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RETENTISSEMENT
DE L'«ANNÉE DES ALPES»
DANS LE MONDE

LÉGENDES

- Page 61 Contribution de la presse danoise à l'«Année des Alpes», à la suite d'un voyage d'étude de journalistes des pays scandinaves.
- Page 62 Echo de l'«Année des Alpes» dans la presse canadienne («Ottawa-Journal»).
- Page 65 Reportages dans le «New York Times» et dans divers journaux allemands.
- Page 64 Numéros spéciaux sur la Suisse publiés par deux importants magazines de voyages à l'occasion de l'«Année des Alpes».
- Page 65 Reportage en 48 pages sur les Alpes dans la revue «National Geographic Magazine» (tirage 2 500 000 ex.).
- Page 66 «Switzerland» un livre de Herbert Kübly, publié par «Life» dans la série «World Library» (tirage: 1 million d'ex.).
- Page 67 L'«Année des Alpes» a provoqué la parution de nombreux ouvrages sur la Suisse
Page 68 et sur la première ascension du Cervin.
- Page 69 De nombreux offices de tourisme régionaux et locaux placèrent leurs prospectus, listes d'hôtels, annonces, etc. sous le signe de l'«Année des Alpes».
- Page 70 Le 4 juin, une délégation de l'Association des guides suisses et un groupe de guides de Breuil/Cervinia furent reçus en audience par le Pape Paul VI. Les guides suisses remirent à sa Sainteté en souvenir de l'«Année des Alpes» un cristal de roche de 25 cm de haut avec une dédicace (en haut, à gauche).

Le nouveau Swiss Centre de Londres, siège de notre agence (en haut, à droite).

Après avoir été montrée dans diverses expositions de l'ONST au Musée de l'Homme (Palais de Chaillot) à Paris, à Bâle, à Genève et à Dallas (Texas) la belle enseigne de St-Georges, en bois polychrome du XVI^e siècle, a retrouvé sa place au fronton de l'auberge d'Ernen, en Valais (en bas).

Wide Variety Offered Throughout Europe



EUROPEAN SUN CENTRE

The French Riviera is the centre of sun and relaxation along the shores of the blue Mediterranean. This typical photograph clearly indicates why the fine beaches and good highways make Cannes, Nice and Monte Carlo happy vacation grounds all year round.

(Air France Photo)

Switzerland has everything... from snow-capped peaks to palm trees. Magnificent mountains to climb, hike, ski, see. Sunny lakes to sail and swim. Gourmet food. Art galleries. Museums. Medieval castles. Modern cities. Gracious people... great living! Now, in Switzerland. In this Year of the Alps.

The "Unique World of Switzerland" is an exciting brochure of dazzling travel ideas and suggestions that will meet all your needs perfectly. Your travel agent has your copy—or write the Swiss National Tourist Office, 10 West 49th St., New York 20, N.Y. and 661 Market St., San Francisco 5, Calif. 1965—The Year of the Alps



There's a mountain of wonderful reasons why so many experienced travelers in Europe vacation in Switzerland

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SWITZERLAND

1965 Proclaimed Year of the Alps

In Switzerland, 1965 has been officially declared the Year of the Alps to commemorate the 100th anniversary of the first successful conquest of the Matterhorn by the Englishman Edward Whymper and the centennial of St. Moritz and Davos as winter sports centres.

In July, 1865, Whymper became the first man to reach the peak of the Matterhorn. He was only 23 years old. The centenary celebration of the event will take place from July 13-17 in Zermatt. Celebrities from all over the world have been invited to re-enact part of the Whymper climb.

In addition, Switzerland has organized many activities designed to attract people to the mountains. Among the special events which will be held are music festivals, folkloristic events, hiking and mountain climbing for more vigorous tourists. It is the aim of the Swiss to have visitors discover that the Swiss Alps offer a healthful and tranquil refuge from the pressures of everyday life.

The sound of music will echo in the mountains throughout the year. Many of the country's most important music festivals will take place in alpine settings such as the Engadine Valley, Lucerne, Braunwald, Engelberg, Meiringen, and Zermatt. Leading orchestras and soloists perform at these affairs.

A familiar sight in the Swiss Alps this year will be the large numbers of visitors who will participate in the scheduled hikes. In May mountain marches will be held from Andermatt to Chateau-dex as part of the special ceremonies of the Mountaineering School of Rosenlaui.

Another highlight of the Year of the Alps is the "Great World Theatre" which is performed every five years in the town of Einsiedeln. Performances of the morality play, written by the Spanish author, Don Pedro Calderon in 1675, will take place on the steps and balustrades of the Benedictine Monastery. The drama, which will be given every Wednesday and Saturday evening, at 9 p.m., lasts for two hours and is acted by a cast of over 200 residents of Einsiedeln.

