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## THE SUCCESS OF YOGURT IN SWITZERLAND

During the last fourteen years, yogurt has become so popular in Switzerland that its consumption, which amounted on an average to  $1\frac{3}{4}$  lb. per year per head of the population in 1950 rose to over  $10\frac{1}{2}$  lb. in 1964. The annual increase in consumption, which amounted to 33.33% from 1950 to 1951 and was still 11.02% from 1963 to 1964, has averaged 14.52% a year during the fourteen years under consideration.

[O.S.E.C.]

## SUMMER SKI-ING IN SWITZERLAND

A Special Report by Fritz Erb

Summer Ski-ing in Switzerland received the decisive impetus in 1912 when the first Summer Ski Race on Jungfrau-joch (11,340 ft.) was organised and attracted an international ski-ing elite. This unique event was made possible by the inauguration of the Jungfrau Railway that same year.

Since suitable glacier and eternal snow regions in the Grisons, North-Eastern Switzerland, Central Switzerland, the Valais and in the Bernese Oberland have been made

easily accessible by the construction of highly efficient aerial cableways, modernisation of the mountain roads and, last but not least, by the development of glacier aviation mainly in the interest of skiers, the choice of ski runs in the High Alps and of tours into the 12,000 ft. zone is enticingly rich. Today, it is possible to combine the pleasures of a summer holiday with the particular thrill of a sport which fifty years ago was purely a winter pastime.

In the following, the reader will find some hints on summer ski-ing in Switzerland, the finest in the world:

**Bernese Oberland:** The Jungfrau region (over 10,000 ft.) offers some twenty miles of wonderful runs. It is reached by comfortable mountain railways from Interlaken, Lauterbrunnen or Grindelwald and also by air, the plane landing at an altitude of 12,000 ft.

From a certain point on the road over the **Grimsel Pass** (postal coach!) one reaches the superb region of the Ober- and Unteraargletscher which with their waters feed the storage lake. The best place to start from is the Hotel Brimsensee-Staumauer (approximately 6,000 ft.), motorboat excursions on the fjord-like lake.

**Schilthorn Aerial Cableway** from Stechelberg or Mürren. The highest point reached to date is Birg (8,000 ft.) where the skier will find most enjoyable slopes amidst Alpine flora and from where one can watch large numbers of chamois.

From **Gstaad** (on the Montreux-Oberland Railway, 3,450 ft.) by car in direction of the Pillon. From Gsteig by the aerial cableway system to the **Diablerets** region (10,650 ft.) with lovely slopes for training and very good runs.

**Valais: Zermatt** (5,315 ft.) at the foot of the Matterhorn takes the lead with vast possibilities offered by its aerial cableways. Zermatt is reached from Brigue or Visp by a modern cogwheel railway. The Gornergrat Railway takes skiers up to 10,000 ft., an aerial cableway ascends to Schwarzsee and to the foot of the Theodul Pass and the Breithorn (over 12,000 ft.), and snowcats go on up to the Testa Grigia.

**Saas-Fee** (5,900 ft.) is reached over a well built, modern road, postal coach service. Aerial cableways to Längfluh and Plattje with a glorious view. The Allalinhorn and the Breithorn (12,000 ft.) are wonderful for ski-ing.

There are new aerial cableways from **Verbier** (4,900 ft.) and **Montana** (4,960 ft.) with further facilities for ski-ing up to 12,000 ft. The slopes here are also suitable for beginner courses.

**Central Switzerland:** New aerial cableway to the Titlis (10,627 ft.). Reached from Engelberg (3,356 ft.) via Trübsee (5,870 ft.). Since the slopes have a northwest exposure, powder snow may often be found in mid-summer which makes the long run all the more enjoyable.

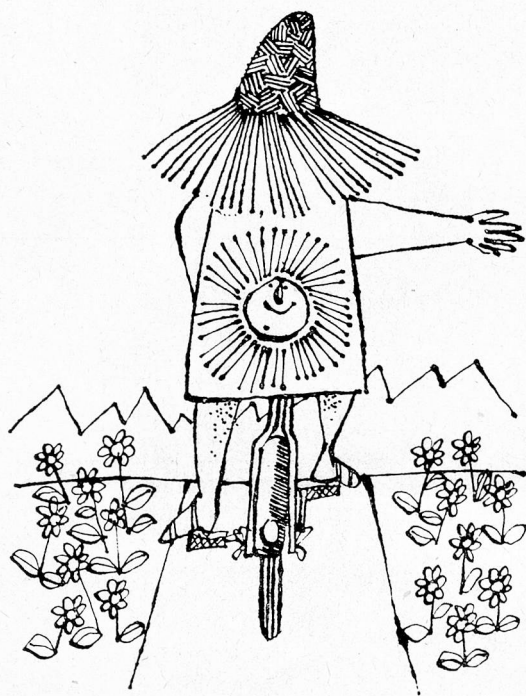
**Andermatt** (4,737 ft.), the junction of the Swiss postal coaches, has built aerial cableways to the Gemsstock and the Winterhorn, both almost 12,000 ft. One is apt to find very good snow conditions.

**Grisons: St. Moritz** has added the Piz Corvatsch (11,345 ft.) to its many attractions. The aerial cableway station is reached by car. The view from the top is second to none. Ski school.

From **Pontresina** the Bernina Railway or the postal coach takes one to the station of the Diavolezza aerial cableway. Enticing glacier runs from the Doavolezza Pass (9,767 ft.). Ski-lift. Excellent summer ski training slopes.

[S.N.T.O.]

# Roam the Continent



# rest in Switzerland

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Swiss National Tourist Office, London, 458 Strand, W.C.2