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WELTWEITES ECHO
ZUM «JAHR DER ALPEN»

BILDLEGENDEN

- Seite 61 Programm der Informationsreise skandinavischer Journalisten und einige Berichte in der dänischen Presse.
- Seite 62 Aufsatz über die Alpen im «Ottawa Journal».
- Seite 63 Artikel über das «Jahr der Alpen» auf der ersten Seite der «New York Times» und in deutschen Zeitungen.
- Seite 64 Sondernummern zweier bedeutender Reisemagazine zum «Jahr der Alpen».
- Seite 65 Das «National Geographic Magazine» (Auflage 2 500 000 Ex.) widmet dem Alpenthema 48 Seiten.
- Seite 66 «Life» gab in einer Auflage von 1 000 000 Exemplaren Herbert Kublys Buch «Switzerland» heraus.
- Seite 67 Das «Jahr der Alpen» regte eine Reihe Autoren zu neuen Publikationen über
Seite 68 die Schweiz in verschiedenen Sprachen an.
- Seite 69 Verschiedene touristische Regionen der Schweiz übernahmen das Alpensignet in ihre Publikationen, ein Zeichen der Koordination zwischen regionaler und nationaler Werbung.
- Seite 70 Bergkristall mit Inschrift, der von einer Delegation des Schweizerischen Bergführervereins und einer Gruppe Bergführer aus Breuil/Cervinia Papst Paul VI. überreicht wurde (oben links).

Das neue Swiss Centre in London, Sitz unserer Agentur (oben rechts).

Rückkehr des Ritters St. Georg nach Ernen, Prunkstück unserer Ausstellung «Wirtshausschilder der Schweiz», die in Paris, Basel, Genf und Dallas gezeigt worden war (unten).



SWITZERLAND SAYS YES
A HEARTY WELCOME

September, Dec 1	<u>RESEARCH, INVEST, AND</u>
9.00	Rep. Severts Committee Motion for James Andrew McHugh
9.30	arr. <u>McHUGH</u> Reception by representatives of the Wise Office for the Development of Trade
9.40	Rep. <u>McHUGH</u> by Mr
10.00	arr. <u>McHUGH</u> Visit to the headquarters of the Waste Corporation with guided tour of construction buildings and laboratory
12.30	Lunch with Severts executives and meet specialists for development of the "McHUGH Mc Hurdling", at the invitation of Severts Inc.
	On Mr. McHurdling by Mr
15.00	<u>McHUGH</u> Visit to the Home of "The 1950", International Delegation Program, at the Hortle Dale Sports Center offered by the McHurdling Delegation Office
17.00	Dep. <u>McHUGH</u> off for Mr. McHurdling
20.00	<u>McHUGH</u> Lunch at L. McHurdling on invitation of Special Committee, at the invitation of the Special Office for the Development of Trade and the McHurdling National Office Overnight at the <u>McHurdling</u>

1941, 2

[illegible][illegible]

stora folkfesten arrangeras efter ett program som saknar motsvarighet. Tjuvar och maskinbilar finns det gott om, och där som vill spela på det här sättet finns det alltid ett paradis. Naturligtvis gör resultatet i turismen ligger nu på andra plats bland de mest utvecklingsområdena, jämför med industrin bland annat.



„Don't miss the Swag“

[illegible]

Ölandskurios

Konstigt hade 1955 mött man "de hundra beundringsfulla" barn från Öland 200-årsminnet. "Hundraårens barn" hade kommit till Öland för att fylla 100 år. De hade kommit från olika delar av Öland och hade kommit till Öland för att fylla 100 år. De hade kommit till Öland för att fylla 100 år. De hade kommit till Öland för att fylla 100 år.

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6 2. SECTION

Usædvanlig instit

I det overraskende Schweiz møder man milliard-kontanter af verden og med radderne dybt forplantet i jorden omkring alperne - Gottlieb Duttweiler, der selgte frie der til, skabte en mungs-armet gigant med 700.000 forbrugere som rystet

At Paul Westphall

Das ist, so behaupten Wissenschaftler, ein Zusammenhang mit kognitiven Fähigkeiten. Je höher diese sind, desto eher ist ein Mensch bereit, sich an neue Technologien zu gewöhnen. Und das wiederum ist ein Indikator für die Innovationskraft eines Landes.

Bakermønden blev til møllergæder

Gennem de sidste 10 år har vi været
 involveret i mange projekter, og vi har
 opnået mange succeser. Vi har bl.a.
 været med til at skabe nye arbejdspladser
 og har hjulpet mange virksomheder
 med at blive konkurrencedygtige på
 det internationale marked. Vi har
 også været med til at skabe nye
 produkter og tjenester, som har
 gjort os til en af de mest succesfulde
 virksomheder i Danmark.

