

| | |
|---------------------|---------------------------------------------------------------------------------|
| 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: | - (1973) |
| Heft: | 1661-1662 |
| 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: 16.01.2026

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

an average 70% of the electrical machinery and appliances made in Switzerland is exported, the value of the total output in 1972 can be estimated to be in the neighbourhood of 3 billion francs.

TWO BILLION FRANCS FOR RESEARCH AND DEVELOPMENT

In 1969, the Swiss private economy spent a total of 1,684 million francs on research and development, of which 1,243 million in the country itself. These figures are taken from a survey carried out by the Directorate of the Swiss Union of Trade and Industry; if they are compared with the results of a similar survey carried out in 1964-65, one notices that the amount spent by industry on research and development doubled practically in the 5 years under consideration. This trend, to which the different economic sectors of the country have contributed to unequal extents, reflects the efforts made by private economy to step up its output and strengthen its competitiveness. Private enterprise, which finances all its research and development work itself by setting aside a sum equivalent to roughly 2.1% of Switzerland's gross national product, occupies a unique place in the world from this respect. In view of the fact that it has been estimated that expenditure of private enterprise represents 80% of Switzerland's total expenditure on research and development, it can be deduced that the latter amounted to some 2.1 billion francs in 1969.

SWISS CARPET INDUSTRY BOOM

Carpets are growing more and more

today; they are used increasingly not only in private homes but also in administrative buildings, hotels, means of transport, etc. It has been calculated that, on an average, each Swiss citizen spends over one hundred francs a year on the purchase of carpeting. For a short while now home production has been covering a large proportion of the demand in Switzerland. While in 1972, imports of carpets totalled 261 million Swiss francs in value, 169 million of which was accounted for by machine-made carpets

and 92 million by Oriental hand-knitted carpets, the turnover of the Swiss carpet industry was valued at 150 million francs. Today, the Swiss carpet industry is one of the branches of the textile industry with the highest rates of growth. Whereas output amounted to only 1,748 tons in 1959, it has increased to 14,508 tons in 1971. This magnificent increase is all the more gratifying as this industry comes up against very keen international competition.

TOURIST NEWS

Made to measure holidays in Eastern Switzerland

The Tourist Office for Eastern Switzerland, St. Gall has come up with a new idea for in-expensive holidays. The guest selects the place with the help of the free travel literature, states his preference for full or half board, the dates, and number of persons. The Tourist Office will then find the suitable hotel, reserve the accommodation and submit a detailed statement. The arrangement is then formally confirmed by returning the respective form. Payment is made direct to the Hotel. The cost for half-board is between Fr. 24 and Fr. 26 per person per day or Fr. 28 and Fr. 32 respectively for full board.

The scheme is ideally suited for combining with "Hobby" holidays for a large variety of sports i.e. Tennis, Golf, Driving, Flying, Gliding, Gymnastics, Hiking, Minigolf, Horseriding, Fishing,

Sailing, Swimming, Water Skiing, also tuition in Primitive Art Drawing and Alphorn blowing.

Travel Agents are also invited to take advantage of the scheme.

For further information please write to:-

Tourist Office for North-Eastern Switzerland,
Verkehrsbuero,
9001 St. Gall/Switzerland.

Holiday language courses and centres in Switzerland 1973

The brochure "Holiday Language Courses and Centres in Switzerland" for 1973 has just been issued by the Swiss National Tourist Office in three languages. It contains information on language courses at universities, private and public schools as well as holiday camps and other holiday courses. Copies are obtainable, free of charge from Swiss National



Swiss Life

INSURANCE AND PENSION COMPANY
(Incorporated with limited liability in Zurich Switzerland)

Mutual Company—Established 1857

**ASSETS EXCEED
£600 MILLIONS**

24 Cheapside, London E.C.2.
Telephone: 01-236 3841

Head Office: SCHWEIZERISCHE LEBENSVERSICHERUNGS-UND RENTENANSTALT, ZURICH.

