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Roam the Continent—rest in Switzerland

A holiday means many things to many people. To some it means keeping pace with a tight schedule, flitting from one "sight" to the next, from city to city, country to country, even from continent to continent. And having "done" the lot, they return home weary, their minds overstuffed with jumbled impressions and their bags full of exposed colour film.

Take it easy!

Quite definitely, travelling is one thing, enjoying a restful, beneficial holiday is another. Nestling in the heart of Europe, Switzerland welcomes worn-out travellers with open arms. And for a *real* holiday there is no country quite like Switzerland. Distances are short. Crumpled as it is, altitudes vary from sea-level at Locarno to over 13,000 feet on the highest peak in the Swiss Alps. In between, you can choose your climate, from mellow Mediterranean to frozen Arctic.

The Swiss Kaleidoscope

And the people who inhabit this country are just as variegated. In the west they speak French and are Gallic in race, character, culture and temperament. The conductor on the eastbound train from Geneva or Lausanne starts by calling "Tous les billets, s'il vous plaît!"; by the time the train reaches Berne, the capital, he has switched over to German and calls "Alle Billette, bitte!"

South of the Alpine barrier, in the Ticino, we find the Italian-speaking Swiss. The

Ticino is sunnier and warmer than the regions north of the Alps. In springtime you may leave Zurich by train in cold fog or rain, run into snow as the train ascends towards Göschenen, at the northern end of the nine-mile St. Gotthard tunnel, and emerge ten minutes later at Airolo into a world of blue skies and warm, golden sunshine.

Up in the mountainous Canton of Grisons we find yet another race of Swiss speaking a tongue called Romansh. As the name suggests, it was originally the Latin of Caesar, though greatly altered now. But it is one of the four officially recognized national tongues of Switzerland, and you will find men who speak it running the best hotels not only at home but all over the world.

One Big Family

All these various races live side by side in the one small country. But it would be wrong to suppose that they live in perfect, loving harmony: like every big family housed under one roof they have their squabbles and conflicting interests. But when quarrels arise they look for the commonsense solution, the Swiss solution. By the same token industrial strikes are quite unknown in Switzerland. Industry is decentralized. There are few large plants and thus no dense concentrations of labour or city slums. Healthy contact between town and country has never broken off. At one end of Zurich's smartest shopping street, right in front of the windows of the dignified Swiss National Bank building the peasants of the sur-

rounding countryside still hold their vegetable, fruit, flower and fish market twice weekly. While in Berne the picturesque annual Onion Market takes place just outside the Federal Palace.—Nobody finds anything incongruous in this.

The traveller on a hot-foot itinerary has little opportunity to take in all these fascinating features of Switzerland and the Swiss way of life. Nor will he find leisure to enjoy the more obvious attractions which have been drawing countless visitors from all over the world to this tiny but irresistible holiday magnet: rest and relaxation amid idyllic scenery; skiing, curling, skating, sleighing and social life in the famous winter sports resorts; in summer, bathing, fishing, riding, mountaineering, golf, tennis, etc.—to say nothing of the pleasures of the theatre: plays, operas and concerts in the larger centres.

Taking it easy in Switzerland, therefore, need not mean just basking in the sunshine—there is plenty of "active" entertainment, too, whatever your mood and whatever the season.

The country

Area 15,944 sq. miles, of which one quarter is forest and one quarter glacier, rock and lake.

Some peaks

Monte Rosa	15,203 ft.	Piz Bernina	13,293 ft.
Dom (Mischabel)	14,920 ft.	Säntis	8,206 ft.
Matterhorn	14,780 ft.	Pilatus	6,957 ft.
Jungfrau	13,667 ft.	Rigi	5,898 ft.

Alpine tunnels

Simplon	12¼ miles	San Bernardino	4 miles
St. Gotthard	9½ miles	Albu a	3½ miles
Lötschberg	9 miles	Gr. St. Bernard	3½ miles

Alpine passes

Albula	7594 ft.	Maloja	5910 ft.
Bernina	7643 ft.	Oberalp	6619 ft.
Brünig	3312 ft.	Ofenpass	7069 ft.
Flüela	7836 ft.	Col du Pillon	5085 ft.
Forclaz	4986 ft.	San Bernardino	6768 ft.
Furka	7972 ft.	Great	
Grimsel	7102 ft.	St. Bernard	7110 ft.
Jaunpass	4947 ft.	St. Gotthard	6928 ft.
Julier	7505 ft.	Simplon	6594 ft.
Klausen	6403 ft.	Splügen	6944 ft.
Lenzerheide	5085 ft.	Susten	7299 ft.
Lukmanier	6255 ft.	Umbrail	8218 ft.

Population (census December 1, 1960)

5,429,061 inhabitants

4,844,322 Swiss

584,739 foreigners

3,765,203 German-speaking

1,025,450 French-speaking

514,306 Italian-speaking

49,823 Romansch-speaking

74,279 others

2,512,411 employed or self-employed persons, of whom
1,239,009 are engaged in industry and crafts
346,215 in commerce, banking and insurance
280,191 in agriculture and forestry
248,634 in the hotel and restaurant business and transport

One half of the country is permanently inhabited, but three-quarters of the population live in the Central Plain between the Alps and the Jura. Almost half the population live in cities and towns of more than 10,000 inhabitants.

Some cities (estimate 1966)

Zurich	437,000 inhabitants
Basel	216,000 inhabitants
Geneva	174,000 inhabitants
Berne (Federal capital)	168,200 inhabitants
Lausanne	135,900 inhabitants
Winterthur	89,900 inhabitants
St. Gall	79,100 inhabitants
Lucerne	74,700 inhabitants
Bienne	67,600 inhabitants



The Crossroads of Europe

Switzerland's location as the geographical hub of Western Europe makes her the natural key-point of continental and inter-continental traffic. From time immemorial she has received "visitors," both welcome and otherwise. Julius Caesar's legions crossed the Alps and traversed Helvetia on their way northward from Rome before fanning out into Gaul and pushing on to the Atlantic coast. Down the centuries, traders north of the Alps had no alternative but to send their goods to the Mediterranean markets via the selfsame passes, while the Swiss lowlands were the highway for traffic moving between the East and West.

Switzerland is the watershed of the continent. From here the Rhine flows northward to the North Sea; the Rhone winds westward to the Mediterranean; the Inn meanders eastward to join the Danube and enter the Black Sea; the Ticino runs southward into the Italian Po.

In the stage-coach age, when tourism proper commenced, Switzerland remained a climax on the classic Grand Tour route and we know from contemporary sources that few could resist the scenic and other attractions among the Swiss lakes and mountains.

Next came the era of the steam engine—the railway age—and the "discovery" of the Alps by British tourists. Rail traffic poured in, and through, from every quarter; and the Swiss, having no coal of their own, set about tunnelling their mountains and electrifying their entire railway system to be able to cope with it.

Today the all-electric Swiss Federal Railways are among the most efficient, punctual and comfortable in the world, and—

thanks to the holiday ticket—visitors can travel at half fare.

The advent of air travel, which takes no heed of distances, frontiers or mountain barriers, has not merely consolidated Switzerland's status as the hub of European traffic, it has promoted her to a key-position in intercontinental travel as well. The air traveller who touches down in Switzerland finds himself in the geographical centre of everything European.

