

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1951)  
**Heft:** 1167

**Artikel:** Roundabout Switzerland  
**Autor:** Meakin, Derek  
**DOI:** <https://doi.org/10.5169/seals-694929>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 01.04.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

**ROUNDOABOUT SWITZERLAND.**

DEREK MEAKIN'S monthly review of tourist activities in Switzerland.

What a grand old time they are having in Lucerne right now! An endless stream of pounds, dollars, francs, marks and lire (in that order) are pouring into Switzerland's Town of the Golden Purse. The shops are selling out of nylons, embroidered blouses and lace undies almost quicker than they can wire for further supplies. Dozens of those gay little pédallos, despite their hire charge being double that of their cousins on Lake Léman, are always to be seen weaving in and out of the romantically-named paddle steamers, crowded with excited sightseers. And carriages of Bernhard Zimmermann's Pilatus Railway are hauling themselves two miles 677 yards into the heavens like brilliantly-painted red ladybirds on a conveyor belt.

All of which goes to show that despite devaluation increasing their holiday costs by between 30 and 40 per cent., Britons and their European neighbours can still find enough cash for their annual fling on the banks of the Reuss.

It is not true that Britons go to Lucerne solely because it is the thing to do. There they find every ingredient for the perfect holiday — an old-world atmosphere that reminds you of Berne and the modern gaiety of Lausanne; with its Casino it introduces a dash of Monte Carlo, and its beautiful southern horizon brings a crescent of High Alps to its doorstep.

And Lucerne has really gone out of its way to pander to British holidaymakers, so much so that while

French is the second language for the rest of German-speaking Switzerland, the people of Lucerne have unanimously chosen English.

My wife comes from Lausanne. Imagine her surprise then, when in Lucerne earlier this year shop assistants and even bus conductors insisted on answering her in English when she spoke to them in French!

Opening up Lucerne to the British in a big way actually goes back to the time of Bob Mitchell, the founder of Polytechnic Tours. Passing through the town on the way back from Rome he was inspired by drinking a cup of tasteless Swiss tea, bought a hotel on the spur of the moment, added the now famous Lucerne chalets for £10,000 and filled them with second-hand furniture he bought on the cheap. They became a roaring success, and they still are. At the beginning of the century you could stay there 17 days for £10. To-day a fortnight costs £35. But the crowds are still flocking there..

More than anywhere else in Switzerland, tourism in Lucerne is now a highly developed industry. It has its own "factory" in the lovely Schweizerhofquai where they are constantly turning out a flood of brochures, leaflets, maps, folders and photos, all bent on persuading foreigners with money to spare that Lucerne is a "must" for everyone. In charge of this unique workshop is chubby, despectacled Dr. Edward Schütz, a former schoolmaster who now looks upon the world as his classroom.

That he has more than succeeded in putting over his lesson is obvious to anyone who has visited Lucerne this summer.

# SWISS BANK CORPORATION

(A Company limited by Shares, incorporated in Switzerland).

99, GRESHAM STREET, E.C.2  
and 11c, REGENT STREET, S.W.1.



Capital and Reserves s.f. 209,000,000



NEW YORK AGENCY  
15 NASSAU STREET.

Branch Office: ROCKEFELLER CENTER OFFICE  
10, WEST 49th STREET, NEW YORK 20, N.Y.

Affiliated Company in Canada:

SWISS CORPORATION FOR CANADIAN INVESTMENTS LTD., MONTREAL.

BASLE • ZURICH • ST. GALL • GENEVA • LAUSANNE  
LA CHAUX-DE-FONDS • NEUCHATEL • SCHAFFHOUSE • BIENNE