[illegible]

John Goodenough & Tony

Major advances in the field of solid-state chemistry have been made by John Goodenough and Tony van Vleet, who are currently working on the development of new materials for use in solid-state batteries. Their work has been supported by the National Science Foundation and the Department of Energy.

Goodenough and van Vleet have developed a new class of materials called "intercalation compounds." These compounds are made up of layers of atoms, with small molecules or ions (called "intercalants") inserted between the layers. This structure allows the intercalants to move in and out of the layers, which is the basis for the operation of a battery.

The researchers have found that intercalation compounds can be used to store energy in a solid-state battery. They have also found that these materials can be used to create new types of catalysts and sensors. Their work has led to the development of a new type of solid-state battery, which is more efficient and longer-lasting than traditional liquid electrolyte batteries.

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**Morgen der 21. August
1925**

Wide Variety Offered Throughout Europe



EUROPEAN SUN CENTRE

The French Riviera is the centre of fun 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)

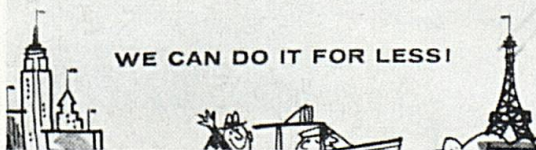
Switzerland has everything...from snow-capped peaks to palm trees. Magnificent mountains to climb, hike, ski, see. Sunny lakes to sail and swim. Gourmet food. Art galleries. Museums. Medieval castles. Modern cities. Gracious people...great living! Now, in Switzerland. In this Year of the Alps.

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



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a mountain
of wonderful
reasons why so
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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 10th 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 25 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 scheduled many activities designed to attract people to the mountains. Among the special events which will be held are music festivals, folkloric 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 beautiful 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-d'Oex as part of the special ceremonies of the Mountaineering School of Rosenau.

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 100 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)

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10

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The New York Times.

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10

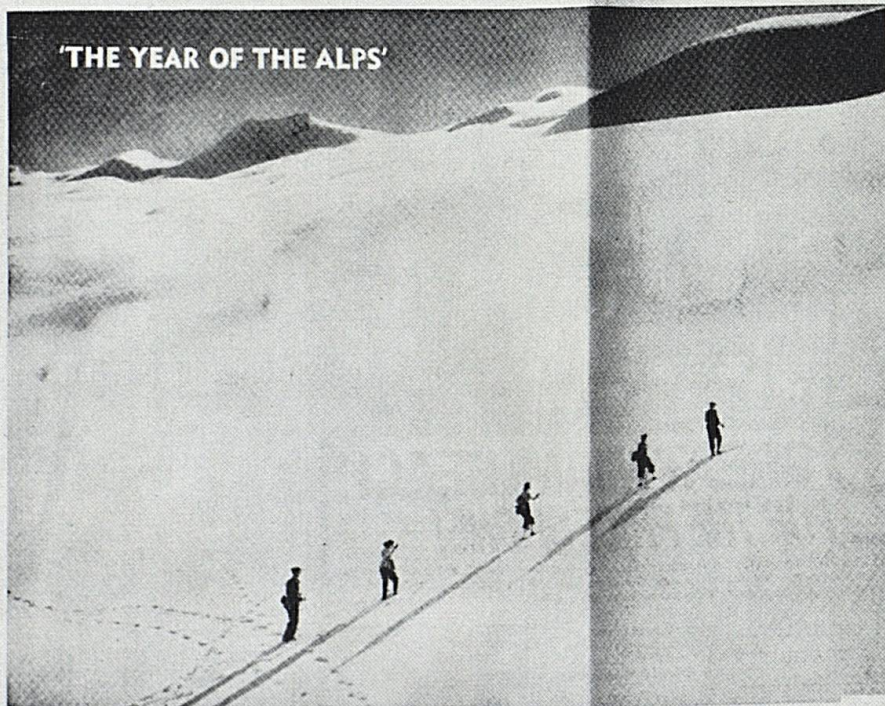
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SUNDAY, JANUARY 3, 1965

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'THE YEAR OF THE ALPS'



BEFORE STRETCH PANTS—The intrepid lady skier, above, was photographed in St. Moritz in the early 1960'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, above, was established in 1860 at Fiesch-Gösch.

A SWISS SALUTE

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

By ROBERT BEARDONOFF
ZÜRICH, Switzerland—The Swiss have long been known as the inventors of winter sports. But they may not have invented winter. Once in St. Moritz, they will be a wintered winter, but they welcomed by local authorities, are pretty sure that they. Not to be outdone by all this.

