



RHINE CASTLE in the area of Germany made famous by the Lorelei legend.

Swiss Ask Studies on Experience

At the 79th General Assembly of the Swiss Society of Hotel Keepers, held at Bad Ragaz in May, the principal speaker recommended establishment of an international center for hotel studies to consider European experience.

At the same time, the Annual Meeting of the Swiss National Tourist Office, in Fribourg, was stressing the necessity for continued publicity abroad for the Swiss tourist industry. This meeting's principal speaker reaffirmed the importance of Switzerland's tourism to its national economy and stated the \$500,000,000-franc turnover in this industry has a direct effect on commerce, industry, and agriculture.

Europe's growing tourist industry and the subsequent requirements for approximately 100,000 more hotel rooms to meet future needs was considered by the hotel keepers' meeting. It was pointed out that capital investors have shown no great interest in the hotel field, and new accommodations will require capital investment. About 20,000 hotel beds have been made available in Switzerland since 1950, according to the society's report. The greatest number, 5,470, were provided in the Canton of Ticino. Some of this increase has been accomplished by transforming sanatoriums into hotels, such as the mountain sports center created from Leysin tuberculosis sanatorium. Special attention was given by the assembly to the problem of attracting tourists during the off-season to spread the rate of occupancy more evenly throughout the year.

'Iron Curtain' Visits Offer Full Variety

Cosmos Travel and Penn State Travel offers a variety of tours to the U.S.S.R., Czechoslovakia, Poland and Rumania. The Grand Tour of Eastern Europe via Swissair departs from N. Y. and takes in Zurich, Prague, Warsaw, Moscow, Leningrad, Kiev and Belgrade. Cost of the 28-day tour including economy air transportation and deluxe accommodations is \$1,817.05. A 21-day tour, including 8 days in Leningrad and Moscow, departing from the U. S. Aug. 3, 12, and 27, Sept. 10, begins at \$1177.30.

Traveling Globetrotter Economy service via SAS, an 11 day excursion to Czechoslovakia cost \$775.50. The itinerary includes Copenhagen, Prague, Tabor, Jindrichov, Hradec and Telc. Zdar, Brno, Ostrava, Melnik and Podbrady.

The Air France 20-day tour encompasses Paris, Stockholm, Leningrad, Kiev, Moscow and Prague, with rates ranging from \$1350 to \$1550. Departure from N.Y. on Sept. 27.

A 17-day tour via Sabena includes a visit to the World's Fair, followed by sightseeing in Warsaw, Moscow, Prague, and Berlin. All-inclusive price with deluxe hotels is \$1,515. Extensions to Rumania are available for \$35 per day plus small air fare adjustment.

15 Luxury Cruises Due During Season

Fifteen luxury cruises to the West Indies, South America, Europe, Scandinavia and the Mediterranean are scheduled for the Swedish cruise ship Stella Polaris during the 1958-59 season according to Harold Gyllensward, General Manager of Clipper Line, Inc., New York.

First in the series is a group of eight Caribbean cruises sailing from New Orleans. Inaugural voyage is a 16-day Christmas-New Year cruise, sailing December 21, launching the Caribbean trips. The cruise following is also 16 days, sailing on January 7, 1959. Rates for both start at \$390. The other six cruises are: January 24 (22 days, from \$650); February 16 (23 days, from \$670); March 12 (Easter Cruise, 19 days, from \$470); April 3 (14 days, from \$345); April 18 (16 days, from \$365); May 5 (14 days, from \$295).

Ports of call on the Caribbean cruises include Havana, St. Thomas, St. Martin, Ciudad Trujillo, Montego Bay, Kingston, Grand Cayman, Cap Haitien, Port-au-Prince, Curacao, Martinique, St. Lucia, St. Kitts, Barbados, Trinidad, Grenada, San Blas and Cristobal in Panama, La Guaira and Cartagena in South America. The two 14-day cruises on April 3 and May 5 will include a call at Nassau in the Bahamas.

Passengers are limited to 165 on Stella Polaris cruises. All information can be obtained from Penn State Travel Service.

2 Non-Stop Flights Asked

NEW YORK—American Airlines is prepared to introduce two daily non-stop roundtrip flights between San Francisco and New York in December if the CAB grants approval in time.

