

In 1947 over 1.500.00 visitors to Switzerland

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In all belligerent countries, Red Cross Societies were absorbed by their primary duties; the Army Medical Service, and at home, work in hospitals, the care of convalescents and disabled. In so far as they could undertake any additional work in behalf of prisoners, their thoughts turned first to their own nationals in enemy hands, and to the help they could give them.

VISCOUNT ALEXANDER

VIEWS SWISS WATCH MASTERPIECES.

Toronto: His Excellency, Viscount Alexander, Governor-General of Canada, and other high Canadian Government officials, were intrigued by the Swiss watch craftsmanship displayed at the Canadian International Trade Fair, which they opened officially on May 29th. The Fair, which closed June 12th, has attracted 24,000 buyers from all parts of the world.

In the Swiss Watch Pavilion, Viscount Alexander was given a personally conducted tour by Dr. Victor Nef, Swiss Minister to Canada, and Edgar Primault of La Chaux-de-Fonds, Switzerland, president of the Swiss Watch Chamber of Commerce.

Among the Swiss watch masterpieces on display were a reproduction of the \$20,000 diamond-studded wrist watch given as a wedding gift to H.R.H. Princess Elizabeth of Great Britain by the people of Switzerland; the world's smallest watch (less than one-fourth inch square); the world's most complicated watch; a collection of rare and historic Swiss watches and timepieces, the oldest dating to 1580; official timing devices for the 1948 Olympic Games; and a full range of current Swiss watch styles.

A highlight of the pavilion was the display of Swiss watch "firsts," with timepieces on exhibit that showed the Swiss as pioneer creators of automatic watches, chronometers, waterproof watches, calendar watches, intricate watches and women's watches.

IN 1947 OVER 1,500,000 VISITORS TO SWITZERLAND.

The Federal Bureau of Statistics reports that 1,532,797 foreign visitors were welcomed by Switzerland's mountain and lakeside resorts during 1947. These guests, from over forty countries around the world, spent an average stay of nearly seven days in the Alpine republic.

U.S. visitors were evenly split between civilians and members of the armed forces on furlough under the popular Swiss and American Leave Action Plan. Total number of star-spangled fun-seekers was 169,782, making the U.S. Switzerland's fourth best travel customer last year. In the first place with 432,209 visitors, was Great Britain, including Ireland, followed by France with 285,601 guests and Belgium with 237,283 visitors.

FIRST CONGRESS OF INTERNATIONAL UNION OF ARCHITECTS IN LAUSANNE.

This charming "university city" on the shores of Lake Geneva plays host from June 28th to July 1st to the First Congress of the International Union of Architects. According to Jean Tschumi, President of the organization, lectures and discussion periods will be held mornings in the Lausanne University Hall on the following themes - "The Architect and Planning" - "The Architect and the Industrialization of Building" - "The Architect, State and Society."

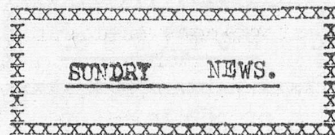
A variety of excursions by motor car and lake steamer have been arranged for the afternoons. The Congress will close with a gala banquet and ball. Special study tours around Switzerland are also planned after the four-day meeting at Lausanne.

JUNE FESTIVAL WEEKS IN ZURICH.

Throughout June, Zurich's 350,000 people enjoy the traditional "festival weeks" which draw thousands of visitors from foreign lands to this largest city in Switzerland. The Municipal Theatre is offering a full program of opera, symphony and concert performances featuring world prominent conductors and soloists. The Kunsthaus Museum and the Museum of Applied Arts are also showing a variety of painting, graphic and plastic art exhibitions that include some of the best examples of Swiss and European work available today.

INTERNATIONAL STAMP EXHIBITION IN BASLE.

Philatelists from all over the world will come to the frontier city of Basle this Summer to attend the International Stamp Exhibition from August 21st to August 29th. The organizing committee announces that several large halls in a new building of the famous Swiss Industries Fair will be used, with space and display facilities for even the largest collections.



In the well-known Readers Digest, an American wrote about his impressions of Switzerland. "In the morning the bedding takes the air at the windows. The Swiss sleep well because they have a clear conscience. Every year three thousand new books are printed which would correspond to ninety-five thousand for America. The Swiss are not rich but they are generous. I have never met beggars. The Swiss hotels, large or small, are the best in the whole world. The railroads are a miracle in devastated Europe. Only the very high officials of the rail-roads travel first class. The large number of telephone apparatuses is a real marvel. At 7 a.m. people are attending to their morning toilet. The Directors of firms, the bankers, the professionals etc., are at their desks at 8 o'clock in Winter and at 7 o'clock in Summer; in Paris and in London you can only meet these gentlemen after 10 a.m. It is through hard and constant work that the Swiss have achieved such a high living standard."

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The aeroplanes of the Swissair have completed four million kilometers in 1947 as compared with one million kilometers in 1938. Since this latter year the number of passengers has trebled.

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The second son of King Leopold of the Belgians is attending the Secondary School of Fribourg.

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The Prime Minister of India, Pandit Nehru, spoke of the friendly sympathy of the people of India towards Switzerland. It is above all, the ancient tradition of liberty of Switzerland that attracts the Hindus, who had to fight long and arduously in the conquest of their emancipation. Switzerland, he said, is one of those countries with a capacity to propagate the cultural and scientific progress of the Occident without, by so doing, attempting to impose herself.

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The American Government has appealed to Dr. A. Moosbrugger, Director of the Federal Institute of Vaccines, Basel, to act as an expert in the fight against the foot and mouth disease that is spreading from Mexico. The research work made in Switzerland in this field has reached an advanced stage.