Switzerland's worldwide associations

In 1863 Henri Dunant founded the Red Cross in Geneva. Since then it has become recognized everywhere as a symbol of man's readiness to help his fellow man. Geneva is the seat of the International Red Cross Committee. Since the days of the League of Nations other international organizations, such as the International Labour Office, have established their headquarters in Switzerland. Geneva is also the European seat of the United Nations Organization.

Swiss industry maintains affiliated companies in almost every country in the world. Machine tools, electrical equipment, pharmaceuticals, pesticides, dyestuffs, chocolate, canned goods and many other articles are produced the world over under Swiss licence.

Switzerland exports machines, chemicals, watches, textiles, shoes, and cheese to the four corners of the earth and imports raw materials for her industry and foodstuffs for her population from all over the world.

The Swiss Industries Fair at Basel (April) is the largest trade fair in Switzerland. The Comptoir Suisse in Lausanne (September) and the Olma in St. Gall (October) feature agriculture and crafts more prominently.

Swiss banking and insurance activities cover the whole globe, and, since Switzerland is the pro-

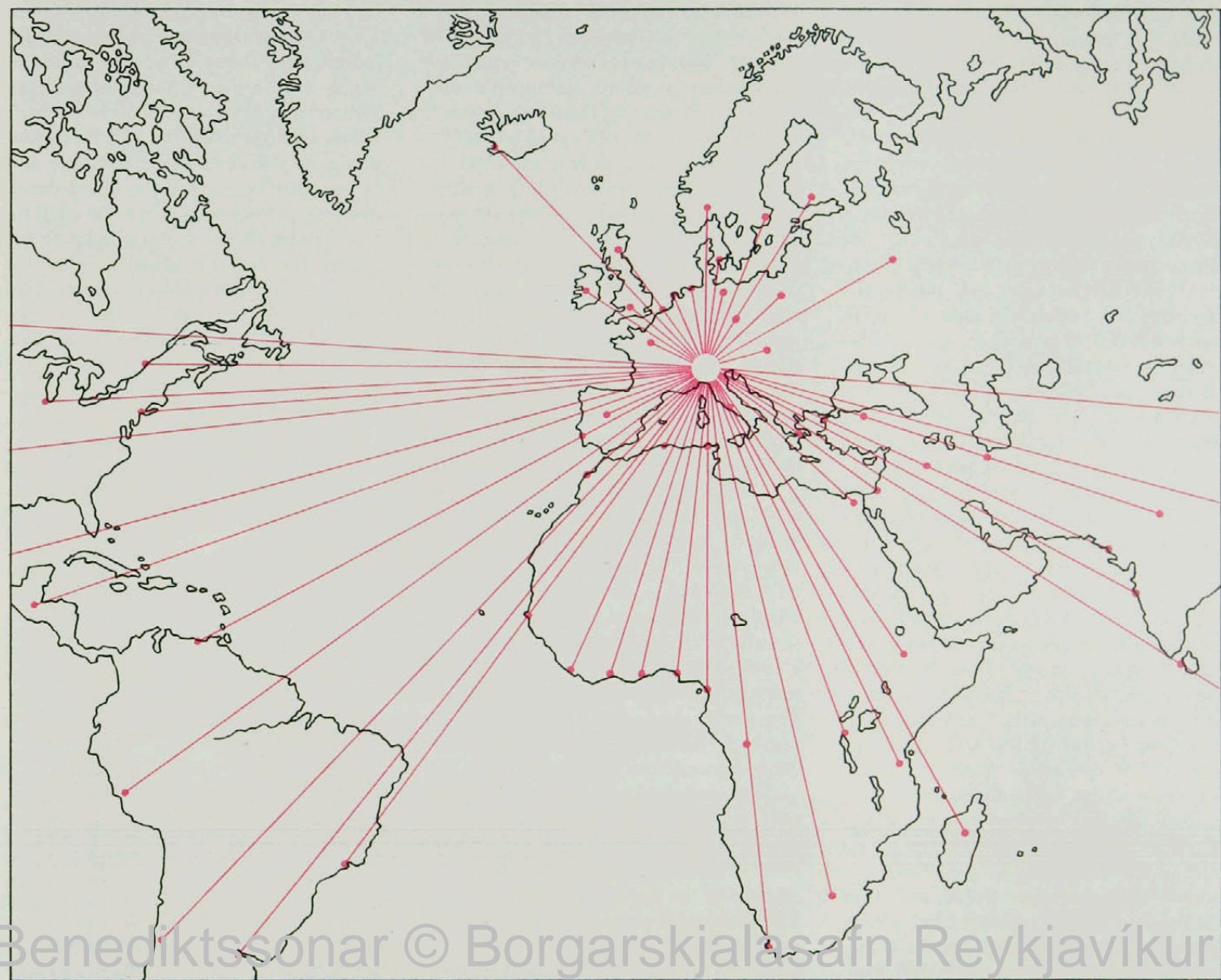
verbial playground of Europe, its hotel and travel business must loom large in any account of its worldwide associations.

Cultural life

Every town of any size has its resident symphony orchestra and municipal theatre, and a varied programme of other concerts and theatrical performances is also arranged. The reputations of the Orchestre de la Suisse Romande and the Zurich Playhouse extend beyond Switzerland, and the International Competitions for Musical Performers in Geneva are equally well known.

The theatre and concert season begins in September and continues until the end of May. In summer musicians and music lovers come from all over the world to the music festivals in Lucerne (August/September), Montreux (September), Zurich (June), Lausanne (May/June), Gstaad (August), the Engadine (July/August), Braunwald (July), Lugano and Locarno (March/June), Ascona (End August/October), Neuchâtel (May), Berne (June), Meiringen (July), Interlaken (July), Klosters (July/August), Champex Lac (July), Adelboden (End July/Beginning August), Sion (August), Zermatt (End August/Beginning September), Geneva (September), Lausanne (October), Montreux (End April/Beginning May: TV Festival "The Golden Rose of Montreux"), Locarno (July: International Film Festival).

In many places ancient customs have become popular festivals: "Vogel Gryff" in Basel (January), Shrovetide Carnival in Basel and Lucerne (February/March), "Chalanda Marz" in the Engadine (March 1), "Six o'clock Chimes" in Zurich (April), Swiss National Day with bonfires on the mountain tops throughout the country (August 1), vintage fêtes in Lugano, Neuchâtel and Morges (End September/Beginning October), "Onion Market" in Berne (November), "Escalade" in Geneva (December), street carolling and mummers in Lucerne (December). Open-air performances of William Tell are given at Interlaken and Altdorf. In some Alpine valleys old local customs are still commonly seen and traditional customs kept alive in which masks are worn.



How Switzerland is governed

The population of Switzerland totals just under 6,0 million, including 584,739 foreigners (census 1960). Some 72 percent of the native Swiss speak their local German dialect, about 20 percent French, 4 percent Italian, and 1 percent Romansch. There are thus four national languages. In business circles and the tourist industry, English has become almost a lingua franca. Slightly over half the inhabitants are Protestants; slightly under half, Catholics. The largest city and commercial metropolis is Zurich, with a population of some 440,000; it is more than double the size of Basel and Geneva, the next largest. Berne, the Federal capital, has only 170,000.—By and large, not an easy country to rule. But this problem has long since been solved: Switzerland is administered rather than governed.

