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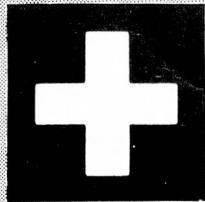
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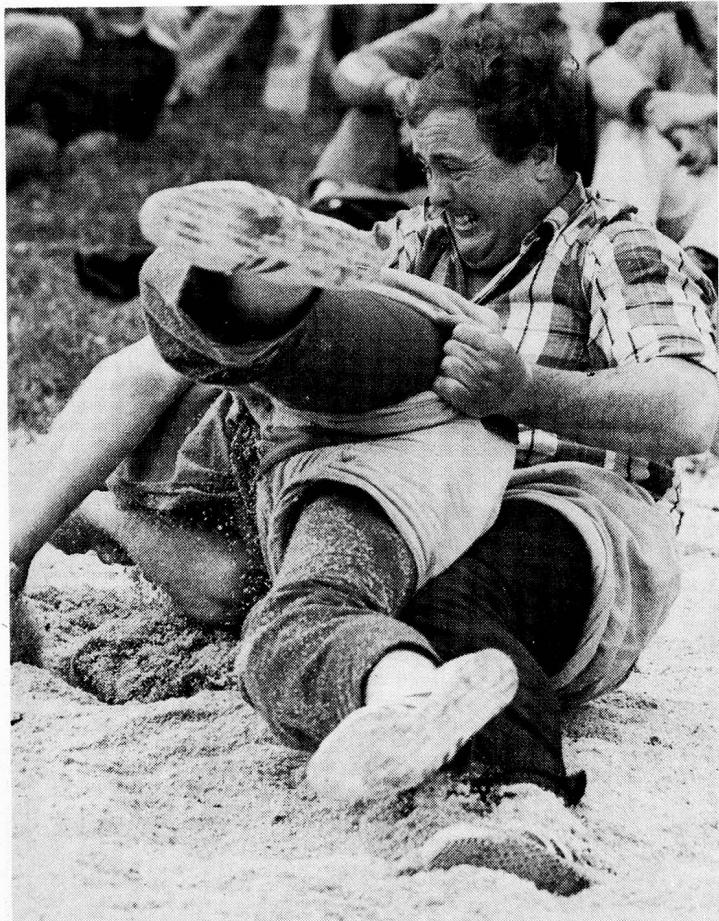
# Swiss Holiday Scene

Compiled by the Swiss National Tourist Office



Horse racing at Saignelégier in the Jura mountains

## August 1 — time for patriotism and jollification



Wrestling at a country fair on Lüdernalp (see next page)

AUGUST 1 sees the celebration of Swiss National Day, commemorating the pact made by the three original cantons in 1291. Cities, towns and villages all have their parades and patriotic gatherings.

Jollifications to mark the coming of age of young citizens are also often held on this day.

Bonfires are lit on the tops of hills and mountains, and fireworks weave sparkling patterns across the evening sky.

Swiss National Day is a fairly recent tradition. It has only been observed since the 600th anniversary of the Swiss Confederation was celebrated in 1891.

### Alpine festivals

This is the time of year when cattle owners visit their herds spending the summer on the high alps. In the Vaudois Alps this custom is known as the "miété", and over the years the occasion has developed into local festivals.

In the Bernese Oberland they are called the "Bergsdorf", and in the Saanen region they are known as "Suiffsuntig". These gay and lively mountain fetes are held in the open air, with plenty of flag-swinging, alphorn-blowing, and usually an alpine-style wrestling match.

A highlight at many of these events is the parade of the "queen" cow, specially garlanded and adorned for the occasion.

The second weekend of August sees one of Europe's

most famous horse shows, at Saignelégier, in the Franches-Montagnes. Here, among some of the finest countryside in the Jura region, are Switzerland's leading horse-breeding centres.

Dealing tends to take second place to the presentation and judging of the Franches-Montagnes stallions, mares and foals. Sunday afternoon sees the festive parade, in which both cattle and horses take part.

Then comes the racing, with farmers' sons and daughters competing on horse-drawn waggons, or trying their luck riding their mounts bareback. There are also trotting events and military races.

Sheep farmers also hold their summer festivals, though they are not as common as they used to be. But typical shepherds' festivals are still held in the highest alpine pastures, such as on the Daubensee by the Gemmi Pass on the second Sunday in August.

### Blessing the crops

In the Valais, and some other areas, the local priest visits the fields and pastures, invoking a divine blessing on crops, cowsheds and animals. In return the alpine farmers donate dairy produce to the church.

This custom, a relic of the ancient tithe system, is seen at its best at Vissoie, the main village in the Anniviers valley, where in the last week of August herdsmen bring a procession of artistically decorated cheeses to present to the priest.

## Swiss Holiday Scene



Yodelling

### Rambling weeks at Riederalp

SPECIAL rambling weeks are again on offer until the end of September at Riederalp, the car-free holiday resort near the Aletsch glacier in the Valais.

Prices for seven night's accommodation start from Sfr. 280 for half board, and from Sfr. 315 for full board. Holiday apartments are available from Sfr. 210 a week. There is an additional fee of Sfr. 50 (children under 16 years free) for five daily walks through the Aletsch area, including guide and documentation.

