

# Swiss jewellers win coveted foreign Awards

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This question of nationality is worth a word. Of riders I suppose 70 per cent are British, about 20 per cent American and the remaining 10 per cent are from various countries. America has gone hand in hand with us from the start and has had some wonderful riders. A Frenchman has won the great Grand National from the top and an Italian is also in the very highest class and a Canadian was our Champion.

After many years of experience I can say without fear of contradiction that those who ride the Cresta are a grand bunch of men of all nationalities. Come along and join us down the most famous slide in the world; you will never regret it.

(By courtesy of "St. Moritz Courier".)

## EXPO 1964

The Swiss National Tourist Office and Swiss Federal Railways (458 Strand, Trafalgar Square, London W.C.2, Telephone WHITEhall 9851) have given the following news:

Contrary to previous information referring to a reduction granted by French Railways to visitors of EXPO '64; we have been informed that such a concession will *not* be available.

As far as traffic from Great Britain to Lausanne is concerned, a fare reduction (single ticket for return) will only be allowed on the Swiss portion.

The Secretariat of the Swiss Abroad in Berne have informed us that the organisers of the EXPO will extend a special welcome to the Swiss from abroad. On presentation of their consular registration card admittance will be half price (Fr.3.— instead of Fr.6.—).

Before leaving their country of residence they should obtain a voucher from their Embassy or Consulate, on production of which they will be granted a free personal and private three minute telephone call abroad. This facility will be strictly reserved to Swiss citizens only. (One call per family.)

### WORLD AND OLYMPIC CHAMPIONS AS SKI INSTRUCTORS

It may well be that guests attending one of the one hundred and twenty Swiss Ski Schools are initiated into the art of ski-ing by well-known ski champions. During the winter season 1962/63, the Swiss Ski Instructors gave no fewer than 1,400,000 half-day classes in the good-humoured spirit for which they are known. Among them are many world Olympic and Swiss champions. For instance, we might mention world champion Rudolf Rominger who teaches in St. Moritz, or world champion David Zogg and Squaw Valley Olympic winner Roger Staub in Arosa while the Swiss champions Adolf Odermatt, Heinz and Otto von Allmen, Bruno Torjani, Elias Julen and Alphons Supersaxo belong to the teaching staff of the Ski Schools in Engelberg, Wengen, Gstaad, Zermatt and Saas-Fee.

[S.N.T.O.]

### THE PURPOSE AND AIM OF THE SWISS SKI SCHOOLS

Towards the end of the 'twenties, the organizers of winter sports in various Swiss mountain resorts, brought into existence the SKI SCHOOLS. In 1933, the ski-instruction of this country was organized on a basis which included the whole of Switzerland and, one year later, it was grouped in a federated society. The importance of this "collective" instruction grows amazingly from winter to winter. Only the second world war caused a temporary restraint to its development. In the last ten years, however, the ski-schools have made an immense move forward. The total number of half-day lessons given in the ski-schools has risen from 48,500 to 1,390,000. This fact has largely contributed to the development of this sport. In our day, with the populations of towns in continued growth, and the alarming predominance of sedentary occupations, the ski-sport constitutes a valuable factor of compensation. To encourage this sport by means of sensible instruction, at reasonable cost, and to extend its practice as much as possible, is the principal aim of the ski-schools. The first condition necessary for the accomplishment of this task is a careful training of the instructors who are to take over the classes, and this, from many points of view, demands higher qualifications than are needed for individual instruction.

Thanks to the intelligent and purposeful aim of the ski-instruction in the last years it has been possible to acquire in the shortest time the technical knowledge necessary for easy tours and not too difficult descents. The ski-schools are in a position to give appropriate instruction to adults, children and high class skiers; and their monitors are ready to place all their qualities at the disposal of the students. Each guest has the opportunity to control his ski-ing capacities in tests which take place regularly.

Based on the principle of a carefully conceived class system, and by giving their pupils thoroughly-proved, methodical directions, the ski-schools strive to afford their pupils a ski-ing method as simple as possible. This practical way of learning contributes to the healthy development of children as well as to the recreation and relaxation of the overworked adults. Each sunny ski-school day spent in the class of an efficient and understanding master is an unforgettable gift for young and old.

*Christian Rubi.*

### SWISS JEWELLERS WIN COVETED FOREIGN AWARDS

This year twenty-four winners of the Diamond International Awards included two Swiss watchmaker-jewellers: Meister Ltd. of Zurich and Gilbert Albert in Geneva. In addition, three Swiss firms, viz. Patek Philippe in Geneva, Meister in Zurich and Gubelin in Lucerne, which had already won at least three prizes in previous competitions, have been nominated members of the Diamonds International Academy.

[O.S.E.C.]