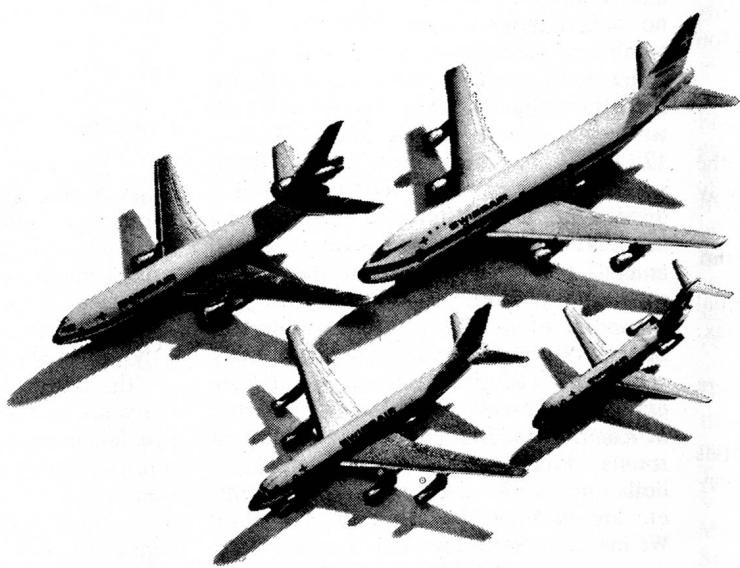
RENTENANSTALT

specialises in Pension Plans for
International Companies with the

MASTER COVER CONTRACT

and offers in Great Britain all types
of life assurance and annuities.

30 Exchange Street East, Liverpool L2 3QB
Telephone: 051-236 6712



Only big countries have big airlines.

SO NATURALLY AN airline from a little country like Swissair confines itself to 78 destinations. Forty of those are in Europe, which after all means only the fourth closest-meshed European network.

True, Swissair does fly 24 times a week from Europe to North America, but it hasn't managed anything bigger than a Boeing 747B yet.

And the handful of African cities (17, to be exact) that Swissair serves can't obscure the fact that

the competing airline with the most destinations in Africa flies to a few cities more.

Not to mention the Far East, to which Swissair flies but once a day. (Even the exclusive nonstop flights between Geneva and Bombay and between Athens and Bangkok hardly make up



for this.) As you can see, it's no picnic being the airline of a small country; so we won't even talk about our flights to South America.

Why don't you just ask a Swissair office or an IATA travel agency for our time table, and you'll appreciate the pickle we're in.

And here are the remaining handful of places where you'll find a Swissair representation.

| | | | | | |
|------------|---------------|--------------|-------------|-------------------|------------|
| Abidjan | Boston | Firenze | Lagos | Montreal | Santiago |
| Accra | Bruxelles | Frankfurt | Lahore | Moskva | São Paulo |
| Albany | Bucuresti | Genève | Libreville | Mülhouse | Singapore |
| Alexandria | Budapest | Genova | Lima | München | Stockholm |
| Alger | Buenos Aires | Glasgow | Lisboa | Nagoya | Strasbourg |
| Amsterdam | Buffalo | Göteborg | London | Nairobi | Stuttgart |
| Ankara | Cairo | Grenoble | Los Angeles | Newark | Sydney |
| Antwerpen | Cape Town | Haifa | Lyon | New York | Teheran |
| Athinai | Caracas | Hamburg | Madras | Nice | Tel Aviv |
| Atlanta | Casablanca | Hannover | Madrid | Nicosia | Tokio |
| Auckland | Chicago | Harsford | Málaga | Nürnberg | Torino |
| Bagdad | Cincinnati | Helsinki | Malmö | Osaka | Toronto |
| Bangkok | Cleveland | Hongkong | Manchester | Oslo | Tripoli |
| Barcelona | Colombo | Houston | Manila | Palma de Mallorca | Tunis |
| Basel | Dakar | Innsbruck | Marseille | Paris | Warszawa |
| Beirut | Dallas | Istanbul | Melbourne | Philadelphia | Washington |
| Beograd | Dar es-Salaam | Jerusalem | Mexico City | Praha | Wien |
| Berlin | Delhi | Johannesburg | Miami | Rawalpindi | Zagreb |
| Bern | Detroit | Karachi | Milano | Rio de Janeiro | Zürich |
| Birmingham | Douala | Khartoum | Milwaukee | Roma | |
| Bogotá | Dublin | Kinshasa | Minneapolis | Rotterdam | |
| Bombay | Durban | København | Monrovia | St. Louis | |
| Bonn | Düsseldorf | Köln | Montevideo | San Francisco | |

Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG.