Again this year, a group of 12 special itineraries, called the Unique World of Switzerland, are being offered. They cover almost any preference a visitor might have. Instead of wandering through the country seeing landmarks at random, the

traveler can get the most of what he likes best by taking one of these suggested trips. The itineraries include "The Enchanting Alps," "Historic Inns and Castles," "Medieval and Ancient Shrines," "Gardens of Switzerland," "The Golden Pass," "The Heart of Switzerland," "Scenic Switzerland," "Switzerland—Off Beat," "Art and History," "Heidi's Fairyland," "Switzerland—Four languages, four cultures" and a trip "For Gourmets." The itineraries vary from seven to 14 days.

There will be other events taking place throughout the year to commemorate the Year of the Alps in Switzerland.

Spring Cruises Available In Mediterranean

The S.S. France will make a special crossing to the Mediterranean, leaving New York on March 6th 1965 for Gibraltar, Naples and Cannes where she is scheduled to arrive on March 14th.

Her Mediterranean Cruise as such will begin with the France sailing from Cannes on March 17 and, during the 19 days that follow, she will call at Palermo, Piraeus, Rhodes, Beirut, Haifa, Cannes (March 30), Lisbon, Vigo winding up at Le Havre on April 5.

Cruise passengers bound for the United States will be able to link up with the France's Westbound sailing from Le Havre and Southampton on



MIGHTY MATTERHORN

This year has been officially proclaimed as the Year of the Alps to commemorate the first successful attempt to reach the summit of the Matterhorn. Special celebrations will take place in Zermatt from July 13 to 17 and throughout the country during the year.

(Swiss National Tourist Office Photo)

Going to Europe?

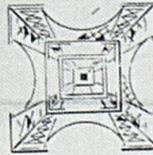
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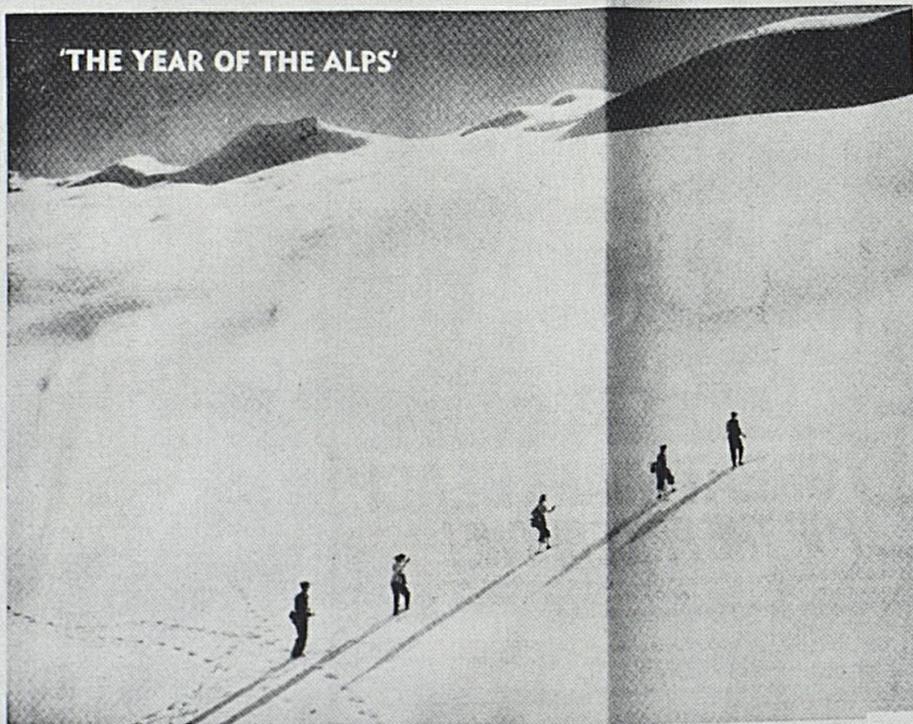
a Votre Service



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SUNDAY, JANUARY 3, 1965

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BEFORE STRETCH PANTS—The intrepid lady skier, above, was photographed in St. Moritz in the early 1900's.

SWISS SNOWSCAPE—A party of cross-country skiers, left, moves across gleaming Alpine slope near Oberberg. Swiss mark 100-year history of Alpine holidays in 1965.

PIONEERING STUDENTS—The first Swiss ski school, left, was established in the village of Farnet in 1905.

A SWISS SALUTE

They May Not Have Invented Winter, But They Did the Winter Holiday

ZURICH, Switzerland—The those four Englishmen and Swiss may not have invented winter, but they were welcomed by local authorities, are pretty sure that they will be.



DEK Jusschnitt ... deutsche automobil revue (6) Frankfurt/Main 7165

1965 Jahr der Alpen

Der Tod des größten Spitzensportlers unserer Zeit, Winston Churchill, brachte unzählige biographische Einzelheiten und Erinnerungen an dessen ereignisreichen Leben und Wirken aus der Vergessenheit zurück ins Bewusstsein der



AN OFFICIAL W WHENEVER the Civil Aviation Board speaks collectively in public address...



