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cesses being due to incessant and never renewed emulation and rivalry

Even to day, in spite of the progress of the machine, the strength of the Swiss watch indus-try continues to lie in the great skill and ability of its workers; they have maintained that high level of craftsmanship of old, unaffected by the changes that have taken place in their lives and social conditions.

Seeking Perfection.

One generation succeeded the other; slowly One generation succeeded the other; slowly a race of truly remarkable artisans was formed and these qualities continue to be upheld to this day by a very large number of expert watch-makers. Learned men, diligent and industrious, they know how to combine the spirit of progress with the love of tradition, manifesting itself par-ticularly in their striving for perfection, beauty of formed processing is no subtransformed and the subtransformed procession is no subtransformed procession in the subtransformed procession is no subtransformed and the subtransformed procession is no subtransformed procession in the subtransformed pro of formand precision in workmanship.

WINTER AIR TRAFFIC ENGLAND — SWITZERLAND.

ENGLAND — SWITZERLAND. For the first time Swissair will operate a winter service between England and Switzerland, starting Dec. 16th. Again the well tried Douglas DC 2 will be put into operation basing on the success of the summer season. According to the time-table the distance Zurich — London (500 miles) should be covered in approximately 3 hours and 25 minutes. This would correspond to an operation speed of approximately 146 miles an hour. As the cruising speed of the Douglas is at least 170 miles p.h. the time table based on 146 miles should be easily kept even in case of head winds or bad weather forcing the pilot to fly a different and longer route. different and longer route.

The standard passenger comfort — as set up during the summer season — will be improved by an adequate thermostatically controlled cabin heating system, so that even in the worst weather conditions a comfortably warmed interior will be at the disposition of air travellers. It may also be remembered that the absolute noiseproof cabin allows conversation without undue stress to pas-generate sengers.

The stewardess service on board of the aero-planes — a feature introduced in Europe by Swissair — will be continued during the whole winter. Light refreshments will be served during the flight at reasonable charges.

the flight at reasonable charges. Winter air traffic knows only one hindrance : Fog. In England the situation is not at all so bad. It has been proved that in case of fog around the principal air port Croydon, several other aerodromes will be serviceable, namely Gat-wick, Gravesend and Lympne. These airports as a rule always offer better metheorological con-ditions than the terminal airport Croydon. The organisation of these emergency aerodromes has rendered good services during the last winters, so that the German Airways had only to cancel one service of their Amsterdam-London route owing to bad weather. It is, of course, under-stood that all facilities for a rail or road trans-port to London will be granted to passengers forced to land at one of these emergency airports.

forced to land at one of these emergency airports. Special precautions in case of fog have also been taken at Basle and Zurich. In co-operation with the Swiss Air Ministry a system has been worked out which renders landings at Basle pos-sible if the clouds are not lower than 300 feet above ground. This regulation had to be agreed upon as the airport of Basle is not equipped with the Lorentz blindlanding beacons. If a landing is impossible at Basle the machine will fly direct to Zurich where — with the new blind-landing installations — a landing even in the worst con-ditions will always be possible. The blind-landing beacons have been frequently used during the month of October which brought the worst weather conditions. In addition to the blind-landing equipment all Swissair machines possess the latest models of wireless sets so that the pilots will be in constant touch with ground stations on the route in order to get all the necessary in formation about weather conditions well in ad-vance. vance.

The new winter service will be of great in-terest to all English tourists who regularly enjoy the glorious Swiss winter sport season. It has been arranged that train connections will be available at Basle and at Zurich so that all the popular winter sport resorts in the Bernese Ober-land and in the Grisons can be reached the same evening. The air journey to and from Switzer-land will save British holiday-makers 2 days which can be spent for winter sports. In addition to that the 30% reduction of the Swiss Federal Railways offered to foreign visitors will be avail-able for internal railway journeys in Switzerland. able for internal railway journeys in Switzerland.

The ground organisation for the new winter ine ground organisation for the new winter service will be in the hands of Messrs. Imperial Airways Ltd., Swissair's general agents in Great Britain, where the reservation of seats has to be effected.



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FORTHCOMING EVENTS.

- Monday, December 16th, at 1.30 p.m. Old Folks Christmas Luncheon, at Foyer Suisse, 15, Upper Bedford Place, Russell Square, W.C.1.
- Friday, December 20th, from 7 to 1.30 Swiss Mercantile College Students Xmas Ban-quet and Ball, at Princes Galleries, Piccadilly, W.
- December 26th (Boxing Day) at 2.30 p.m. Swiss Club (Schweizerbund) Christmas Tree Party 8 p.m.
 Dance. New Year's Eve at 8 p.m. Special Dinner and Dance (until 2 a.m.) at 74, Char-lotte Street, W.1. (See advert.).
- Saturday, February 22nd, 1936 Annual Ban-quet and Ball Swiss Mercantile Society at the Trocadero Restaurant, Piccadilly, W.

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