*Information and bookings: Tourist Office, 3981 Riederalp, Switzerland. Tel: (028) 27 13 66.*

### Season ticket extended

THE Engadine season ticket, which is already a very good bargain for holidaymakers, now includes the horse-drawn carriage Sils Maria-Fextal, boat trip Sils-Maloja, admission to artificial ice-rink in St. Moritz, all transport facilities in the Engadine, and admission to indoor swimming pools of St. Moritz, Pontresina, Zernez and Scuol. The ticket costs Sfr. 60 (Sfr. 38 for children) and is transferable.

*Further information: Tourist Office, 7500 St. Moritz, Switzerland. Tel: (082) 3 31 47.*



Wrestling

All the fun of the fair

ON the second Sunday of August Swiss farmers, herdsmen and city folk come to the Lüdernalp in the Emmental/Napf region. They arrive in private cars, by postal bus or even on foot to this beautiful hiking area.

The Lüdernalp is considered to be the place where the Emmental cheese was first made. Only later did its production secrets find their way down into the valley.

At ten o'clock the wrestlers meet for the initial round. "Hopp Sepp", the onlookers encourage their friends in the ring.

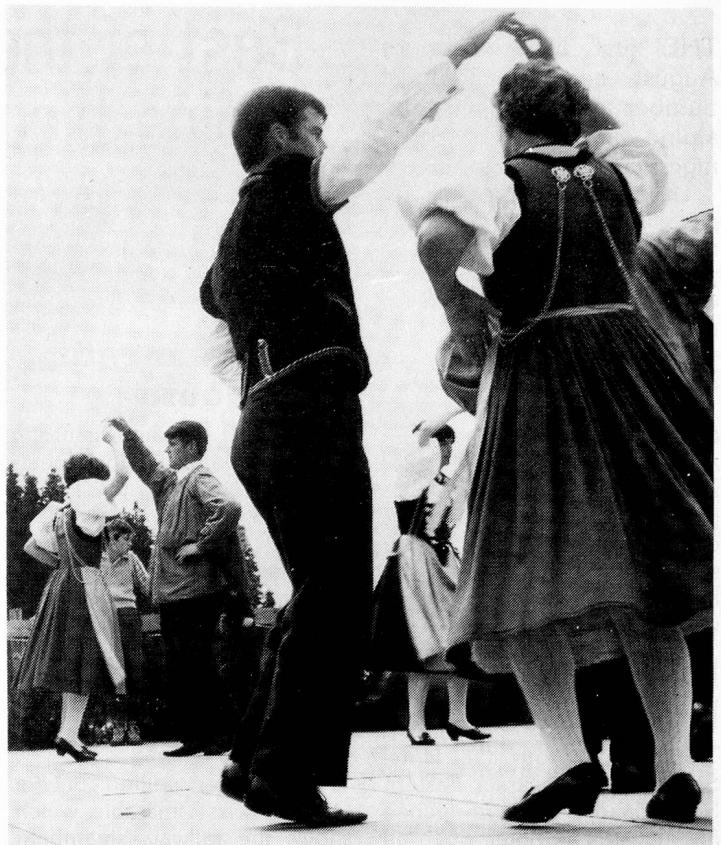
At 11 o'clock the people gather for the traditional mass. Until noon the sturdy Emmental men fight to see who's best. Later on everyone looks for a seat at the long wooden tables, eats bread and sausage and drinks a glass of beer or wine. The midday heat makes you thirsty and a

meeting with an old acquaintance has to be celebrated.

Whoever wants some entertainment can have it at the Wheel of Fortune. The Zwirbele is an attraction nobody likes to miss. A chance ticket is quickly bought, the wheel with shiny numbers is set in motion.

The fortunate winner gets a Züpfle or a gingerbread with mottos written on it — or perhaps a colourful fluffy bear. The afternoon passes only too quickly. On the platform, to which the Alps serve as a superb backdrop, groups of yodellers appear, flag-swingers throw their red and white flags in the air and catch them again, groups of dancers show old folk dances.

Later an orchestra invites everyone to the dance. Old and young are merry until night falls to remind the joyful crowd that it is time to go back down into the valley.



Dancing

"DISCOVER Switzerland" is the name of an all-inclusive arrangement where one can choose how to travel, by car or rail, and make up one's own itinerary with the only condition that three nights are spent at Berne, the federal capital.

Prices start from Sfr. 378 for seven nights, including bed and breakfast, Swiss Holiday Card for rail travel, or car with unlimited mileage (minimum of two persons required), gifts, admissions and drinks. The duration of this arrangement can be extended for up to one month when travelling by rail or for an unlimited period when travelling by car.

A brochure giving details of the above arrangement is available from the Swiss National Tourist Office.

## 2,500 exhibitors at National Fair

THE 61st Lausanne National Autumn Fair ("Comptoir Suisse") will again take place at the Palais de Beaulieu from September 13 to 28. Nearly 2,500 exhibitors

## READ ALL ABOUT IT

NEW publications available free of charge from the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London, W1V 3HG, are:

**Car Conveyance through the Alpine Tunnels.** Lists prices and summer timetable to September 27.

**Events in Switzerland — Summer 1980 and later.** Includes music festivals, concerts, exhibitions, trade fairs, hobby and language courses, local folklore events and

will have the opportunity to display the original products of the leading branches of the Swiss economy — industry, agriculture, trade and craft-work.

