

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1962)

**Heft:** 1402

**Artikel:** Ambitious Sion

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-687947>

#### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

#### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

#### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 22.01.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

**The Official Organ of the Swiss Colony in Great Britain**

*Advisory Council:* R. J. KELLER (Chairman), GOTTFRIED KELLER (Vice-Chairman), DR. E. M. BIRCHER, O. F. BOEHRINGER, J. EUSEBIO, A. KUNZ, A. STAUFFER, G. E. SUTER.  
EDITED BY P. HOFSTETTER WITH THE CO-OPERATION OF MEMBERS OF THE SWISS COLONY IN GREAT BRITAIN.

Telephone: CLERKENWELL 2321/2. Published Twice Monthly at 23, LEONARD STREET, E.C.2. Telegrams: FREPRINCO, LONDON.

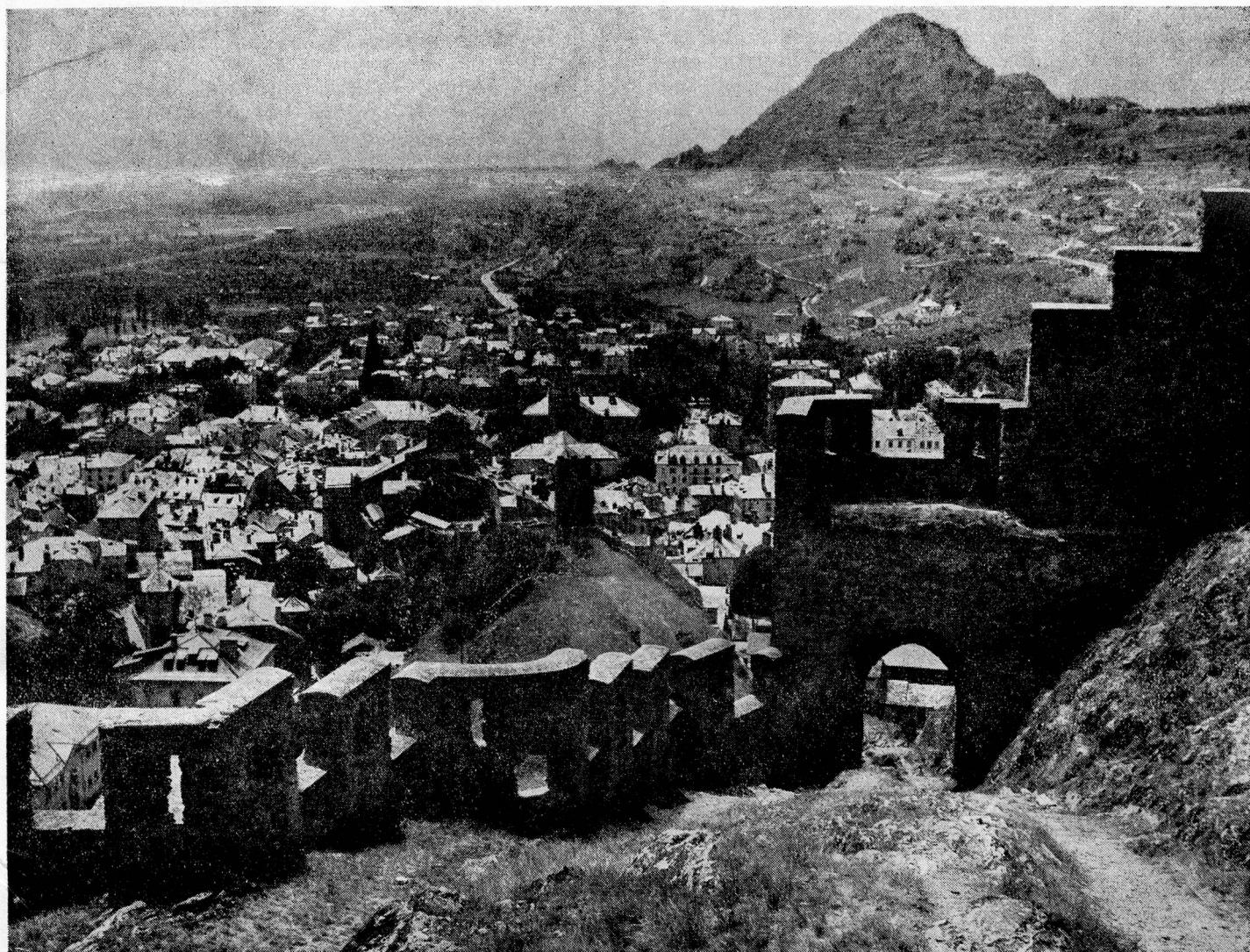
Vol. 48. No. 1402

FRIDAY, 9th FEBRUARY 1962

## AMBITIOUS SION

Sion, the picturesque capital of the Swiss canton of Valais, has ambitions to become the centre for the 1968 Winter Olympics. Bids for this honour are also likely to be made by three other Swiss resorts, namely, Davos, Interlaken, and St. Moritz, where Winter Olympics were held in 1928 and 1948. Sion believes there are a number

of weighty arguments in its favour. Compared with the two other winter-sports regions — the Grisons and Bernese Oberland — the Valais has hitherto been somewhat neglected as a venue for important sports events. Although somewhat southern as regards climate and character, the capital is centrally situated within easy access of such



Sion, capital of the Valais

(Photo: Swiss National Tourist Office)

splendid winter-sports resorts as Crans and Montana in the north and Verbier and Vercorin in the south of the Rhone valley. There are five artificial ice-rinks within a comparatively short distance; Sion itself is said to be planning an ice stadium for speed-skating. Indeed, plans are in hand for the general development of this area for tourism. Further projects to open up new ski-ing slopes by the erection of mechanical transport systems are in active preparation. Two of the best-known Valais resorts, Zermatt and Saas-Fee, have applied for the 1966 world ski-ing championships to be held there as part of their scheme to publicize the whole area as a winter-sports centre.

