

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: - (1972)

Heft: 1645

Rubrik: Tourist news

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: 21.02.2026

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

TOURIST NEWS



**New Poster from the
Swiss National Tourist Office**

With this four-colour photographic poster, which radiates love of living and travelling, the Swiss National Tourist Office continues the successful series in its biggest advertising campaign with the motto—"Switzerland—Young with her Guests". The poster is by Willi Wermelinger, Geroldswil, one of over a hundred graphic artists who entered the great national SNTTO poster competition "Young Switzerland" last year.

This poster has been produced in

large quantities, with many language versions, and is being distributed through the 18 agencies of the Swiss National Tourist Office. The design is also being used as a head-poster for the 4th International Festival of Youth Orchestras, taking place in Switzerland from 24th July to 11th August, 1972, under the patronage of the Swiss National Tourist Office.

Keep healthy through Hiking

The Swiss National Tourist Office has just published a brochure with six proposed walking routes through Switzerland that give an impression of the magnificent landscapes of our country. This booklet has something to offer to everyone from the casual ramblor to the mountaineer, whether he chooses the midland route by the lakes and through rolling hills between the Jura and the Alps or prefers the route along the northern foot of the Alps from Lake Constance to Lake Geneva. A route of Alpine passes will lead the more experienced mountaineer over fourteen passes. The Rhine-Rhone route crosses the valleys in the region of the Vorderrhine-Rhone-Lake Geneva. From north to south a route leads from Basle over the Gotthard to Lugano. The brochure is available free of charge from Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London, W1V 3HG.

English Newspapers in Switzerland

English newspapers are sold in Switzerland at the following prices: S.Fr. 1.-: Daily Express, Daily Mail, Daily Mirror, Daily Telegraph, The Sun. S.Fr. 1.20: Financial Times. S.Fr. 1.50: The Guardian. S.Fr. 1.70: The Times. S.Fr. 1.40: News of the World, Sunday Mirror, Sunday Telegraph, Sunday People. S.Fr. 1.50: Observer. S.Fr. 3.20: Sunday Times.

Preview of the Berne Concert Season

The Berne concert season 1972-73, which begins on 14th September with the first symphony concert in the Casino (conductor Armin Jordan, works by Beethoven, Haydn, Schoeck and Ravel), promises the music lover a contrastful programme and large number of performances. During the whole winter, two or three concerts take place each week, in the Casino, in the Munster (Cathedral), the French Church, the Conservatorium, the Radio Studio Berne or the Rathaus-halle (Council Assembly Hall). Classic and Romantic are the themes of the ten reserved-seat concerts of the Berne Music Society, which will also take responsibility for the ten Chamber Music recitals. The Berne Orchestra Association will present ten symphony concerts, summer recitals and Sunday matinees. Well known conductors and soloists from Switzerland and abroad will be guests in Berne, making the rich concert programme especially attractive. On the lighter side, there are concerts with Gilbert Bécaud (on 16th September), with the Golden Gate Quartett (on 10th October), with the Vienna Boy's Choir (on 31st October) and others. The full concert diary is available in the list of events put out by the City of Berne Tourist Office or can be obtained from the booking office of the Casino (Herrengasse 25, 3000 Berne).

Romantic Travel and Folklore of Former Times

Several innovations catering for tourists eager for folklore will be figuring in the summer programme for Zurich which can offer several thousand new hotel beds this year. Apart from the "Showboat"—the floating night club on the Lake of Zurich with its rather mundane clientele—there is now a truly Swiss "amphibian" attrac-

THE ZURICH GROUP

ZURICH INSURANCE COMPANY
(a limited Company incorporated in Switzerland in 1872)

THE BEDFORD LIFE ASSURANCE SOCIETY LTD.
(an associate member of the Life Offices Association)

THE BEDFORD GENERAL INSURANCE COMPANY LTD
(a member of the British Insurance Association)

**UNDERTAKE ALL
CLASSES OF INSURANCE!**
BRANCHES THROUGHOUT THE U.K.

HEAD OFFICE:
FAIRFAX HOUSE, FULWOOD PLACE
HIGH HOLBORN, LONDON, W.C.1

Telephone 01-242 8833

GROUP RESOURCES EXCEED £500,000,000

tion, the "Au-Faescht" ship crossing over to the peninsula of Au twice weekly, every Wednesday and Friday evening. These evenings are entirely in the "Original Swiss Folklore" style. All the fun begins on board ship and culminates in the highlight of the evening on the dance floor at the country inn of Au to the accompaniment of the famous Swiss entertainer, Edi Baer and his company of yodelers and musicians. Alphorn-blowing, yodling and the whirling of the "taler" (or silver coin) all figure in the programme. Everybody can participate. People dance "Laendler" and polkas rather than the jerk and shake.

A travel agency on the Limmatquai came up with a far more romantic idea of daily expeditions by horse-drawn coach to the small fortress town of Regensberg at 15 km. (approximately 9 miles) from Zurich. Regensberg, lying on a hill to the north-west of Zurich, is a typical example of the magnificent robber-knight era in the Middle Ages. Its chief point of interest is the "Haus zur Roten Rose" (or House of the Red Rose) dating from the 13th century with its precious furnishings and original water-colours by the world famous painter of flowers, Lotte Gunthard. (The coach however, only runs when there are sufficient participants.)

SWISS CATHEDRALS

Churches in The Tessin

In the 11th century, which marks the beginning of the so-called Middle Age, a recrudescence of activity manifests itself everywhere. The Roman style, which predominates from the beginning of the 11th century to the 13th, is not, however, particular to the Latin people and the ogival style has never become popular. The churches of S. Nicholas at Giornico and of St. Victor at Locarno, are among the only ones of Norman style that can be named.

The Renaissance develops itself intensely in Tessin, where the smallest village possesses a church or a chapel, an altar or one painting to testify the fine work of one of its talented sons.

The district of Lugano was at first a canton which was incorporated with that of Bellinzona to the Helvetic Republic. Both cantons having been reunited in one single canton in 1803, this latter took the name of Tessin.

Lugano became one of the three county towns, in turn every six years with Locarno and Bellinzona. In 1881,

Bellinzona became the unique county town and the capital of the canton.

BELLINZONA

Bellinzona has a beautiful collegiate church "La Collegiata", constructed by the architect Micheletti in 1546, with a superb Renaissance façade, the cupola and the pulpit entirely in marble, with precious bas-reliefs, and one painting of the Crucifixion ascribed to the renowned Italian painter Jacopo Tintoretto (1512-1594).

Of the Middle Ages, there remain in Bellinzona the three castles and the churches San Biagio and Santa Maria delle Grazie. The St. Michael or Uri Castle, named "Castello Grande", dominates the Collegiata Square, and is used today as the cantonal arsenal. The San Martino, or Schwyz Castle, the "Castello de Montebello", which existed before 1340, is the most picturesque of all three.

MAT Transport

The Professionals

Head Office: Arnold House, 36/41 Holywell Lane, London, E.C.2

Telephone: 01-247 6500

Telex: 883225/886384

Allied Houses: MAT TRANSPORT A.G. BASLE — ZURICH