The Government is best described as a permanent coalition representing the major political parties in approximate proportion to their importance. The Federal Council of seven members, elected virtually for life, exercises the formal functions of a Cabinet, though in reality it more nearly resembles the board of directors of a joint stock company. Each member is the head of one of the seven "Departments" or Ministries (foreign affairs, domestic affairs, national economy, etc.), and each in turn becomes President of the Confederation for a year, retaining control of his "Department." In effect, he is merely Chairman of the Board, and at the end of the year he is succeeded by his Vice-president, who usually belongs to a different political party. Since the annual presi-

dential election, held within the two parliamentary Chambers, is always a foregone conclusion, and since in any case the President's powers are no whit superior to his compeers', the whole matter is unlikely to arouse political passions.

The system works well in a small country like Switzerland. For one thing, it eliminates all political ballyhoo and electioneering at topmost level, the inevitable party wrangles taking place much lower down the ladder. For another, it ensures continuity: the head of a Federal "Department" has plenty of time to learn his job and to perform it without fear or favour. The Government is never "defeated", the idea of a political crisis is unknown.

But the Federal Council is not equipped with dictatorial powers. On the contrary, it is the obedient servant of Parliament: the Council of States (the States being the Cantons, each of which is represented by two Councillors), and the National Council, consisting of one member for every 24,000 citizens. Apart from certain decrees for which it is empowered under the Constitution, the Federal Council has to submit all its recommendations to the two Chambers. And even when these are passed by both, the signatures of 30,000 dissentient citizens may result in the Bill in question being submitted for approval to the popular vote (referendum). Furthermore, by signing an "initiative," 50,000 citizens can demand an amendment or revision of the Federal Constitution.

The Cantons, some of which still officially call themselves republics, jealously safeguard the far-reaching autonomy guaran-

teed them under the Federal Constitution. They, too, have their own parliaments; so, indeed, have the so-called communes, of which there are over three thousand in Switzerland. Each has its own "private" affairs to settle—taxation and the expenditure of public funds, educational and church matters, local by-laws and development projects—so that the citizen, although he does not vote directly for or against his own President, goes to the polls four or even six times a year on issues which more immediately affect his own person. This keeps both the political parties and the voters on their toes.

The Cantons (estimate 1966)

Zurich	1,057,000 inhabitants
Berne	975,000 inhabitants
Lucerne	277,000 inhabitants
Uri	33,200 inhabitants
Schwyz	84,400 inhabitants
Obwalden	25,000 inhabitants
Nidwalden	25,000 inhabitants
Glarus	42,000 inhabitants
Zug	62,500 inhabitants
Fribourg	163,500 inhabitants
Solothurn	222,000 inhabitants
Basel Town	237,300 inhabitants
Basel Country	182,500 inhabitants
Schaffhausen	72,200 inhabitants
Appenzell Ausser-Rhoden	50,500 inhabitants
Appenzell Inner-Rhoden	13,500 inhabitants
St. Gall	366,000 inhabitants
Grisons	154,000 inhabitants
Aargau	401,000 inhabitants
Thurgau	185,000 inhabitants
Ticino	224,000 inhabitants
Vaud	489,000 inhabitants
Valais	190,000 inhabitants
Neuchâtel	162,000 inhabitants
Geneva	314,900 inhabitants
Switzerland	5,959,000 inhabitants



The Swiss way of life

The Swiss Confederation is a delicately balanced democracy. The nation is so heterogeneous in race, language, culture and religion that, particularly in Federal affairs, goodwill, tolerance and compromise are the glue that holds it together. Any attempt at compulsory moulding would quickly tear it apart.

This being so, it would be a miracle if the entire Swiss family were able to live in a state of permanent, loving harmony. Like all relatives dwelling under one roof, the various members are apt to get on one another's nerves at times. The Italian-Swiss, for instance, find their German-speaking compatriots too efficient, hard-working and humourless; the latter find the French-Swiss too impulsive, sensitive and "contrary." Squabbles blow up, and there are conflicting interests. These are thrashed out as they arise, often with hard words on all sides. But two factors unfailingly bridge the gap and kill the grudge: all concerned are Swiss and let no-one doubt their loyalty to Mother Helvetia; and all are united in putting the blame on "Berne"—the Federal Government in which they are all represented and which is never right but ever to blame: for taxation, national discipline and all the unpopular rules and regulations that restrict the liberty of the citizen's individualistic ego.—In a word, the Swiss are free democrats in pure culture.

Since the war, the Swiss way of life has been conditioned by ever-growing prosperity. Always relatively high, the standard of living is today the highest in Europe. Fortunately, the wealth of the

country is equitably divided, industry is to a great extent decentralized so that there are no huge cities and therefore no slums, and the general standard of education is a source of national pride. Industrial strikes are unknown—management-labour relations are good, the worker is fairly paid and his interests are well looked after; to him going on strike would seem undignified, a form of blackmail.

It was in Switzerland that the term "over-employment" was coined. There is so much work to be done in every field of industry and commerce that this tiny country absorbs half a million foreign workers, mostly Italians, Austrians, Spaniards and Greeks, to help it to get on with the job.

One eighth of the working population is engaged in agriculture, which produces about one third of the nation's food supplies and keeps the world supplied with Swiss cheese. The fame of the Swiss tourist industry is commensurate with its importance to the economy. Yet, even though no blast furnaces or grimy works disfigure the smiling Swiss countryside, it is the metal-working industries that head the nation's trade figures. None of them go in for mass manufacture; instead they produce goods which call for the patience, precision and perfect craftsmanship in which the Swiss excel: highly specialized machine tools, turbines, electrical gear, precision instruments and, of course, watches. Watches alone account for an eighth of all exports—half as much as machines.

Renowned for its scientific achievement, and represented in every continent by

affiliated companies, the chemical industry of Basel runs the watch industry close as an exporter, while the textile industry in Eastern Switzerland, celebrated for its embroideries, also sells to many countries abroad. Switzerland's banking and insurance activities, too, have world-wide links.

The visitor to Switzerland is inevitably struck by the "personal" attitude of the people both towards one another and towards the stranger. A firm, sincere handshake marks even the briefest parting between friends or acquaintances; and even high up on the mountainsides peasant youngsters look the passing stranger straight in the eyes and bid him good-day. And from the simple village inn to the luxury hotel or restaurant, mine host never refers to his clients, but only to his guests.

Schools

Some 30,400 students, including 8,600 foreigners, are registered at Switzerland's nine universities and institutions of university status. Ask for the booklet "The Swiss Universities."

About 40,000 boys and girls from countries all over the world are receiving their education at private schools of every category. Full details of some 300 boarding and day schools are contained in the booklet "Private Schools in Switzerland." During the summer the three universities in French-speaking Switzerland, public schools and many Private Institutions organize Holiday Courses, which combine language tuition with sports and recreation. The booklet "Holiday Courses and Camps in Switzerland" contains further details.

Young children may be left in the care of one of the 200 children's homes for education, holidays and recreation. The booklet "Children's homes in Switzerland" will be sent upon request.



All year round it's holiday time somewhere in Switzerland

Art treasures

The Public Art Collection in Basel, the Oskar Reinhart Foundation in Winterthur, and some private collections with limited public access are world-famous. The Art Museums of Zurich, Berne (including the Klee Foundation) and Geneva are also of importance.

