

50 years of publicity for Switzerland

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50 YEARS OF PUBLICITY FOR SWITZERLAND

The Swiss National Tourist Office is entering the 51st year of its existence. In the early summer of 1918 it set to work and proceeded to expand over the decades, a period when road, rail and air travel was becoming ever more intensified. In 1919, just after the establishment of the Office, the first organised Swiss civil air transport was under way; this led in 1931 to the creation of Swissair. The amazing growth of the airline with its international ramifications linked Switzerland, a landlocked country, with the wide world; this development, combined with the mounting competition of road transport, was a great challenge to the railways, which were compelled to keep up with the times. The railways had to think in continental terms, and the outcome is the continuously expanding network of Trans-Europe lines, which have made overland travel a sheer pleasure. Their trains now have access to the Alps from all points of the compass: starting in June this year there will be new connections from Bremen in the north, along with a new line from Barcelona in the south. The traveller will be pleasantly surprised in Switzerland by the appreciable cuts in running time on many stretches now effected by the Swiss Federal Railways. What's more, the construction of national express highways is progressing in Switzerland, which has always been known as the country of good secondary roads. The Swiss National Tourist Office is at your service with all the required information on highways, roads and hiking trails.

But travel does not mean only rushing about; it also means relaxing holidays, a respite from the hectic pressures of modern life. Switzerland, whose watch industry makes timepieces to measure speed records, invites you to pause a moment and listen to the chiming of its old bells, the *carillons* of the Valais, the melodious pealing of the bells in the Ticino and the deep resonant tolling of the cathedral bells — from the shores of Lake Geneva to St. Gall and from Chur on the upper Rhine to Basel.

In the resort hotels in the old days, guests were summoned to dine by a resounding gong, but this has been silenced by the new age of the aerial cable-railways. Resort life has become more mobile everywhere. But somewhere in Switzerland you will find the resonance and the tempo that appeals to you personally. Your choice of holiday spots has been facilitated over the past 50 years by the booklets and brochures of the Swiss National Tourist Office. Just ask for the new "Swiss Holiday Resorts" list, which appears in eight languages and contains information on more than 325 holiday resorts. Also useful facts are contained in the Programme of Events for every season, which draws your special at-

tention to cultural, athletic and social events.

The headquarters of the Swiss National Tourist Office is in Zurich. It has eighteen agencies and eight representatives attached to Swissair ready to give you, on every continent, all the information you need to make your trip to Switzerland a pleasurable one. There is an index of these information bureaux at the end of this brochure. You can also be advised by other travel agencies, as well as by the Swiss Embassies and Consulates.

The review "Schweiz, Suisse, Svizzera, Switzerland", the organ of the Swiss National Tourist Office, continually seeks to convey concrete impressions of the country. It presents landscapes and artistic monuments, witnesses to vanished times which can be rediscovered by you on your holiday rambles. It also devotes no less attention to modern Switzerland, to features that make the traditional land of hospitality still more attractive. In the mountains of Switzerland in many places the very latest modern comforts and conveniences have long since become a matter of course, even in high remote spots where the sound of cowbells has remained the same over the centuries.

SSAV PLANS HISTORY OF SWISS INFLUENCE ABROAD

The Château of Coppet was the site a couple of weeks ago of an important meeting of the *Société Suisse des Amis de Versailles*. In the afternoon a bust of the society's President and Founder, Gonzague de Reynold, was unveiled. It is the work of the sculptor Madeleine de Graffenried, who was a pupil of Milo Martin and Yvan Mestrovic and is to stand in the entrance hall of the Château. (*None other than the wife of the former Ambassador to U.K., Monsieur B. de Fischer.* ED.)

After this ceremony, the group visited the various rooms of the Museum of Swiss in Foreign Service which have recently been fitted with a synchronized sound commentary.

It is hoped to use this equipment for two versions: one giving a detailed description, the other a simplified text prepared by the curator of the Château, Jean-René Bory.

In the morning, the society held a meeting under the chairmanship of Mr. Béat de Fischer to plan for a foundation "for the history of the Swiss abroad".

Its aims are numerous but, generally speaking, the society proposes to study and make known the history of the Swiss abroad who have exercised an influence on the civilisation of their time in many fields: moral science, theology, teaching, politics, diplomacy and administration, foreign service, literature and language, expeditions and exploration, science, arts, technology, commerce, banking and industry.

The scope of the foundation's work will be vast, for it also intends to assemble collections, libraries and archives; set up museums, undertake documentary research; compile catalogues and inventories of things of interest to it; issue publications; organise courses, meetings, concerts, displays, study trips and exhibitions.

The Society also elected new officers.

Mr. Jean-René Bory, former Secretary-General, succeeds Mr. Béat de Fischer as President and Mr. de Fischer becomes Secretary for Berne.

The society also appointed seven members to the Council of the new Foundation: Gonzague de Reynold, Béat de Fischer, Emile Bitterli, André Gautier, Jean-François Cérésolle, André de Pfyffer and Charles-Félix Keller.

The seven Council members held their first meeting following the general meeting, nominating Mr. Jean-René Bory as Secretary-General and eighth member.

In the course of the summer they intend to draw up a list of notable people whom they will invite to join the council.

(By courtesy of "Weekly Tribune" Geneva.)

THE SEVEN ANGRY INNKEEPERS OF NYON

Seven angry innkeepers at Nyon, Canton Vaud, have staged a one-day strike in protest against the shortage of staff, caused by official regulations on foreign labour.

Thirsty visitors tried the door of the seven inns in vain. The irate owners kept them closed for the day.

President of the local innkeepers' association, Charles Revillard, said that despite extensive advertising and other publicity, catering employers could not find waiters, waitresses or cooks for the summer season.

He complained that because of Government regulations, the authorities were turning down applications by innkeepers for permits to employ foreign staff.

Mr. Revillard said the restrictions were in direct contradiction to the interests of tourist development in Canton Vaud.

And he added that a solution was urgently needed, because many restaurant and café proprietors could not keep going much longer, with the present staff shortage.

Reports from various parts of the Canton say that a number of inns and cafés in country areas have already closed down. Their proprietors say they cannot continue in business because employees have gone to work in urban areas and no replacements are available.

It is also reported that some of the bigger tourist localities fear there may be serious difficulties at the height of the season.

("Weekly Tribune".)