The airline plans to increase its volume of service between the two cities of three daily roundtrip by mid 1959, with both first-class and aircoach accommodations on the jets.

Cruising at 600 mph, the Boeing-built 707s will cut present non-stop schedules in half, from 8 hours to 4½ on eastbound flights and from 9 hours to 5½ on westbound runs.

Applications for reservations on initial flights may be filed with Penn State Travel.

Olympic Games Office

A special office has been set up to process lodgings for the 1960 Olympic Games at Rome. It is called Ufficio Alloggi Olimpiadi 1960, via Giudobaldo Dal Monte, Rome. American Express has been named its U.S. agent. Penn State Travel represents American Express in Harrisburg and State College.

PENN STATE TRAVEL

In Collaboration With American Tourist Bureau

Announces... 3 Brand New and Unusual

AMERICAN FARMERS TOURS FOR 1959

Rare Opportunities for Farmer-To-Farmer Contact in Far Corners of the World. Escorted by Experts. All Inclusive.

ESPECIALLY INTENDED FOR

- Crop and Stock Farmers
- Rural Sociologists
- Agricultural Educators
- Future Farmers of America
- County Farm Agents
- Agricultural Educators
- Crop Marketing Groups
- Farm Cooperative Groups
- Soil & Crop Scientists
- Dairy & Poultry Farmers
- Ranchers
- Students
- 4H Clubs
- Agronomists
- Ranchers



EUROPE-27 Days

Visit 11 scenic countries, all inclusive, hotels, transportation, all meals, transfers, tips, taxes and sightseeing.

Included: England, Netherlands, Belgium, Luxembourg, Germany, Switzerland, Australia, Yugoslavia, Italy, Monaco and France.

See the Tower of London... windmilled Dutch Farms... the Swiss farmer tending his Alpine herd... the vineyards of sunny southern France... the industrious German harvesting. Broaden your horizon, enrich your life with memories you'll cherish for years.

AS LOW AS
\$754

Monthly Departures Jan. Thru August.



SOUTH AMERICA

Six countries—27 days of glorious, glamorous South American. Fly via scheduled airlines all the way.

Visit Panama Canal Zone, Republic of Panama, Peru, Chile, Argentina, Uruguay, Brazil and Puerto Rico.

Enchanting, intriguing SOUTH AMERICA—continent of a million wonders. Visit Granja Azul ranch in Lima, Peru... fabulous Fazenda Malabar in inland Brazil... cattle breeding in the Pampas of the Argentine... special reception dinners with Agricultural officials.

FROM MIAMI

\$1311

Depart Jan., Mar., July & Oct.



AUSTRALIA AND NEW ZEALAND

28 wonderful days to Hawaiian Islands, Fiji Islands, New Zealand, Australia and Tasmania.

Six days in western Australia, six days in tempting Tasmania, last minute stop in the beautiful Hawaiian Islands.

See the long-wooled sheep dipping in New Zealand... a Typical Maori Village... picturesque farms surround Christchurch... the beautiful River Murray Valley... the lands where so many of our boys were stationed during the great war

FROM LOS ANGELES
\$2067

Depart Jan., Mar., July & Oct.



✓ CHECK THESE FEATURES ✓

- All Trans-ocean travel via regularly scheduled airlines.
- All Tours arranged and escorted by recognized travel and farm experts.
- All prices all inclusive—transportation, hotels, meals, transfers, tips, taxes and sightseeing.

Clip and Mail This Coupon for Information

PENN STATE TRAVEL
 METZGER BLDG., STATE COLLEGE, PA.
 I am interested in the tour checked below. Without obligation please send me further information.
 EUROPE SOUTH AMERICA AUSTRALIA
 I am interested in departing during month of

NAME

ADDRESS

Magnificently commanding the Seashore Scene

WITH THE GREATEST SELECTION OF OCEANFRONT ROOMS ALONG THE BOARDWALK

The CLARIDGE HOTEL
ATLANTIC CITY

Delightful the Year 'Round

Ocean decks. Health baths. Famous cuisine.
 Music for Dancing by Eddie Buckley and the Guardsmen in the Merrie Mayfair Lounges.

GEORGE B. BRUNI, Vice President & General Manager
 Telephone Atlantic City 5-1271