The Swiss National Museum in Zurich, the Historical Museums of Basel, Berne and Geneva, and numerous local museums contain many valuable exhibits concerning history, archaeology and the history of art. Particular interest attaches to the Valeria Museum at Sion, the church treasure of St. Maurice, the Rietberg Museum of Non-European Art (E. van der Heydt collection) in Zurich, the Ethnological and Folk Museum in Basel and the Ethnological Museum in the town of Neuchâtel.

Roman ruins may be seen at Augst near Basel, at Avenches, at Vindonissa near Brugg and at other sites. The abbey church of Münstair on the Umbrail Pass has been preserved since Carolingian times with its original frescos intact; the church of Zillis dates from Romanesque times and it has the oldest wooden ceiling in the world with painted figures. Thousands of castle ruins topping the Jura or dominating the Central Plain bear eloquent witness to a proud history. The late Middle Ages have bequeathed many fine Romanesque and Gothic churches, such as the cathedrals of Basel, Chur, Berne, Fribourg, Lausanne and Geneva, All Saints' at Schaffhausen and the Grossmünster in Zurich. The cities they dominate bear the impress of the Late Gothic period with its prosperous burghers and of the Renaissance and Baroque. Many Swiss cities have kept the original character of their centres and, set in attractive surroundings, remain in living contact with the countryside. Besides the builders of the towns, the stone masons and stained-glass painters also achieved superb mastery in their crafts, as may be seen from the richly ornate fountains in the streets and the coloured coats of arms which adorn town halls and guild houses. The cathedrals of Einsiedeln, St. Gall and Engelberg are among the most superb monuments of the Baroque period.

Public transport

The Swiss railway network is 3417 miles in length, fully electrified and carries the densest traffic in the world. Use return tickets—they are valid for 10 days and are 25% cheaper than two singles—or, better still, take out a "holiday ticket" which is available for a whole month. This entitles the holder to five additional tickets at much reduced fares. Children from 6 to 16 pay half fare. There are some 280 rack-and-pinion railways, funiculars, aerial cableways and chair lifts providing rapid and comfortable access to the mountain heights. The highest mountain stations are the Jungfrauoch (11,342 ft.), Stockhorn-Gornergrat (11,177 ft.), Corvatsch (10,817 ft.), Piz Nair (9,924 ft.), Mont-Gelé (9,917 ft.), Trockener Steg (9,820 ft.), Diavolezza (9,773 ft.), Schilthorn (9,745 ft.), Gemsstock (9,704 ft.), Glacier des Diablerets (9,666 ft.), Längfluh (9,415 ft.), Weissfluhgipfel (9,251 ft.), and La Chenalette (9,186 ft.). In winter there are also more than three hundred ski lifts in operation. The network of *Alpine post roads* (2300 miles) and other postal motor coach services, which together cover 4038 miles, bring the remotest valleys within reach. A trip by postal motor coach over one of the finely engineered pass roads is an unforgettable experience. Some of the most spectacular stretches are also included in the itinerary of the Europabus system. In summertime over 100 *ships* with total accommodation for 57,000 passengers ply on many of the Swiss lakes and certain stretches of the Rhine. Evening trips with music and dancing enjoy particular favour.

Conducted tours by rail, postal motor coach or private bus are regularly organized in many towns and resorts. The hall porter can supply all necessary details.

Direct *air services* operated by Swissair and 47 foreign companies link up every European centre with the four Swiss airports of Zurich, Geneva, Basel and Berne. There are also direct services to Zurich and Geneva from North and South America, Africa, the Near, Middle and Far East, and Australia. There are also 40 smaller air fields for tourist air traffic in Switzerland, and most of them organize flights over the Alps.

Motoring

Switzerland has a dense network of *main and subsidiary roads* covering some 35,295 miles. To enter the country, car drivers need only their national car and driving licence. Large trailer caravans call for careful driving.

At present a network of 1120 miles of *national roads* including 845 miles of motorways is under construction for through traffic.

The 25 major roads over the Alpine passes form one of the main attractions for holiday visitors. Depending on the snow, they are open from May or June to late autumn. For a report on road conditions and open passes dial No. 163 on the public telephone system. In the event of a breakdown No. 11 (or the SOS telephone service on the passes) will put you in touch with the garage nearest to you.

The booklet "Switzerland by Car" contains thirty suggested car tours. There are special lists giving addresses and details of motels and camping sites.

Self-drive hire cars can be obtained at Zurich and Geneva airports, at the stations in Basel, Berne, Bienne, Geneva, Lausanne, Lugano, Lucerne, St. Gall, Winterthur and Zurich and also at numerous garages.

Walking

Near the towns and resorts and farther afield there are any number of well-marked *paths* leading away from the motor roads to the valleys and heights of the Alps and the Jura. Special maps and guidebooks for walkers are available. *Bicycles* can be hired at the stations of Swiss Federal Railways, and at some private stations, and returned at any other station. Special lists are obtainable with particulars of *youth hostels* and *camping sites*. Dormitories with pallet beds provide cheap sleeping accommodation for groups of walkers throughout the country and numerous holiday camps are organized in summer. Fresh discoveries on every hand delight the walker who chooses Switzerland for a tour.

Sport

In **summer** every form of aquatic sport is practised.

Swimming at 200 bathing beaches on lakes and rivers and in open-air swimming pools, of which about twenty located in the mountains are heated;

Sailing on most of the Swiss lakes with yachting schools on the Lakes of Thun, Geneva, Neuchâtel, Lugano and Lakes Maggiore and Constance;

Rowing and canoeing on all lakes and many rivers; the Rotsee near Lucerne has no equal for rowing and this stretch of water is the scene every year of international championships;

Water skiing on most of the lakes with water-skiing schools in the major resorts.

Climbing is the traditional summer sport in Switzerland. In the Alps 39 peaks of 13,500 ft. or more tempt the mountaineer to scale their walls or climb amidst the glaciers and eternal snows accompanied by an experienced guide. The art of climbing can be learnt at mountaineering schools. Less experienced mountain-walkers can take their choice from a variety of marked paths leading to numerous summits and viewpoints. Every climber should have the excellent maps of the Federal Topographical Survey and the list of the 191 mountain huts run under the auspices of the Swiss Alpine Club.

Riding is an ideal holiday sport. There are horses for hire in many resorts. In addition, some resorts also have riding schools.

Golfers have 28 courses to choose from in Switzerland, all amidst picturesque scenery and 11 of them actually in the Alps. Details of competitions are published annually in a special booklet.

Tennis courts will be found in every town and in most of the resorts including some reserved exclusively for the use of hotel guests.

Anglers in Switzerland have almost 20,000 miles of running water, ranging from torrent to river, and 325,000 acres of lake to fish in. For further particulars see the booklet "With rod and line in Switzerland".

In **winter** 600 mountain railways and ski lifts convey **skiers** effortlessly to the starting point of a host of downhill runs. There are also delightful ski tours amidst lonely peaks away from the crowds on the pistes. Beginners and more advanced pupils receive tuition in one of the 1300 ski schools. Altogether there are over two thousand instructors, who also accom-

pany pupils on tours.

Skating, curling and ice hockey can be enjoyed everywhere on first-class ice-rinks, including some fifty artificial ice-rinks, certain of which remain open through the summer. Provision is also made for winter walkers in most resorts, where there is a network of **well-tended paths**.

