

The swiss tourism and international cookery-exhibition

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**The Swiss Tourism and International
Cookery-Exhibition.
BERNE HOSPES 1954.
May 14 — June 21.**

The HOSPES embraces the biggest exhibition of hospitality in its widest range — the designation "hospes" originates from the Latin and means "guest" as well as "host". Therefore you will find hospitality at home arranged side by side with hospitality in its touristic as well as in its industrial sense. Represented are: Tourism, Art of Cooking, Private Household, Catering-Trade and Hotel-Trade as well as the various branches of industries and trades connected with kitchen, wine-cellar and table-service.

Tourist Traffic: This special show represents a cross section of Swiss Tourist Traffic, of its origin, history and economic importance to Switzerland. It brings into evidence the great efforts made by Tourist Organisations and Public Powers to promote this branch of national economy with its specific importance to the populations of mountainous regions. The very up-to-date transport mediums available in Switzerland are demonstrated by means of a special Exhibition, held in the open.

International Cookery: In the Grand Pavilion, dedicated to the culinary art, the visitor finds himself faced by a display of exquisite dishes, enough to make anybody's mouth water: experts in the fine art of cookery from all over the world are exhibiting real masterpieces, both of presentation and taste. Of special notice is the dainty fare, as shown in various forms of meat dishes, desserts, bread and pastry.

"Let our food be as natural as possible" is the slogan of the special section "Modern Nutrition and Diet", which includes a cookery demonstration dealing with "Good Health through Good Cooking", a restaurant for modern vegetarian dishes, and a food exhibition. In the forefront are bread, milk (with a milk-bar), fruits and vegetables, grape and apple juices, and a model dietetic food shop.

In the International Restaurant chefs from various countries take their turn in producing national dishes and other dainty specialities. A friendly competition between the teams of different nations assures a "cuisine" of the first order.

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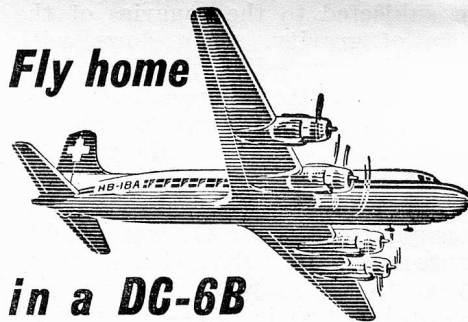
In the Demonstration Pavilion, five small-type kitchens are busy in introducing an interested public, cooks, bachelors, but more especially the housewives, into the art of preparing delicious meals with the least trouble.

Professional training, as required for the staff of hotels and restaurants, is also given an important place, by showing the methods, which are applied to train the rising generation for this important branch of the Swiss national economy. The visitors will find the work accomplished by these newcomers to the trade, worthy of their interest.

Literary and Historical Section: Here a great selection of valuable cultural treasures are shown to the visitor: there is a table laid with a magnificent dinner service in Sèvres-porcelain — a gift of Napoleon — and the table-service used in Berne by the Ex-Empress Joséphine in 1810. The Bernese Guild-service and two kitchens, arranged as they appeared in the Middle Ages, should be mentioned as being of special historical interest. Bibliographical rarities and historical Menus surround works, which have been awarded prizes in a competition on professional literature. A special book-stall offers a large selection of publications on gastronomy.

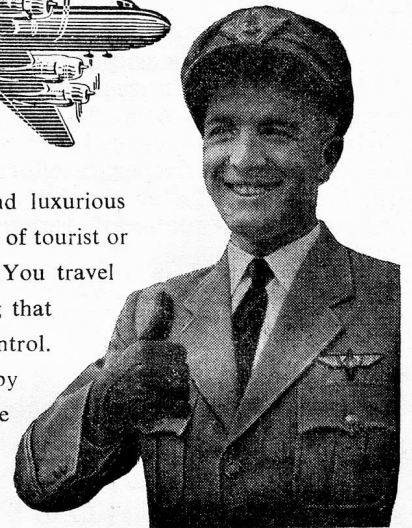
The Inn and the Hotel: In this show, we receive a vivid picture of the great variety of trades and industries connected with the hotel industry and with gastronomy. The modern entrance hall of a hotel and

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The Customers and their Entertainment: A modern hotel has to provide not only for the bodily needs and comforts of its patrons, but also, according to their wishes, for variety and entertainment. Music and amusement have to be given due consideration, as well as the restful atmosphere in pleasant reading, writing — and drawing-rooms. Of special attraction to the visitor are billiards, musical apparatuses and skittle-alleys.

Necessary and Luxury Foods and Drinks: The visitor is not only able to see the ingredients and special trimmings, as required in the culinary art, he may savour the exhibits in order to judge of their taste and excellence. In view of the primary importance of individual nutrition, national and international producers of essential goods, as well as the relevant manufacturing industries, are well represented.

An important section deals especially with the industries producing beverages of all descriptions. In a motley selection, liqueurs, wines, coffee, tea, mineral waters and other non-alcoholic drinks are exhibited to the public. Here again the visitor may sample the manifold products offered in this line.

Cooking at Home: Why should the housewife not profit by the amenities of a modern household, which enables the business woman and even the bachelor to live in an agreeable home and to prepare her or his own meals? The right selection of suitable labour-saving devices and apparatuses is of the greatest importance in this respect. New inventions and improvements in this field are, therefore, one of the greatest attractions of this show. Here the visitor has not only a splendid opportunity to see and to compare novelties produced in various countries, but he may also buy them (if small gadgets are concerned), or place an order for delivery at a suitable date.

Restaurants: The best that any kitchen can produce is offered in these places at prices to suit any purse. The visitor may call at the International Restaurant, or at the first class Grillroom one day and at the "Country Inn", or "Village Restaurant", on the other, in order to get acquainted not only with internationally accepted dishes, but also with the fare customary in various parts of Switzerland. Nor are non-alcoholic and vegetarian restaurants missing. Added to these are restaurants offering many foreign specialities, even the Orient being represented. Dancing is provided for in a modern ballroom.

Open-air Show: The nicely laid-out park of the Exhibition, besides providing a suitable setting for the various Restaurants, contains gardens and terraces, together with suitable furniture, blinds, parasols etc. Here we also find, as an exhibit of special interest, a modern railway-coach next to an up-to-date station lay-out. A modern Restaurant Car of the Swiss Federal Railways competes with its stationary counterparts in producing tempting dishes and specialities. Various open-air attractions (shooting galleries, roundabouts, etc.) complete the picture of an Exhibition, which is certainly unique of its kind.

This review can give you but a limited picture of the great variety of this exhibition. To be sure — many hands are at work since months and months in order to build up a show worth to be visited.

Berne, the city of the exhibition and of congresses, extends a hearty welcome to you and looks forward to a happy

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