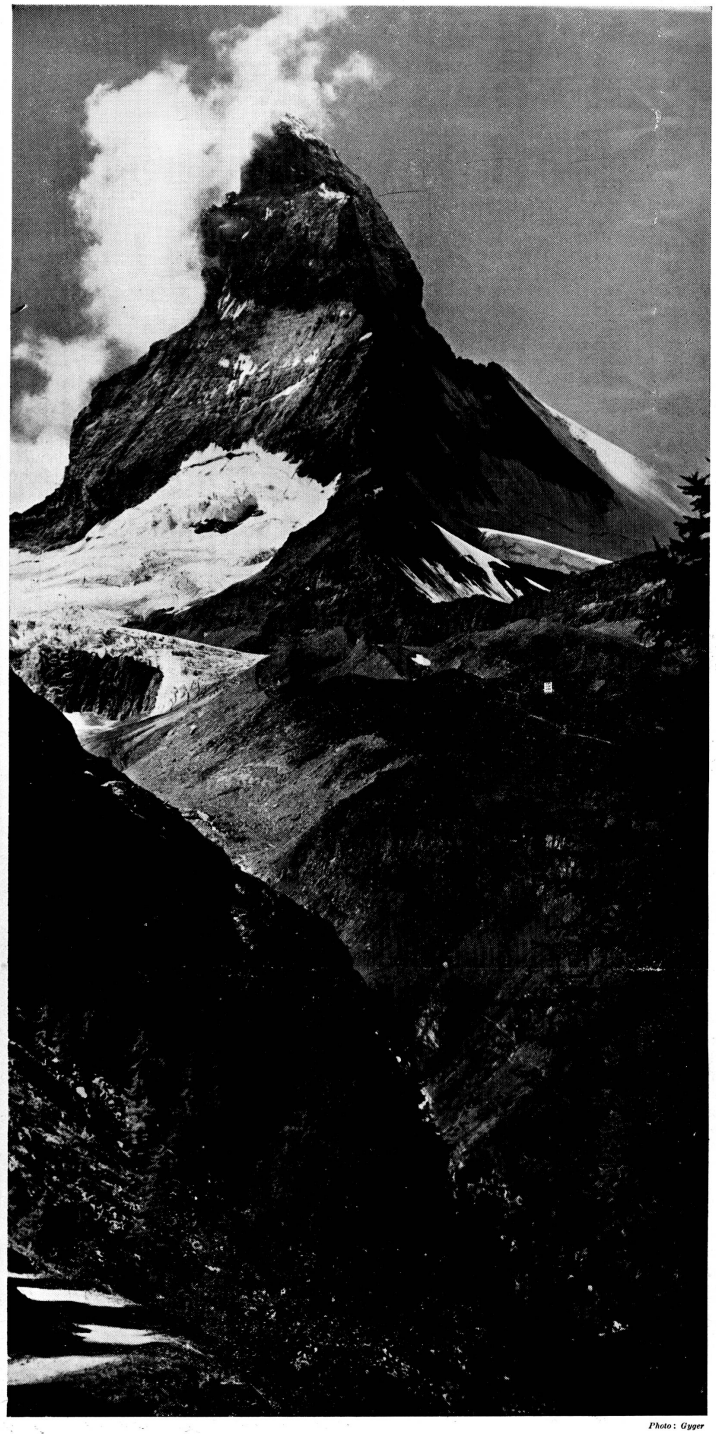


Photo: Glyger

Peaceful SWITZERLAND

The loveliest holiday land
in Europe
is undisturbed

Few countries have so much beauty, variety and interest to offer the visitor, and no one who has been to Switzerland has ever seen it all. For a happy carefree holiday in a tranquil land unvexed by restrictions come to Switzerland this year! Swiss hotels lead the world in variety of choice, friendly personal service, and value for money. Travel is direct by rail or air. The £ buys around 21 Swiss francs and there are no money formalities whatever.

SWISS NATIONAL EXHIBITION

MAY 6—OCTOBER 29 · 1939

ZÜRICH

The Mirror of a Nation

A complete cross-section of the intellectual, cultural and industrial occupations of a country whose people, of four different languages, have maintained their democratic independence for six hundred years.

For information and insight into Switzerland as a market, and as a source of supplies, visit the Swiss National Exhibition at Zürich this summer. The exhibition covers engineering, electrical engineering, watchmaking, chemistry, metallurgy, travel, transport, catering, building, agriculture, dairying, stock-breeding, forestry, papermaking, printing, photography, textiles, medicine, sport, insurance, banking — every aspect of Swiss life, culture, husbandry, industry and commerce.

EXHIBITION OF SPANISH ART TREASURES, GENEVA —June 1–August 31, 1939. A unique selection of some 200 famous paintings and tapestries from Spain chosen amongst the 2,000 recently safeguarded at Geneva. Now exhibited under the auspices of the Spanish and Swiss authorities.

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RENOWNED SWISS SPAS enjoy the benefit of the bracing alpine climate. Sports, entertainments, specialised medical treatment in charming surroundings.

INFORMATION, advice and free descriptive literature from the Swiss Federal Railways and State Travel Bureau, 11-B Regent Street, London, S.W.1 (WHItehall 9851), Railway Continental Enquiry Offices and Travel Agents.

AN APPRECIATION.

The Editor wishes to convey his congratulations to the Management of the Swiss Federal Railways and State Travel Bureau for this striking advertisement, on account of its conception and lucidity.

The very well chosen slogan, "Peaceful Switzerland," which has been adopted for some time past in all publications issued by the Swiss Federal Railways and State Travel Bureau, is a very happy one; it is not only "according to facts," but it carries dignity, which is so often lacking, when slogans of all sorts are adopted.

For twenty years the Swiss Federal Railways have continuously advertised in the "Swiss Observer," they are in fact one of the oldest and most constant user of our advertising space, and the Editor wishes on this occasion to express his sincere appreciation to the Management for their support.