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Switzerland Our Country Your Next Holiday Destination 1st August Swiss National Day



Swiss National Tourist Office, Swiss Centre'
1 New Coventry Street, London, W.1

CITY SWISS CLUB

Will Members please note that
NO MONTHLY MEETINGS
will be held until September

48th LAUSANNE NATIONAL FAIR

For the 48th time, the Swiss National Fair in Lausanne will be opening at the Palais de Beaulieu from 9th to 24th September. With its 2,400 exhibitors representing agriculture, industry and craftwork, this great traditional market, which is attended by over a million visitors each year, is the country's largest and most popular autumn economic event. Other countries, too, show great interest in the Lausanne Fair owing first of all to the overall picture it gives of Swiss production, the interesting light it throws on customs and traditions of Switzerland and her people, and secondly to its liberal attitude in opening its pavilions of honour to two official foreign guests — this year, Spain and the Ivory Coast Republic.

[S.N.T.O.]

GRINDELWALD — NEWS AND EVENTS

The Kurverein, the hotels and the local council are all set to give Grindelwald a boost this summer, and amenities are being greatly improved. A heated swimming pool, a mini-golf course and an eight-hole golf course twenty minutes by car down in the valley, numerous tennis courts, an Alpine wrestling meadow, concert facilities, excellent footpaths for rambles, mountain tours and nature-lovers' excursions . . . all these amenities are provided as a matter of course. But a new event in the Grindelwald summer programme will be specially welcome to show-jumping enthusiasts — an international dressage competition scheduled for 27th June.

New features include a cableway from Grindelwald to Pfingstegg. This will make life easier for those who like climbing or rambling in the mountains but not the dreary slogging to get to the heights. A wonderful view over the Glacier Valley can be enjoyed from the cableway's mountain station. In the village a newly opened little museum, near the church, houses a comprehensive exhibition of traditional Alpine village life. .

[S.N.T.O.]

"THE RAILWAYS OF SWITZERLAND"

A 230-page, richly illustrated book has been written by a 63-year old Japanese author and railroad specialist Saburo Motojima. It has earned the author of special invitation to visit Switzerland. Mr. Motojima based his book upon a correspondence carried on with the Press Service of the Swiss National Tourist Office, the Swiss Federal Railways and all major private Swiss railways. Now on his first European trip, Mr. Motojima will finally have an opportunity to get to know at first hand the "land of his dreams", whose railways are already as familiar to him as the ABC.

[S.N.T.O.]

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