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**SWISS FORTNIGHT.**

Swiss craftsmanship and precision, synonymous in Britain for quality merchandise, will get a further boost this autumn when "Switzerland on Show" — a fortnight of industrial, social and cultural activities — is held in London from 5th to 17th October.

The "Swiss Fortnight" is primarily a kaleidoscope of the nation with the highest standard of living in Europe. It will provide an opportunity for the British public to gain first-hand impressions of the country, its people and their way of life.

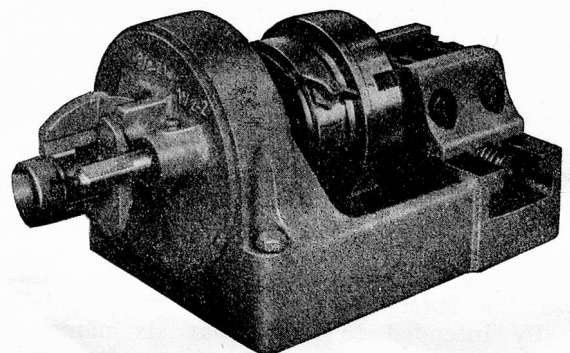
Some of the highlights of the two-week festival are a continuous exhibition of a vast range of industrial and consumer products; live fashion shows; television, radio and film programmes; musical concerts by visiting Swiss orchestras; an Art exhibit at the Tate Gallery and various smaller art and architectural exhibitions; photographic, travel and industrial design displays; window and store exhibits in all London's major shopping centres; and cheese and wine sampling.

The important display of merchandise at Park Lane House will include the following consumer goods; chocolates, foods (cheese, soups, tinned meats, etc), wines, textiles, shoes, fashions, household articles and appliances, cameras, hobby and do-it-yourself kits, toys, books and maps. Other lines to be displayed include optical and precision instruments, adding and calculating machines, typewriters and stationery.

Several of the more important functions will be officially opened by the Swiss Ambassador and attended by leading government, business and social personalities.

Plans are also under way to extend the programme to other cities, especially Glasgow and Manchester.

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