BERLINER MORGENPOST - SEITE 9

Berg-Urlaub macht schlank Ein Jahr der Alpen

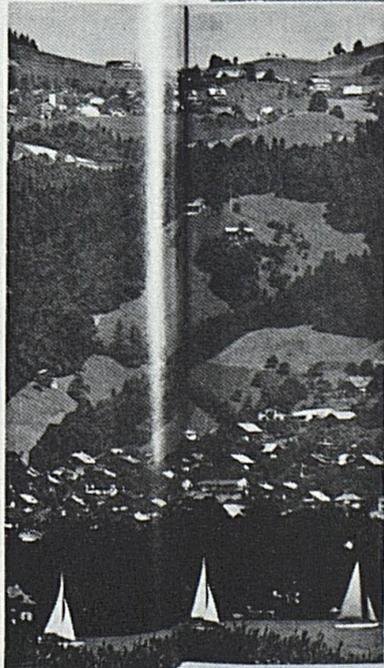
Mit Veranstaltungen in Kostümen die vergangenen Jahrhunderte soll um die Jahreswende in den Hochburgen des schweizerischen Winterports das "Jahr der Alpen" eingeleitet werden. Auf dem 2400 Meter hohen Cervin-Gipfel über Silvaplana sagte uns der Direktor der Schweizerischen Verkehrszentrale, Dr. Werner Kämpfen, daß das Alpenfest ein Jahr lang andauern, die ganze Schweiz erfassen und sich positiv für alle Berglandschaften zwischen Monaco und Wien auswirken soll. Mehr als 100 festliche Ereignisse stehen auf dem Veranstaltungsprogramm für 1965.

Das sind die wichtigsten Treffen: Im Januar beschließen die Vertreter aller Alpenländer in Bern die „gemeinsame Alpenraumwerbung“. Am 7. Februar heißt es 100 Jahre Fremdenverkehr in Davos und St. Moritz mit Fackelzügen und allen Trachten.

SWITZERLAND



THE TOWN OF LUZERN, SWITZERLAND, IS ONE OF THE MOST BEAUTIFUL AND HISTORIC TOWNS IN SWITZERLAND. THE SPIRE OF THE CATHEDRAL OF LUZERN IS ONE OF THE MOST BEAUTIFUL AND HISTORIC MONUMENTS IN SWITZERLAND.



THE MOUNTAINS OF SWITZERLAND ARE ONE OF THE MOST BEAUTIFUL AND HISTORIC LANDSCAPES IN SWITZERLAND.

12

... (Small text columns)



山與人

... (Text columns)



... (Text columns)



... (Text columns)



Edward Whittier

A Conquista do Matterhorn

... (Text columns)



Graubünden - Sommerurlaub und Sommerurlaub, jeder für sich Programm



Graubünden

Arona
 ...
Flims
 ...
Lenzerheide Valbella
 ...

Davos
 ...
Klosters
 ...
Bad Scuol-Tarasp-Valvèra
 ...

St. Moritz
 ...
Pontresina
 ...

1965
 Jahr der Alpen

Arona Davos St. Moritz
 Flims Klosters Pontresina
 Lenzerheide Valbella
 Bad Scuol-Tarasp-Valvèra

Celerina Sils-Engadina Sils-Gr. E.
 Thusis/Valmalin San Bernardino
 Chur Bad Passugg Tschertschen
 Küllis Samedan P.
 Ilanz Sedrun-Resia Tavetsch

Graubünden

Schweizland

Die Berge sind die Heimat und in einem wunderschönen Sommerurlaub
 ...
 ...
 ...

VACANCES - VOYAGES

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1965 Année des Alpes

Grindelwald

SOMMER ETÉ SUMMER 1965

HOTELS

Kauf und Verkaufszentren Engelberg

Sommerprogramm 1965

engelberg

1965

Lenzerheide Valbella

Vacances d'été inoubliables

Graubünden

GRISONS - IGRIGION

SCHWEIZ SUISSE SWITZERLAND SVIZZERA

Jahr der Alpen
 Année des Alpes
 Phasen der Alpi

Hochgebirge von Grindelwald
 Haute Montagne de Grindelwald
 Mountains of Grindelwald

ZENTRALSCHWEIZERISCHE VERKEHRS-NACHRICHTEN

No. 1 20. Jahrgang 1. Januar 1965

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1965 - Das Jahr der Alpen -

Die Umgestaltung der schweizerischen Fernverkehrsnetzwerke ist ein Leitmotiv des Jahres 1965. Die von der schweizerischen Bundesregierung im August 1964 beschlossene Fernverkehrsreform ist ein zentraler Punkt der schweizerischen Verkehrspolitik. Die Reform ist ein wichtiger Schritt zur Modernisierung des schweizerischen Verkehrsnetzes. Die Reform ist ein wichtiger Schritt zur Modernisierung des schweizerischen Verkehrsnetzes. Die Reform ist ein wichtiger Schritt zur Modernisierung des schweizerischen Verkehrsnetzes.

NACHDRUCK ERWUNSCHEN BELEGERBETEN

