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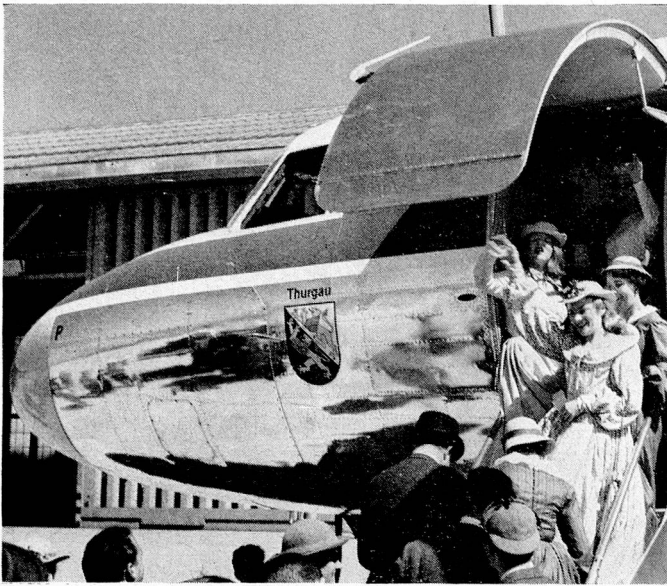
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The party leaves for the Matterhorn and (below) the view from the plane.



MISS JEMIMA'S

by DE

(who also

As the night train from Paris roared across the Swiss frontier I began turning over the pages of a thick red leather-bound diary.

Exactly a hundred years before, to the very day, a young girl from Yorkshire called Jemima Morrell was doing the same thing.

Only then the book was brand new, its polished cover sparkling with embossed gilt designs, its leaves crisp and white — and empty.

For this was the diary that was to go down in history as the record of the first-ever conducted tour of Switzerland, the forerunner of the non-stop tourist invasion that was to turn the country into the classic holiday playground of the world.

To mark the centenary, thirteen people in the costumes of a hundred years ago, the men in frock-coats and the women in crinolines, set off from London last month to re-create Miss Jemima's journey.

They kept to the original itinerary as closely as possible. Old forms of transport were brought out of retirement to give them a taste of what travelling was really like in 1863. The food they ate was often based on the menus carefully copied out in Miss Jemima's diary.

But there the similarity between the two tours must end. For while the 1863 travellers moved around the country without causing anyone to bat an eyelid, their 1963 counterparts did so in a blaze of publicity.

The scene at Ouchy harbour (bottom left) during the visit to the last of the famous "barques du Léman".

Saluting them (below) is "Admiral" Francis Messerli and (bottom right) Miss Jemima finds many willing hands ready to help her climb ashore.



JOURNEY, 1963

BEAKIN

(see pictures)

When Miss Jemima's group set off on their travels they were led by a certain Mr. Thomas Cook, who was just beginning to make his name as an excursionist. But the tour had hardly got under way before Mr. Cook handed over the maps and tickets, a few words of advice — and vanished. The "conducted tour", in fact, became more of a do-it-yourself holiday.

Not so the 1963 tour. The "Victorians", shepherded by the Swiss National Tourist Office's ever-present Mr. Albert Kunz, hardly had a minute to themselves.

The Swiss, it turned out, just couldn't do enough to welcome them. They were fêted wherever they went. At every stop they found the bands playing, flags flying and cheering crowds waiting to greet them.

No holiday group before them has ever enjoyed so much concentrated wining and dining, and probably never will again. It ranged from a formal 12-course feast in Geneva to wine-tasting in the grounds of Spiez castle, from a traditional candlelight dinner at Chillon to open-air *raclette* at Sierre. They ate chamois at Leukerbad, *Bernerplatte* in the Federal capital — and wild boar in a dining car of the Swiss Federal Railways.

And in between, they were showered with enough Swiss chocolate to last them a lifetime!

They drank many toasts, but the most unusual was undoubtedly on their first day in Switzerland when they raised their glasses — of champagne, of course! — while sitting in a Swissair Metropolitan circling the Matterhorn.

The flight, specially arranged by Swissair to give them an eagle's-eye view of the Alps, was a unique introduction to the many pleasures yet to come.

Next — *Miss Jemima's journey takes the party along the Swiss Riviera and into the mountains.*



Janet Edwards, the Miss Jemima of 1963, during celebrations at Wengen.