

Vespa 50 years old

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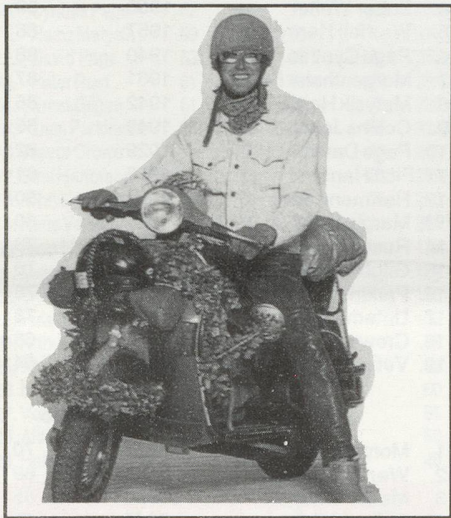
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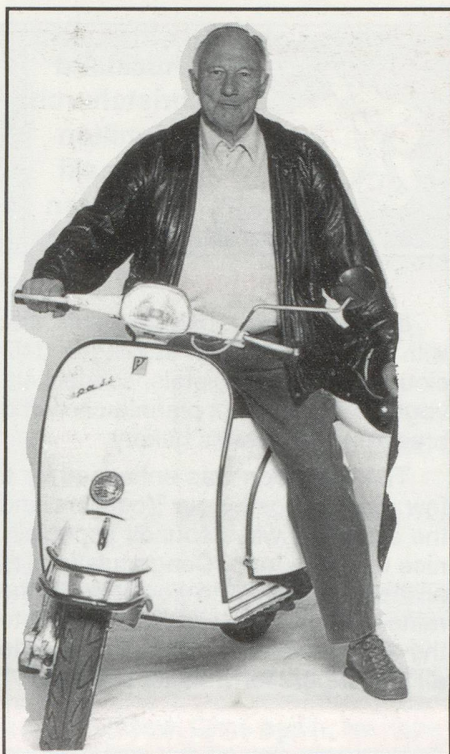
VESPA 50 YEARS OLD

I while ago, we mentioned the 50th anniversary of the Velosolex produced near Paris. This month it is the turn of the world famous scooter, the Vespa that came to us from Italy.

From the very simple model with its motor sitting on the right hand side of the rear wheel, some Vespa owners have turned it into real luxury models. Some of these machines are increasing in value all the time as they have become "antique" models.



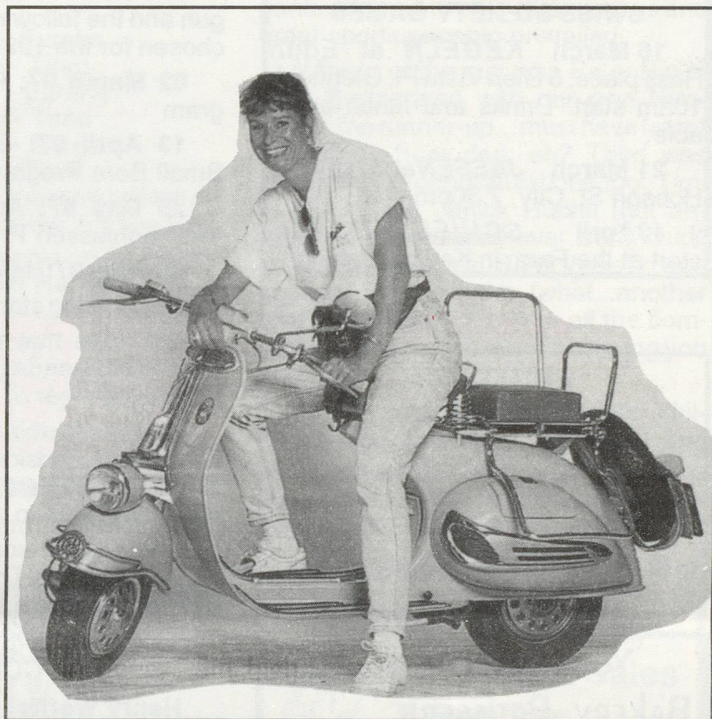
This Vespa owner is a decorator and loves crazy outfits. So, during summer time, he decorates his Vespa with shrubs and flowers.



This gentleman is 70 years old and has been riding his Vespa for the past 35 years.



And here is the only Vespa in Switzerland with a side-car. As the picture shows, it comes from Samedan and the owners often hire it out to honeymoon couples!!!



As an air hostess bent on pleasing her customers and friends at all times, this young lady is the owner of the only Vespa in Switzerland with a true side saddle for modesty conscious female passengers.

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WHOS'S WHO IN SWITZERLAND.

The current book on Who's Who in Switzerland, published by Orell Füssli, contains this year some 2800 names of prominent men and women belonging to the Swiss high society.

In its 650 pages, the book gives short biographies of these 2800 people including their names, first names, date and place of birth, their education, career, present position, their member-

ship with clubs and societies, their addresses and even their personal hobbies.

Although some of these people could not care less about being mentioned, others would go to any lengths to get into the book. From trying to wriggle out an interview with Orell Füssli's Managing Director to down-right bribes to the editing staff, every trick in the trade is being used by some just to get a mention in the book.

The most heart-rending wails usually come from those who had made

the grade for a while but then had to be dropped from the list because of changed circumstances in their lives. For some, being dropped from the Who's Who is like if the whole world had collapsed all around them.

You might be interested to know that the book is being published in English because it is used quite extensively outside of Switzerland as well as within. Slight hitch if you want to buy one, it "only" costs SFR178.- per issue.