

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: - (1968)
Heft: 1543

Artikel: In the footsteps of Sherlock Holmes
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691292>

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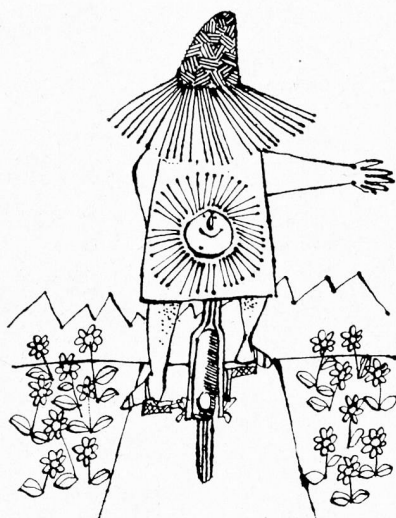
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IN THE FOOTSTEPS OF SHERLOCK HOLMES

Tour of Switzerland, 27th April — 5th May

The well-known British author, Sir Arthur Conan Doyle, entered the field of world literature with a figure of his own creation, the master detective Sherlock Holmes. His short stories were translated into all the world languages, countless films were made on Sherlock Holmes, and Conan Doyle, with his stories, even influenced the police methods for the solving of crimes.

In a number of countries, societies exist for the purpose of keeping the memory of Sherlock Holmes alive. In Great Britain they are called "Sherlock Holmes Societies", whereas in many other countries the admirers of Sherlock Holmes call themselves the "Baker Street Irregulars".

According to the imagination of his creator, Sherlock Holmes met his violent death at the Reichenbach Falls near Meiringen, in his story "The Final Problem". Three Sherlock Holmes stories are entirely or partially set against a Swiss background.

The Swiss National Tourist Office, in conjunction with the regional and local Tourist Offices, has arranged a special tour "In the Footsteps of Sherlock Holmes" from 27th April to 5th May 1968. Here is the route: Geneva-Lausanne-Montreux-Sion-Leukerbad-Kandersteg-Meiringen-Rosenlauri-Reichenbach Falls-Lucerne-Zurich, and then to the Grisons area to visit the winter sports resorts of Davos and Arosa.

At the Castle of Lucens, Adrian Conan Doyle, the son of Sir Arthur, will receive the party, the members of which will be travelling in the costumes of the 1890's. The castle is now the home of the Conan Doyle Foundation and houses a Sherlock Holmes Museum and many relics of Sir Arthur Conan Doyle.

At Davos, a plaque commemorating Sir Arthur Conan Doyle will be unveiled on Friday, 3rd May 1968, in the presence of the Sherlock Holmesians. Sir Arthur was one of the pioneers of winter sports in Davos, and his tour on skis — over the Meienfelder Furka from Davos to Arosa — resulted in an illuminating account of ski-ing techniques and the delights of this new sport being published in the "Strand Magazine" in 1894.

It is expected that 30 people will participate from Great Britain. The societies of other countries will no doubt also wish to take part in this event which should attract approximately 100 people.

NOTE: Further information and press photographs from: Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London, W.1., Tel. 01-734 1921.

AVAILABLE FROM SWISS NATIONAL TOURIST OFFICE

The following publications are available free of charge from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W.1, telephone 01-734 1921:

"The European Association of Music Festivals — Season 1968". "Switzerland by Car" — "Fédération des Concours Internationaux de Musique, Saisons 68/89" — literature on the Sir Arthur Conan Doyle Foundation and the Castle of Lucens — "Family Week-end in Geneva" — "Hints for your Holidays in Switzerland" — programme of "International Festival of Music in Lucerne" — Information regarding all kinds of tickets enabling tourists to travel the most economical way possible.