Mountain sunshine does you twice as much good in winter. Enjoy the light, snow and fresh mountain air by quitting the fog of the netherworld and seeking the sun-blest mountains of Switzerland!

Health

Mountain air, Alpine sunshine and hot springs, backed by modern medical science and good nursing, can work wonders. For centuries these curative powers have been sought out by visitors to Switzerland.

The "Guide to Swiss Hotels" classifies Swiss **health resorts** according to climate, geographical position and medical indications. Further particulars will be found in the folder "Swiss Climatic Resorts". A stay in a resort free from motor traffic, dust and noise is particularly beneficial.

Each of the 250 curative springs in Switzerland has its own special virtues and therapeutic action; and each resort also has its own particular climate. The "Swiss Spa Book" gives particulars of 21 **spas**: Acquarossa, Andeer, Baden, Ragaz-Pfäfers Spa, Schinznach Spa, St. Moritz Spa, Bex-les-Bains, Disentis, Heustrich, Lavey-les-Bains, Lenk im Simmental, Leukerbad, Passugg, Rheinfelden, Rietbad, Schwefelberg Spa, Scuol-Tarasp-Vulpera, Stabio, Val Sinestra, Vals and Zurzach. The number of visitors increases from year to year. Recently some of the resorts have begun to keep their spas open through the winter. The combination of spa treatment, winter sunshine and gentle sporting activity has a special appeal. The natural curative springs of Switzerland help not only to restore the sick to health but also to ward off disease in all its forms and relaxation. See the booklet "Private Sanatoria in Switzerland" for details of nursing homes, sanatoria, etc.

Holiday seasons

Everyone knows Switzerland is the place for holidays, in winter and in summer. But those most familiar with the country will tell you that *spring* is the time for holidays by the Lake of Geneva, in the Prealps, in the Ticino and in the Jura. If you want a walking holiday, then choose the *autumn* with its shorter days and clearer air, when from the Engadine to the Valais and from the Ticino to the Jura, the woods are a blaze of colour.

Dial No. 162 for the *weather forecast* and, in winter, No. 163 for a report on snow and road conditions. The whole Swiss telephone system has been automatic for some years now, and call-boxes are frequent.

Shops are usually open in the towns until 6.30 p.m. (5 p.m. on Saturdays) and all prices are fixed. The *banks close* for business at 4.30 p.m. (Saturdays closed); there are no difficulties about changing money. This can be done at the banks and also in travel agencies and the exchange offices at the main railway stations.

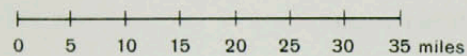
Accommodation and food

Proverbial Swiss comfort is provided in 7755 hotels, most medium or small in size, with a total of 234,343 beds. The "Guide to Swiss Hotels" contains particulars of 2200 hotels and pensions, besides which there are regional and local lists. Book your rooms through a travel agent, through the local tourist office or direct with the hotel, and ask for daily terms including service and taxes.

Those who prefer to be on their own can choose from amongst 30,000 *chalets and holiday flats*. Particulars and annually revised lists are available from the local tourist offices.

Besides the hotels there are a host of excellent *restaurants* with a rich choice of special dishes. Even the most modest restaurant is spotlessly clean, and offers willing and friendly service. Prices naturally vary according to category, but are reasonable. A service charge of 12 to 15% is usually added to the bill.

Switzerland



This general map shows

— the main railway lines
 — the main roads

and a selection of towns, villages, lakes, mountain peaks and Alpine passes. The relief is taken from Imhof's Swiss Atlas for Secondary Schools. For further particulars consult the Official Road Map of the Swiss National Tourist Office and the various sheet maps of the Federal Topographical Survey.

The agencies of the Swiss National Tourist Office will be pleased to provide further information and to supply the booklets mentioned in the text besides the prospectuses of all the resorts.

Swiss National Tourist Office
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 Tel. 23 57 13

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 London W.1, Swiss Centre, 1 New Coventry Street,
 Tel. 01734 1921

New York, N. Y. 10020, The Swiss Center, 608 Fifth Avenue,
 Tel. 757-5944

San Francisco, Cal. 94105, 661 Market St., Tel. 362-2260

Amsterdam, Koningsplein 11, Tel. 22 20 33

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Lisbon, Av. da Liberdade 220-r/c, Tel. 73 31 71

Madrid, Av. José Antonio 84, 1º, Tel. 247 06 36

Milan, Piazza Cavour 4, Tel. 79 56 02

Nice, 11, Avenue Jean Médecin, Tel. 80 37 79

Paris, 37, Bd des Capucines, Tel. 073 63 30

Rome, Via Vittorio Veneto 36, Tel. 46 56 05

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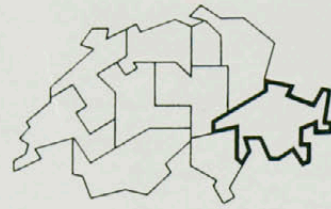
Lay-out: M. Schneider

Text: R. A. Langford, P. Gessler

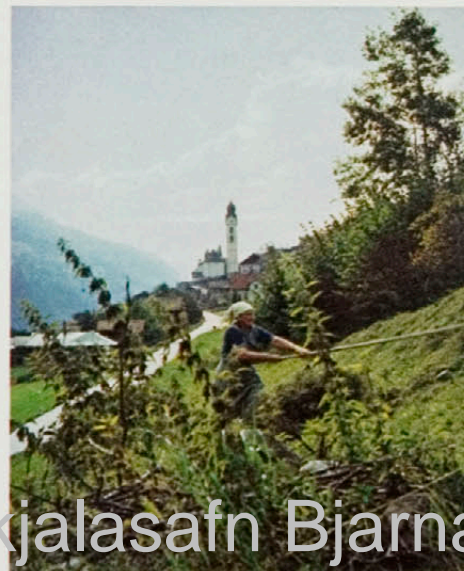
Photos: H. Gemmerli, Ph. Giegel SNT0,
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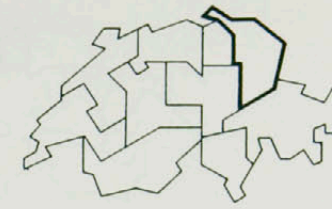
Grisons



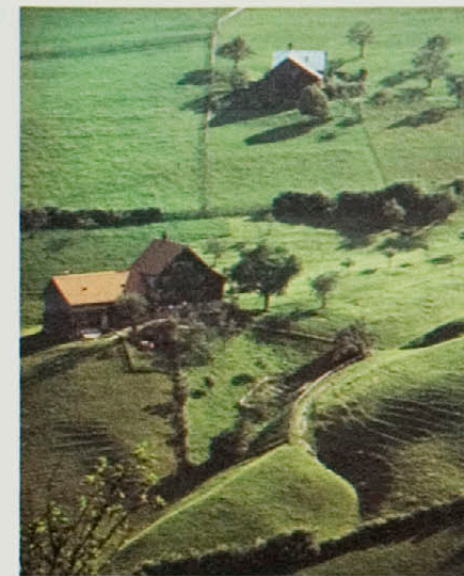
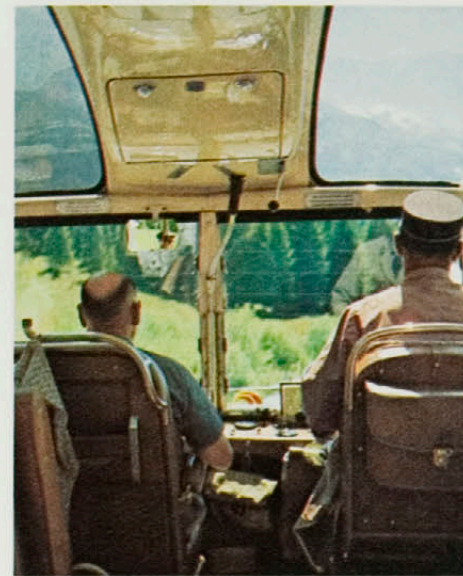
One hundred and fifty valleys unlock the fastnesses of the Grisons. With Chur as centre, routes run up past Flims, to Disentis and the sources of the Rhine; to Arosa; or via Lenzerheide and the Julier Pass to the Engadine and St. Moritz; thence via Sils and Maloja into the Bregaglia or via Pontresina and Bernina down into the Poschiavo. The route to Scuol and Tarasp lies along the Inn, past the National Park and returns over the Flüela Pass to Davos and Klosters.