Montreux/Vevey – International Festival of Music

Copies of the advance programme for the annual International Festival of Music to be held at Montreux/Vevey between 31st August and 30th September, 1973 are obtainable from the Swiss Centre, 1 New Coventry Street, London W1V 3HG.

Zurich – International June Festival

The traditional International June Festival will be held in Zurich between 1st June and 1st July, 1973. Programmes are obtainable (free) from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG.

Railway Porters – New Tariff

A new tariff will be applied by the porters (self employed) at Swiss Railway Stations as from 3rd June, 1973.

Fr. 1.50 per piece of luggage, max. 15 minutes.

Fr. 1.00 Supplement for each additional 15 minutes (or part) max. Fr. 3.00.

Fr. 1.20 per piece of luggage (20 or more groups) max. 1 hour.

The stations with porter facilities are listed in the Official Swiss Railway Time Table.

Braunwald – 38th Music Weeks 1973

Between 12th and 22nd July, 1973 the Music Weeks at Braunwald will be held for the 38th time. Seven public concerts and 9 courses are planned. Applications for the courses and tickets for the concerts are obtainable from the Verkehrsburo, 8784 Braunwald, Switzerland.

Geneva – New YMCA Hotel "Le Grenil"

The new YMCA Hotel "Le Grenil" was recently opened at 7 Avenue Sainte-

Clotilde, Geneva. There are 35 double bedded rooms and 4 rooms with 4 beds (for families), all rooms provided with shower, wash basin and telephone. In addition there are rooms with dormitory accommodation, also conference rooms and a restaurant. Prices are: Fr. 26 per person or Fr. 36 for a double room (tips and taxes included). Dormitory accommodation Fr. 8 per person. Breakfast: Fr. 2.80 per person. The restaurant is open from 6.30–24.00.

Swiss Museums for Children

The collection "Treasure of North American Indians" which is being exhibited in Zurich, with its many hunting and war weapons, feather decorations, masks, pipes, tomahawks, saddles etc. will no doubt delight many children. This exhibition (admission free of charge) is being held at the school building on Feldstrasse 89 on Saturdays from 14.00 to 17.00 and on Sundays from 10.00 to 12.00. There is a new museum of natural sciences in Frauenfeld. The collection is divided up into different categories and also has live exhibits. Besides stuffed animals of all sorts, one can watch how an anthill is built. Stuffed birds sing at the press of a button. The museum is open on Wednesday, Saturday and Sunday afternoons (admission free). Girls will especially appreciate a visit to the museum of Riehen near Basel where dolls' houses, rooms, kitchens, puppet theatres, tin dolls, miniature railways, wooden toys etc. are on show. The museum is open on Wednesday, Saturday and Sunday afternoons from 14.00 to 17.00 and in addition on Sunday mornings from 10.00 to 12.00 (admission free). The car museum in the castle of Grandson is also something special with its collection of veteran cars. This is open daily from 9.00 to 18.00 from Easter till November.

Interlaken Festival Weeks 1973

The 13th Interlaken Festival Weeks will be held between 30th June and 13th July, 1973 at the Casino – Kursaal. Events will include a symphony concert,

an opera, a ballet evening, a concert matinee and the festival ball.

A folder containing further details is obtainable from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG.

Applications for tickets should be sent to:—

Secretariat Interlaken Festival Weeks,
Kursaal,
3800 Interlaken,
Switzerland.

Montreux – Jazz Festival 1973

The Jazz Festival 1973 at Montreux will be held between 29th June–15th July. All concerts will be held in the new Congress building. Information is obtainable from: Sekretariat Jazz Festival 1973, Case-box 97, 1820 Montreux, Switzerland.