#### The Valais — by Vallet

The fine art gallery at Glarus, with its big windows framing wonderful views of the local Alpine landscape, will be the temporary setting this month for an exhibition of pictures portraying another mountain Canton, Valais. They are the work of the Geneva painter Edouard Vallet (1876-1929), who found inspiration not in his native city but in the Valais.

This impressive exhibition of Vallet's work has been organised by a Zurich society headed by Dr. Hans Oprecht, a Swiss Member of Parliament, which aims to popularise good art. When it was on view in Zurich the collection was a big draw. Now Glarus has the opportunity of seeing it, and it will later go to St. Gall and Neuchâtel. Swiss museums, private collectors and the great artist's own heirs have loaned many important paintings and drawings, and the Swiss Institute of Arts has prepared the informative catalogue which illustrates every work in the exhibition.

## ZURICH INSURANCE COMPANY

*together with its associates*

### THE BEDFORD GENERAL INSURANCE COMPANY LIMITED

*and*

### THE BEDFORD LIFE ASSURANCE SOCIETY LIMITED

UNDERTAKE ALL CLASSES  
OF INSURANCE BUSINESS

The funds of the Zurich group  
of companies exceed £200,000,000

FAIRFAX HOUSE, FULWOOD PLACE,  
HIGH HOLBORN, LONDON, W.C.1  
Telephone: CHAncery 8833 (20 lines)

## ACME TRANSPORT CO. LTD.

CITY WALL HOUSE, 84/90 CHISWELL STREET, LONDON, E.C.1

Telephone: MONarch 5721 (8 Lines) Telex: 21761 Telegrams: Acmetrans, London, Telex

SHIPPING, FORWARDING, WAREHOUSING, PACKING, INSURANCE.

AGENTS OF THE BRITISH RAILWAYS CONTINENTAL FREIGHT SERVICES

**DIRECT GROUPAGE TRUCK SERVICES TO AND FROM  
BASLE, ZURICH and GENEVA**

*in conjunction with our Swiss Agents*

**GOTH & CO. LTD.**

BASLE, ZURICH, GENEVA, ST. GALL, BIEL, CHIASSO