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PETITES CHOSES QUI FONT PLAISIR.

"Semaine Suisse" (Service de Presse).

Une société suisse d'assurances a édifié un bâtiment dans le quartier des affaires du Caire, qui fait l'admiration du public et des architectes égyptiens. Cet immeuble présente des innovations techniques et esthétiques inconnues jusqu'alors en Egypte. Ce nouveau bâtiment commercial porte le nom "Helvetia".

Cent maisons suisses ont contribué à l'édification d'une nouvelle fabrique de machines aux Indes, pour un montant de 22 millions de francs. L'entreprise a engagé 50 techniciens suisses par contrat, et une soixantaine vont encore les suivre. Les plans et l'installation de cette nouvelle usine sont dus à une maison d'Oerlikon.

Dans un excellent reportage, la revue "PRO" s'élève contre l'avalanche de littérature vulgaire et à sensation que l'étranger fait déferler sur notre pays, contre les jouets guerriers, contre les offres de mariage de jeunes étrangères désirant devenir "suisseuses" et contre les manifestations ridicules de coterie affichant des tendances pseudo-philosophiques d'un exotisme frelaté.

SWISS MERCANTILE SOCIETY.

A report of the Annual Luncheon and Tea Dance, which was held at the Dorchester Hotel, on Saturday, February 21st, will appear in our next issue.

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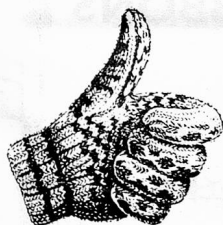
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SWISS HOLIDAYS FOR U.K. SWISS
CHILDREN.

The London Group of the "Nouvelle Société Héliétique" is again organising, in co-operation with "Pro Juventute" in Zurich, a holiday in Switzerland for children of 6-14 years, of Swiss parentage, who live in the United Kingdom, provided always that there is a sufficient number of participants.

As usual these holidays will start at the best and most attractive time to enjoy Switzerland, i.e., towards the end of July, and are scheduled to last some 4-8 weeks according to arrangements made by "Pro Juventute."

It is hoped that the journey London-Switzerland and return may again be carried out in an aeroplane of SWISSAIR on special terms, and at a cost not exceeding about £12 per child. Should this not be possible this time, the journey would be undertaken by rail.

In cases where parents would value such holidays for their youngsters, but are not in a position to defray the cost of the journey, the N.S.H., in conjunction with the Swiss Benevolent Societies, would endeavour to provide the necessary funds. As regards board and lodging in Switzerland, "Pro Juventute" offer various schemes, such as:—

(a) Free board and lodging in a limited number of Swiss families for children whose parents are unable to pay either the whole or part of the cost.

(b) Board and lodging at a reduced price of about 10/- per day in a recognised children's home, selected by "Pro Juventute" available for children up to 12 years of age.

(c) A stay of about four weeks in 2 holiday camps, the first of which will commence end of July and the second (presumably again in the "Von Sprecherhaus" at Davos) about 18th August, available for children of about 12-14 years of age.

(d) Children who are in the happy position of holding an invitation from relations or friends in Switzerland are welcome to join the party for the journey both ways on the same terms as the others, or to join the holiday camps.

Parents who are not in a position to pay the whole of the cost, which is kept as low as possible, are entreated most earnestly to contribute as much as they possibly can in order to reduce the strain on the funds of the Benevolent Societies and "Pro Juventute".

It is expected that many Swiss parents in the United Kingdom will very gladly avail themselves of this opportunity of enabling their children to enjoy a healthy and happy holiday of worthwhile duration in the most pleasant surroundings and scenery of our homeland.

Applications should be sent in writing, if possible by latest, 15th April, by Residents.—

- In the London Area to Mr. W. Renz, 70, Mulgrave Road, Sutton, Surrey.
- In the Consular District of Manchester to the Consulate for Switzerland, 53, Spring Gardens, Manchester.
- In the Consular District of Scotland to the Swiss Consul, Balloch, Scotland.

Whereupon parents will be supplied with all relevant information.