Europabus – Swiss Alpine Tours 1973

The folder entitled: "Europabus" – Swiss Alpine Tours is now available. It contains full information and prices on the 3-day tour "Swiss Highlights" starting from Geneva every Friday, 20th April–12th October, every Sunday, 20th May–30th September and every Tuesday, 19th July–16th September, 1973. The route is through Lausanne–Montreux–Gruyeres – Fribourg – Berne – Thun – Interlaken–Lucerne to Zurich. The return journey to Geneva is by express train.

There is also a four-day tour "Swiss Alps and Lakes" from Zurich on Mondays, 16th April–8th October, Wednesdays, 16th May–26th September and on Fridays, 15th June–14th September, 1973. Route: Zurich–Toggenburg–Liechtenstein–St. Moritz–Lugano–Locarno – Zermatt – Martigny – Chamonix–Geneva. The return journey to Zurich is by express train.

The third tour is the "Grand Alpine Tour" from Zurich or Geneva lasting 7 days. Departures from Zurich are every Monday, 16th April–8th October, every Wednesday, 16th May–26th September and on Fridays, 15th June–14th September. Departures from Geneva are every Friday, 20th April–5th October, every Sunday, 20th May–23rd September and every Tuesday, 19th June–11th September, 1973. Route: Zurich–Toggenburg–Liechtenstein–St. Moritz – Lugano – Locarno – Zermatt – Martigny – Chamonix – Geneva – Lausanne – Montreux – Gruyeres – Fribourg – Berne – Thun – Interlaken–Lucerne–Zurich.

The Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London W1V 3HG, will gladly supply further information and accept bookings.

"The Bernese Oberland" by Sir Arnold Lunn

Devotees of skiing will be delighted to know that Sir Arnold Lunn now in his 85th year, has updated his classic work "The Bernese Oberland" prefacing it with

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

some touching reminiscences of his long experience with Switzerland.

Publishers: George Allen & Unwin Ltd,
40 Museum Street,
London WC1
Tel: 01-405 8577

Price: £3.50 per copy.

PAUL BUECHLER †

With deep regret, we report the death of *Mr. Paul Buechler*, of "Tomirac", Gill's Cliff Road, Ventnor, Isle of Wight. Mr. Buechler, who would have celebrated his 72nd birthday on 16th June, died on 30th April, at the Isle of Wight County Hospital. He had spent only two weeks there, but his health had declined over the past few years. Born in Zurich in 1902, Mr. Buechler began his career in banking, a job which brought him to work in Bucharest and to spend 30 years in Romania. He eventually joined the Swiss Legation in Bucharest. Later he worked for a few years at the Political Department in Berne before working at the Swiss Embassy in Paris. He retired eight years ago to the Isle of Wight, where he married. He leaves a widow, to whom we should like to express our deepest sympathy, and innumerable friends in the Isle of Wight. Mr. Buechler was indeed an active and patriotic member of the Swiss community in this friendly and beautiful island. Many of them were present at the cremation ceremony which took place at the Isle of Wight crematorium to pay their last tribute to a compatriot whose disappearance will be deeply felt.

SWISS FILMS AT THE NFI

The National Film Theatre on the South Bank is staging a festival of Swiss films beginning on Monday, 4th June.

Here is the list of films to be shown:

The Surveyors (Les Arpenteurs) by Michell Soutter on Monday, 4th June at 8.45 and Sunday, 10th June at 6.15.

Charles Dead or Alive (Charles mort ou vif) by Alain Tanner (director of "La Salamandre") on Monday, 4th June at 6.45 and Friday, 8th June at 8.30.

The Wedding Day (Le Jour des Noces) by Claude Goretta on Tuesday, 5th June at 6.15 and Sunday, 10th June at 8.30.

Tonight or Never (Heute Nacht oder nie) by Daniel Schmid on Tuesday, 5th June at 8.30 and Monday, 11th June at 6.15.

Swiss Shorts and Documentaries-1 on Thursday, 7th June at 6.15 and Monday, 11th June at 8.30.

Swiss Shorts and Documentaries-2 on Thursday, 7th June at 8.30 and Thursday, 14th June at 8.30.

Alfred R. by Georg Radanowicz on Friday, 8th June at 6.15 and Thursday, 14th June at 8.30.