DER **Russchnitt** WOLFF LICHTERFELD
deutsche automobil revue
(6) Frankfurt/Main 7165-



TE

BERLINER MORGENPOST - SEITE 9

Berg-Urlaub
macht schlank

Ein Jahr der Alpen

Mit Veranstaltungen in Kitzbühel, die vergangenem Jahr, der soll um die Jahreswende in den Hochburgen des schweizerischen Wintersports das „Jahr der Alpen“ eingeleitet werden. Auf dem 2400 Meter hohen Corvatsch-Gipfel über Silvaplana sagte uns der Direktor der Schweizerischen Verkehrsgesellschaft, Dr. Werner Kämpfer, daß das Alpenfest ein Jahr lang andauern, die ganze Schweiz erfassen und sich positiv für alle Berglandschaften zwischen Mosero 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 Alpenraumverbundung“.

▲ Am 1. Februar heißt es 100 Jahre „Freundschaft“ in Davos und St. Moritz mit Fackelzügen und allen Traditionen.

▲ Wöchentlich werden in den Alpen...

1965 ^A Jahr der Alpen

Der Tod des größten Staatsmannes unserer Zeit, Winston Churchill, brachte unschätzbare biographische Einzelheiten und Einblicke an dessen ereignisreiches Leben und Wirken aus der Vergessenheit zurück ins Bewußtsein der



AN OFFICIAL W

WHENEVER the Civil Aeronautics Board speaks collectively, or in public address, or in speech to the flying put Excerpta fr: and speech fr Our: mad

UNTERWEGS

Das Deutsche Reisemagazin

Eine Rundfahrt durch die Schweiz • Barock und Wein in der Wachau
• Baden - am schlichten Attersee und am feinen Genfer See • Mit dem Rucksack durch den Schwarzwald • Eine Flußfahrt auf der Mosel



Nach dem Rummel **RUHE**



Die Ferien in den Alpen sind nicht nur eine Zeit der Erholung, sondern auch eine Zeit der Entdeckung. In den Bergen findet man eine Vielfalt an Landschaften, die von den Gipfeln bis zu den Tälern reichen. Die Alpen sind ein Paradies für alle, die die Natur lieben. Hier kann man die frische Luft genießen und die Schönheit der Berge bewundern. Die Alpen sind ein Ort, an dem man sich entspannen und die Zeit genießen kann.

