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A GREAT FORTHCOMING EVENT IN GASTRONOMY AND TOURISME.

Under the brief short name of "HOSPES Berne 1954" there will be staged in Berne the capital of Switzerland from the 14th May to the 21st June 1954 the:

Swiss Tourisme and International Cookery Exhibition, which promises to become one of the greatest international displays of all the trades and industries connected with Tourisme and Gastronomy.

The organizers are already well satisfied with the tremendous interest which this exhibition has created and displayed in Swiss as well as in foreign trade circles. For the competition between the Masters of the kitchen, official national brigades have already been entered by Austria, France, Germany, Great Britain, Italy and Switzerland, this list may yet be lengthened, as negotiations are still going on with America, Holland, Norway, Spain and Sweden. There will no doubt take place a very keen international competition which will guarantee that all the main bodies of the international gastronomy will be represented in Berne early next summer. In this way an excellent survey can and will be made about the present standards prevailing in the art of cookery.

In respect of Great Britain's participation a special British Organising Committee of "The British Week" at the International Cookery Exhibition in Berne 1954 has been formed sometime ago, representing the main interests in this Country. This Committee is sponsored by the International Academy of Chefs de Cuisine and Association of Cooks in Great Britain in close association with representatives of:

The Hotel and Catering Institute, The Industrial Catering Association, The Universal Cookery and Food Association, and Observers from The British Travel and Holidays Association, The Foreign Press Association, Technical Colleges, and Assessors from the London County Council Youth Employment Bureau, The Ministry of Education, The Ministry of Labour and National Service Hotel and Catering Trades.

In addition other important Catering bodies are being kept informed to enable them to participate in the organisation a any time.

The Chairman is Mr. W. Bachmann, 341, Upper Richmond Road, Putney, London, S.W.15, who will be pleased to supply any further information required.

THE ANGLO-SWISS INSURANCE AND RE-INSURANCE AGENCY LTD.

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are at the disposal of Members of the Swiss Colony to advise about any Insurance matters.

ANOTHER SWISSAIR SERVICE — ZURICH-VIENNA-ZURICH DAILY.

Commencing 11th October 1953, Swissair will operate a daily Convair/DC-4 Tourist Service, Zurich-Vienna-Zurich, leaving Zurich 15.55 and arriving Vienna 17.40.

From the 1st December throughout the Winter Season this service will be operated by a Convair liner.

Corresponding daily return services leave Vienna at 11.30, arriving Zurich at 13.30.

Connecting services from London include:

SR. 111 "The Super Swiss" Convair service which will be in operation until the 18th October. Leaves London at 10.25 and arrives Zurich at 13.45.

SR. 109 Tourist Class Convair/DC-4 service which will operate until the 17th December. Leaves London at 10.40 and arrives Zurich 14.00.

From the 18th December this latter service will be operated by a DC-6B Aircraft with a combined 1st Class-Tourist service.

Leaving London at 10.40 and arriving Zurich at 13.50 this service will be maintained throughout the Winter Season 1953-54.

These services also connect with our SR. 119 Manchester-Zurich and SR. 118 Zurich-Manchester.

The advertisement for Maggi's Seasoning features a central illustration of a chef in a white uniform and tall hat, smiling and holding a small bottle of seasoning. He is pouring the seasoning into a pot on a stove. To the right of the chef is a large, detailed illustration of the Maggi's Seasoning bottle, which has a distinctive long neck and a sprinkler top. The bottle is labeled 'Maggi's Seasoning'.

flavour 'MAGGIC!'

A drop or two of Maggi's Seasoning gives your dishes a continental piquancy such as you would find in the creations of a master-chef! Use it in your soups, stews, ragouts, hashes, minces, salad dressings, and notice how it "brings out" the flavour, besides adding a subtle savour which is exclusively Maggi's. Look out for the distinctive, long-necked bottle with the sprinkler top—and remember that it will last a long time, for it is very, very concentrated.

4 fluid ozs. in the Sprinkler Top Bottle
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