Non-members of the NFI are entitled to come except on Saturdays. It

NEWS FROM THE COLONY

is wise to arrive early or make bookings in advance as the two halls of the NFI are not very large.

All the films mentioned are accompanied by one or two short productions changing every night. All in all, the works of twenty Swiss directors will be screened during the fortnight.

Swiss cinema has come into its own during the past ten years. While French-speaking directors have adapted the French film to their temperament and understanding, German-speaking Swiss directors have shown a tendency to renew the Art from scratch, without God or Master. But in both cases, this new generation of directors sees itself as the critical observer of tradition. Swiss cinema has developed into a political factor which can no longer be ignored.

With Soutter's "Arpenteurs" winning the prize for interpretation of the French Académie du Cinéma and reaping appraise at the 1972 Cannes Film Festival, and the success obtained all over Europe by "La Salamandre", Swiss Cinema can be said to have made its international break. More over Claude Goretta's latest film, l'Invitation, was highly appraised at this month's Cannes Film Festival.

CITY SWISS CLUB AGM

The City Swiss Club held its Annual General Meeting at the Dorchester Hotel on 17th April. Once again, this proved a well attended and lively function. The meeting was chaired by the retiring President, Mr. Walter Bion. The Embassy was represented by Dr. Jurg Iselin, First Counsellor.

The minutes of the previous AGM were read by the Secretary and duly approved. Mr. Bion reviewed the activities of the past year. He noted that membership had declined slightly — from 214 to 211 — and mentioned the names of members who had passed away. The Annual Banquet and Ball had again been well attended and some monthly meetings had attracted more members than usual.

Mr. Franz Fraefel, the Treasurer, reported that income had fallen with respect to the previous year owing to a fall in revenue from foreign members and in dividends from the Club's holdings.

In accordance with decisions taken at a previous meeting, charity donations were increased. The meeting unanimously decided that the Swiss Catholic Church, the French and German-speaking Swiss Protestant Churches and the Swiss Benevolent Society should each receive a donation of £140. This money was derived from the Tombola at the Annual Ball. In addition, annual subscriptions ranging from £10.50 to £52.50 were confirmed for the Federation of Swiss

Societies, the Arbre de Noel celebration of the Swiss Church, the Swiss Benevolent Society and the Swiss Observer.

The Club House Fund assets had decreased by 8.75 per cent during the period under review owing to a fall in the value of securities. This fall was smaller than that of the *Financial Times* ordinary shares index.

The Treasurer suggested that the amount of the subscription should be left unchanged despite probable rises in costs. This was agreed by the meeting.

Taking leave of the Club as President, Mr. Bion expressed his gratitude for the outgoing Secretary, Mr. Ackermann, who had held this post for five years and he was warmly supported by the applause of the attendance. Mr. Bion also thanked his Committee and stressed how much he had enjoyed presiding over the Club over the past two years.

Under the chairmanship *pro tem* of Dr. Iselin, the attendance proceeded with the unanimous election of the following members of the Committee: Mr. E. Tangeman; President, Mr. R. Suess, Vice-President; Mr. F. Fraefel, Treasurer; Mr. L. F. Jobin, Asst. Treasurer; Mr. L. Simon, Secretary; Mr. H. P. Holinger, Asst. Secretary; Mr. H. Jauslin, Add. Member; and Mr. E. Tober, Add. Member.

Members re-elected as trustees of the Club House Fund were Messrs E. H. Burnier, Treasurer, L. A. Chapuis and B. E. Jaeggi. Auditors were Mr. F. Augsburger and Mr. O. Brunner and the Press Reporter, Mr. P. M. Béguin.

Mr. Tangeman then took the Chair and thanked members for their confidence and appealed to them to take part more actively in the regular activities of the Club, which he said he would do his best to serve.

SWISS SPECIALITIES

SAUSAGES

CHEESE

CHOCOLATES

HERO CONSERVES

BISCUITS

ROCO CONSERVES

go to

BARTHOLDI'S

Charlotte Street, London W14

Telephone: MUS (636) 3762/3

ALSO FIRSTCLASS MEAT