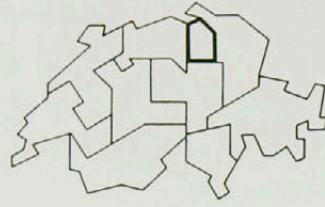
North-East Switzerland



On clear days the gleaming peaks of the Glarus Alps crown the skyline above Lake Zurich. High above Glarus on a ledge in the sun nestles Braunwald; the valley of the Linth empties into the unplumbed depths of Lake Walen. The Toggenburg with Wildhaus and Unterwasser buttresses the Säntis and the Appenzell foothills shelve down from those lofty heights to St. Gall and the shores of Lake Constance, whence the Rhine re-emerges to flow past Stein and Schaffhausen.



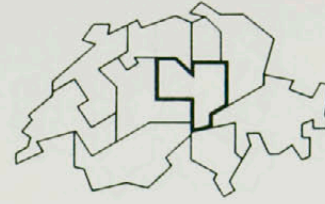
Zurich



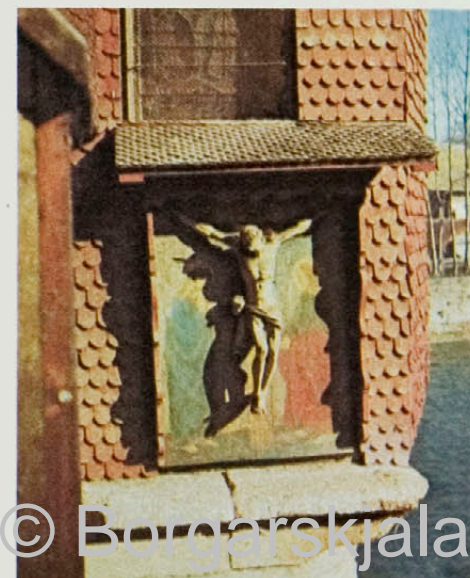
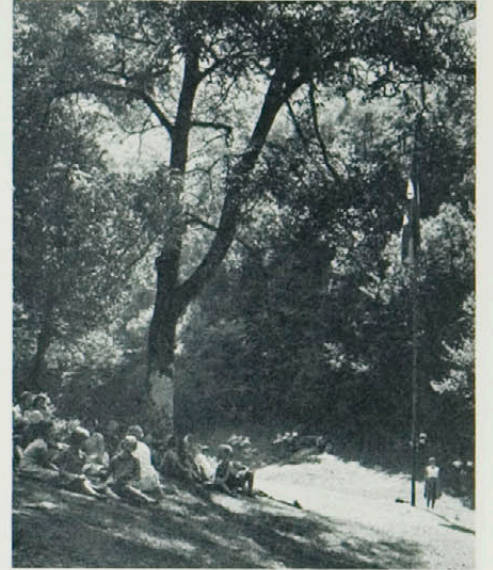
Switzerland's largest city, set out with unpretentious decorum along the Limmat, fronts expansively on the lake. A metropolis without factory chimneys; a garden city between wooded hills; seat of the largest university in the country and the Swiss Federal Institute of Technology. The country round Zurich, from the Rhine Falls to industrial Winterthur and as far as the Uetliberg, undulates gently with stretches of forest and small lakes.



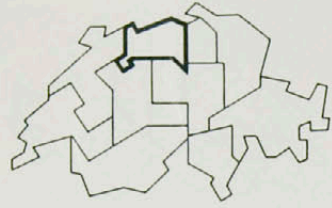
Central Switzerland



The cradle of Switzerland and a traditional holiday haunt: Rigi, Pilatus and Bürgenstock, the resorts on the Lake of Lucerne, and Lucerne itself—the city of lights. Weggis, Vitznau, Gersau and Brunnen mark the way to the Gotthard. Lakes are the glory of this landscape: the lakes of Zug, Aegeri and Lauerz moat the Rigi, Lake Sihl signposts Einsiedeln, while Lake Trüb above Engelberg and Lake Melch on the Frutt are rock-embosomed tarns.



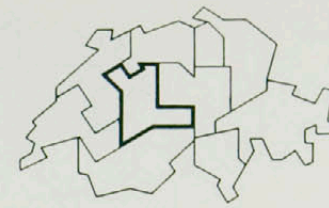
North-West Switzerland



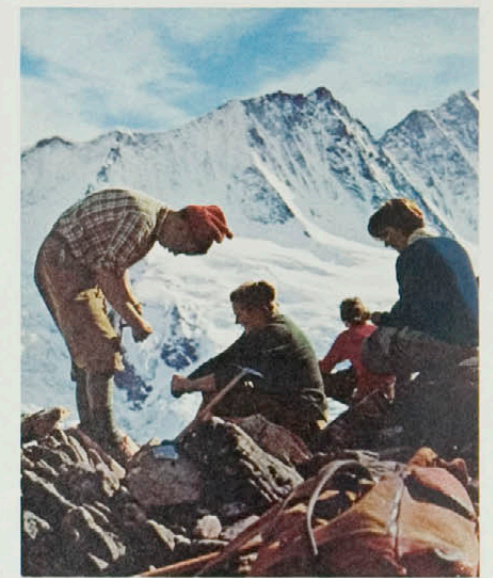
Basel, the ancient university and trading city straddling the Rhine between the Jura and Alsace is a centre of art and research, with a long tradition of culture and learning. Far from the roads, paths thread the valleys and zigzag up the heights of the Jura and down to Solothurn, Aarau and Baden. Frequent castles, like Hallwil, Wildeg, Lenzburg and Habsburg, recall the greatness of Argovia in the Middle Ages.