FERIEN IN DEN ALPEN

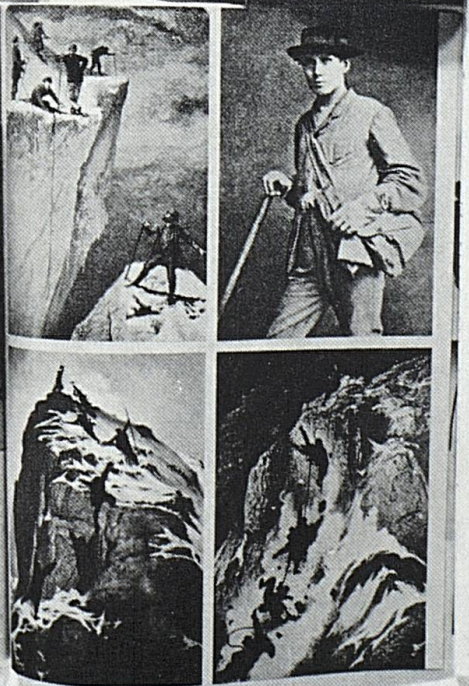
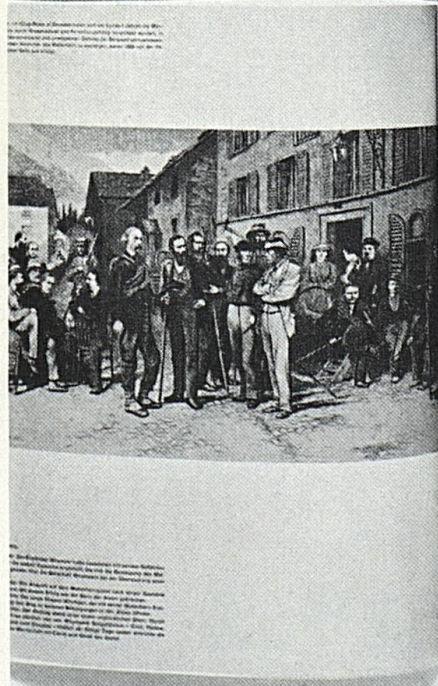
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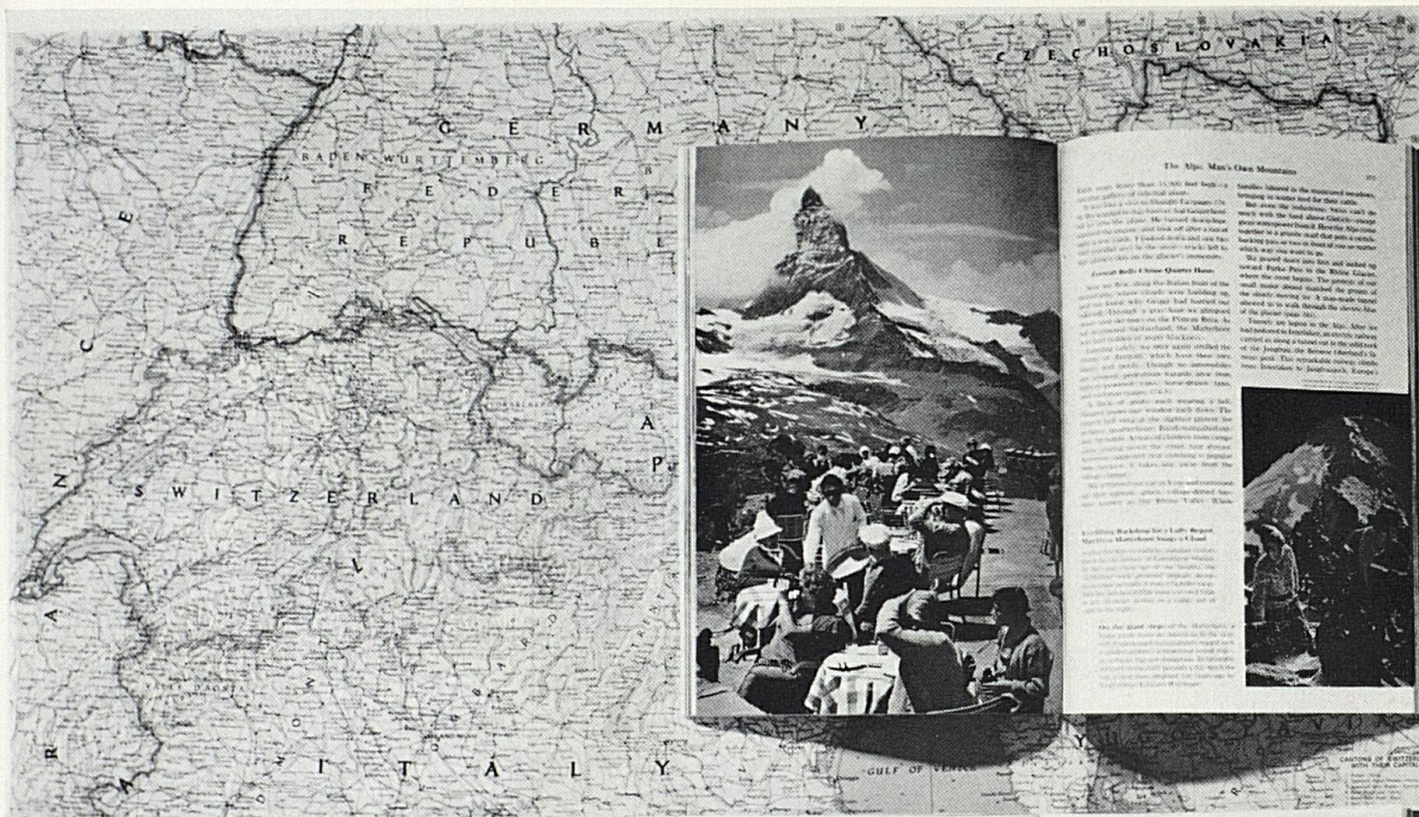


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la revue des
voyages
SUISSE

H.V.K. 1825



The Alps: Man's Own Mountains

Each year, more than 15,000,000 feet high—a mountain gallery of colossal peaks—draws a million tourists to the Alps. The Alps are the most beautiful and most accessible of all the great mountain ranges of the world. They are the most beautiful and most accessible of all the great mountain ranges of the world. They are the most beautiful and most accessible of all the great mountain ranges of the world.

Alps: Man's Own Mountains

For us, the Alps are the most beautiful and most accessible of all the great mountain ranges of the world. They are the most beautiful and most accessible of all the great mountain ranges of the world. They are the most beautiful and most accessible of all the great mountain ranges of the world.

ATLAS MAP SUPPLEMENT: SWITZERLAND, AUSTRIA, AND NORTHERN ITALY page 204

NATIONAL GEOGRAPHIC

SEPTEMBER 1961

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SWITZERLAND



THE TOWN OF LUZERN, SWITZERLAND, IS ONE OF THE MOST BEAUTIFUL AND HISTORIC TOWNS IN THE COUNTRY. THE CHURCHES AND THE BOAT IN THE FOREGROUND ARE PART OF THE TOWN'S HERITAGE.



THE MOUNTAINS OF SWITZERLAND ARE FAMOUS FOR THEIR BEAUTY AND SCENIC VIEWS. THE MOUNTAIN IN THE BACKGROUND IS ONE OF THE MANY PEAKS THAT SURROUND THE COUNTRY.