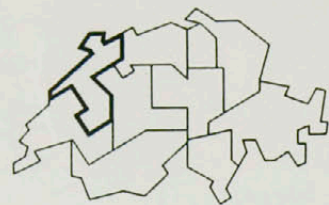
Berne and region



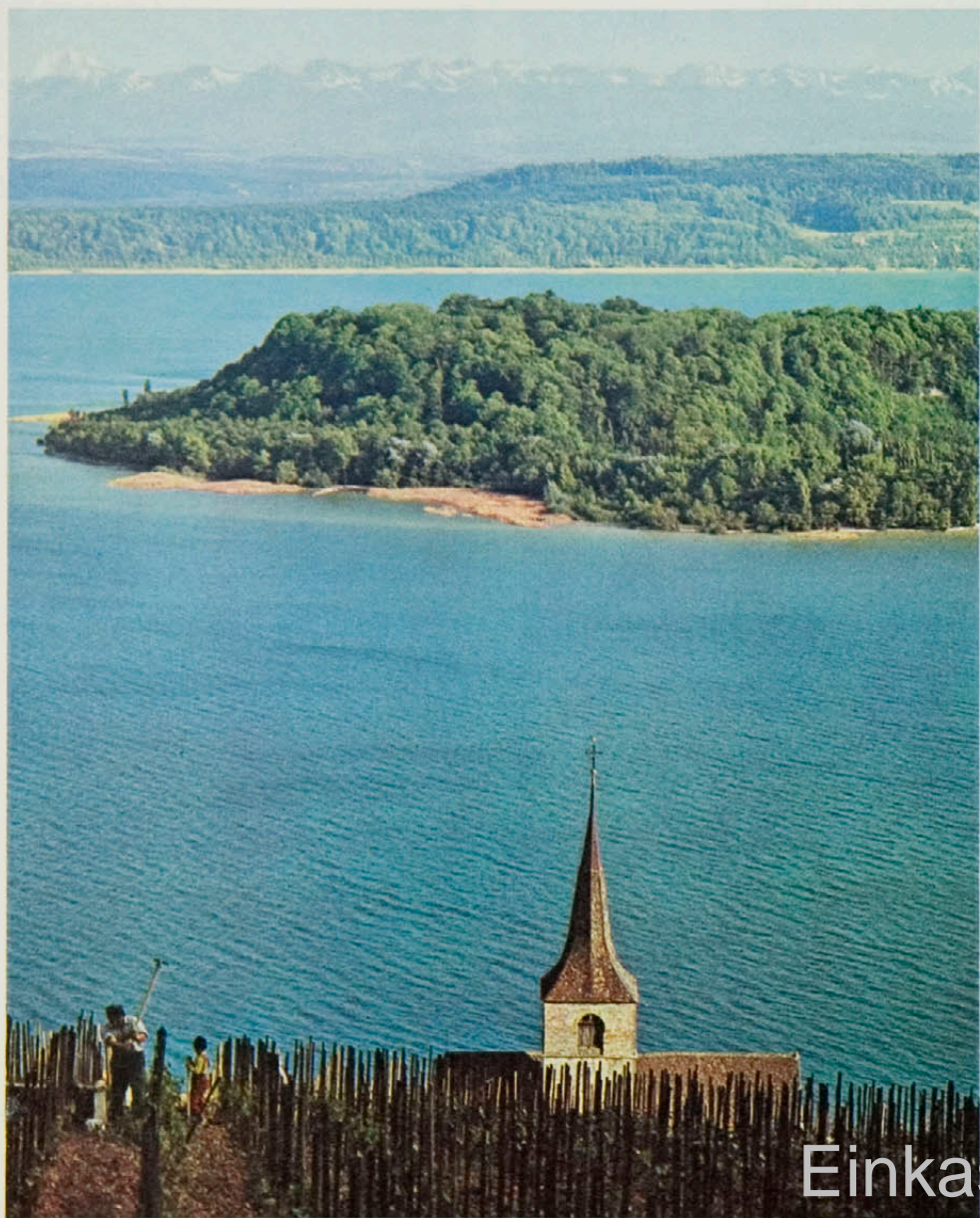
Proud Berne, the federal capital, enshrines the rich tradition of the Swiss Confederation. The Bernese Oberland from Interlaken up to the Jungfrauoch is a proverbial playground. Every valley, every village is a holiday paradise: Meiringen, Brienz, Grindelwald, Scheidegg, Wengen, Lauterbrunnen, Mürren, Kandersteg, Adelboden, Lenk, Gstaad, Zweisimmen, Spiez, Thun, Sigriswil and Beatenberg.



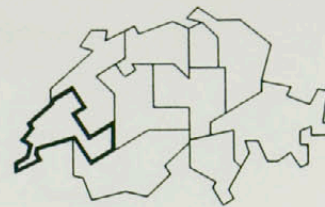
Jura—Neuchâtel—Fribourg



Time dawdles in the Jura, a landscape to be savoured on foot or horseback, roaming over the pastures of the Franches Montagnes or through the gorge of the Doubs. The lovely lakes of Biemme, Neuchâtel and Morat are strung along the foot of the Jura. Biemme, Morat and Fribourg, the fine old city of the Zähringen, mark the language frontier; Catholic Fribourg and Protestant Neuchâtel are famous university towns.



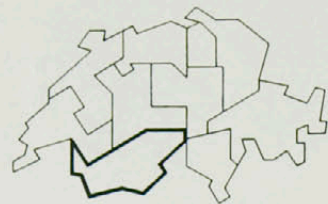
Lake Geneva



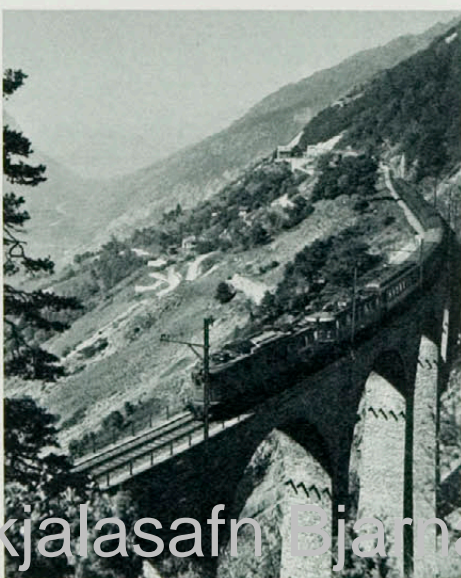
Geneva, the city of Calvin and J.-J. Rousseau, the Red Cross and many international organizations, and seat of a large university, proudly bestrides the narrow outlet of the lake at the foot of the Jura. Stretching along a steep, sunny slope, likewise the seat of a university and many private schools, Lausanne commands the broadest stretch of the lake. At its upper end are Vevey and Montreux, and not far away, Leysin, Villars and Château-d'Œx in the Vaudois Alps.



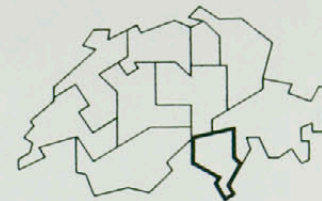
Valais



The valley stretches all the way from the Rhone glacier past Brigue, Sierre, Sion and Martigny down to the Lake of Geneva, once a prey to devastating floods but now the smiling garden of Switzerland. High transverse valleys give access to the resorts at the foot of the Alpine giants: Saas-Fee, the Matterhorn, village of Zermatt, the villages in the Val d'Anniviers and the Val d'Hérens, Verbier, Champex, Champéry, Morgins, Montana-Vermala, Crans, Leukerbad.



Ticino



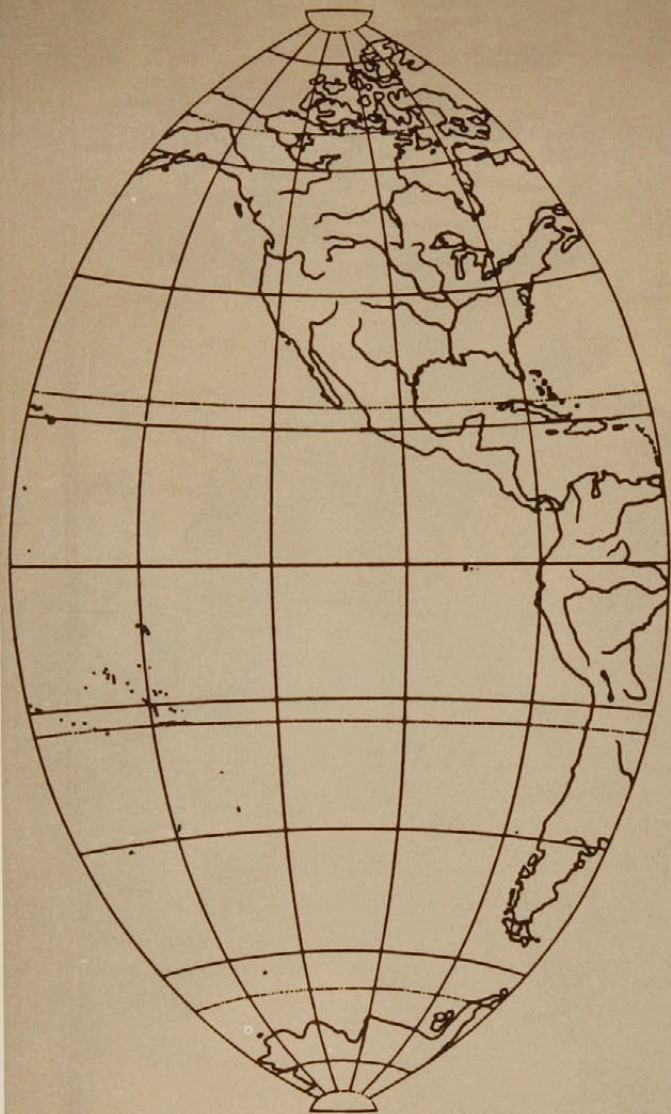
On the far side of the Gotthard, in Italian-speaking Switzerland, language, climate and architecture all change: the air is balmy under these southern skies. From the Alpine valleys the way runs down to Locarno, Ascona, Brissago by Lake Maggiore, to Lugano, Morcote, Gandria by the gentle Lake of Lugano, and down into the southern Mendrisiotto. Locarno stands at the meeting place of the Maggia valley, the Centovalli, the forlorn Onsernone valley and the savage valley of the Verzasca.



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Einkaskjalasafn Bjarna Benediktssonar © Borgarskjalasafn Reykjavíkur



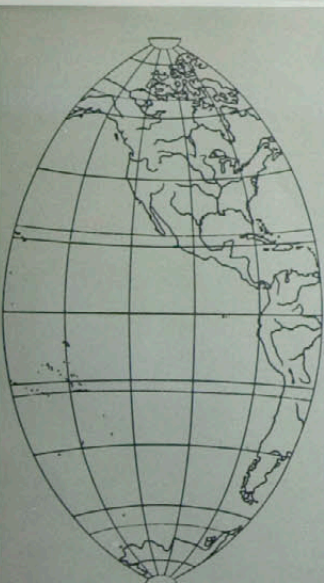
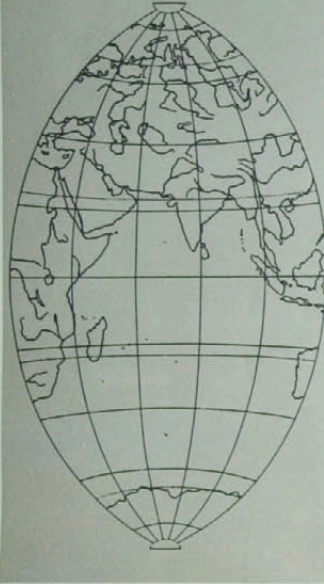
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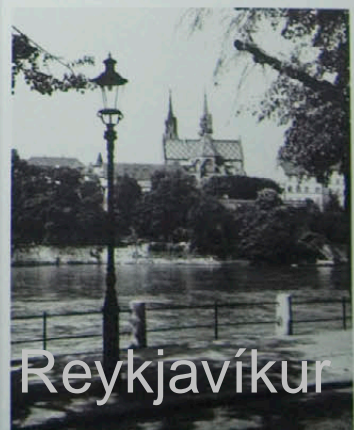
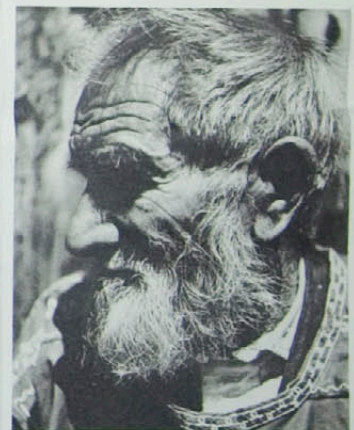
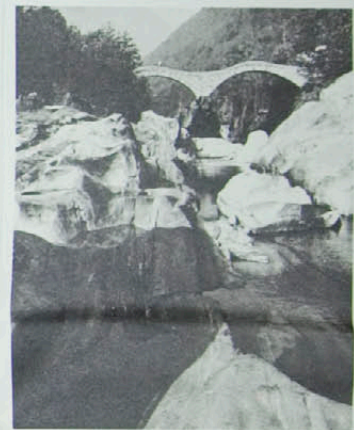
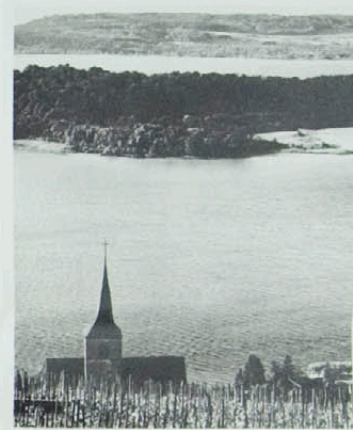
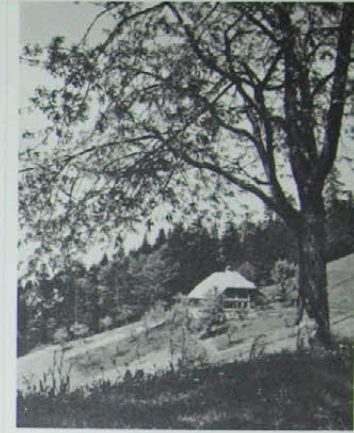
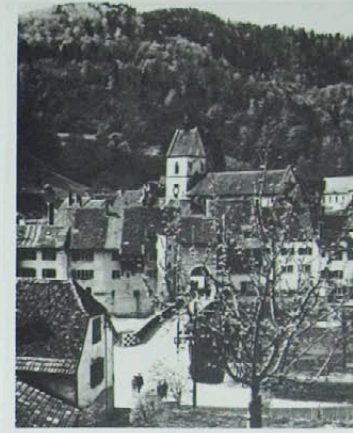


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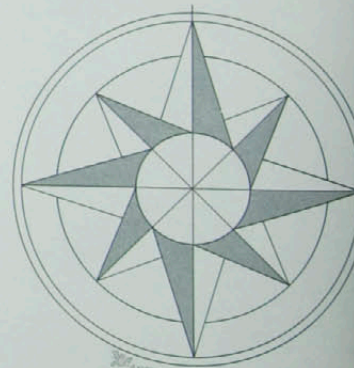




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