Although a strictly national fair, the Swiss Comptoir has made a practice since 1945 of inviting Switzerland's trade partners to put on official government displays as guests of honour. This year it will have the privilege of welcoming the Republic of Iraq and the

sports fixtures.

**Switzerland — International railway connections.** Valid to September 27. Includes railway services between London and Switzerland as well as TEE services, a selection of car-ferry prices and information on couchette services from and to Switzerland.

**UK-Switzerland Air Timetable.** For summer period to October 31. Gives rail connections to Swiss holiday resorts.

Federation of Malaysia. The Swiss guest of honour is the canton of Geneva.

Further information: Comptoir Suisse, Palais de Beaulieu, Case postale 2560, 1002 Lausanne, Switzerland. Tel: (021) 21 31 11.

## Lake night festivals

SEVERAL evening events will be taking place at Lugano and the surrounding area until the

end of August, including concerts, lake cruises with dancing, and water sports.

## Museum of Tourism

A NEW museum for tourism at Unterseen near Interlaken, will be open to the public until the end of October. Its aim is to show the history and development of tourism in the Bernese Oberland by means of pictures, exhibits, models and prints.

As a special attraction an alphorn maker can be seen at his work daily. Opening hours are 10am to 5pm daily except Mondays.

## Excursion by night boat

UNTIL mid-September a special night boat with folklore entertainment will operate on Lake Lucerne, departing daily from quay No. 1 near the railway station of Lucerne.

Reservations: Markus Bucher, Hirschmattstrasse 13, 6000 Lucerne, Switzerland. Tel: (041) 23 55 72.

## FURTHER DETAILS

about any of the items reported here can be obtained from Swiss National Tourist Office, Swiss Centre, London W1V 3HG. (Tel: 01-734 1921).

# Swiss Holiday Scene

THE first two weeks of August sees the largest number of species in the alpine garden on the Schynige Platte in full bloom.

This botanical garden, lying at an altitude of 1950 to 2000 metres, offers one of the finest panoramic views in the Bernese Oberland. A rack-and-pinion railway opened in 1893 leads up to it in just under an hour from Wilderswil.

The alpine garden presents the natural vegetation of the Alps and the higher sub-alpine zone — all the plants of alpine pastures, natural meadows, dwarf shrub heaths, rocks and screes. They include less striking herbs and grasses as well as many attractive alpine flowers.

## Re-opening of Hotel Saentis

THE rebuilt four-star Hotel Saentis at Unterwasser, Eastern Switzerland, is being re-opened in August. The hotel, open all the year round, has 64 beds, a restaurant with a total seating capacity of 80, grill room, bar, conference room, indoor swim-

## Best of the lovely Alpine blooms

ming pool, sauna and fitness room.

Further information: Hotel Saentis, 9657 Unterwasser, Switzerland. Tel: (074) 5 28 11.

## Folklore meeting at Fribourg

FRIBOURG is again organising an international folklore meeting from August 23 to 31.

Further information: Rencontres Folkloriques Internationales, c/o Office du tourisme, Grand-Places 30, Fribourg, Switzerland. Tel: (037) 22 11 56.

## Official Swiss Timetable

THE summer edition of the Official Swiss Timetable, which shows the railway, steamboat and postal motor coach services throughout Switzerland as well as many aerial cableways and funicular timings, is on sale from

the Swiss National Tourist Office at £2. It is valid until September 27.

Further features of the timetable are international connections, ticket and luggage rates and general information in English, French, German and Italian.

## Art and music from Britain

UNTIL the end of August several art exhibitions, concerts and performances from Great Britain are taking place at Geneva's Grand-Théâtre and museums, sponsored by the British Council.

## Fêtes de Genève

THE Fêtes de Genève will again be held this year from August 8 to 11. They include folklore shows with international participation, parade, fireworks and an acrobatic air show.



ONE of the plum jobs in Swiss tourism — the general management of the Central Switzerland Tourist Board, has gone to Mr Kurt Diermeier, at present sales manager of the Lake Lucerne Navigation Company.

Mr Diermeier (above), who is 45 this month, spent 23 years with the Swiss Federal Railways, finally as traffic consultant and staff trainer in sales psychology and programmed teaching.

He takes over his new post on September 1.

## Local festivals in August

Aug 1980 -	Locarno	500th anniversary of Madonna del Sasso pilgrimage church	Aug 9/10	Emmental	Bumbach / Schangnau: Alpenrösli fête
Aug 1981			Aug 9/10	San Bernardino	Summer fêtes
Aug 1	Brunnen	Floodlighting of Axensstrasse	Aug 10	Emmental	Lüderen fête with wrestling
Aug 1	Hergiswil	Midsummer night festival	Aug 10	Lauterbrunnen	Grütsch fête
Aug 1	Leukerbad	Floodlighting of Gemmi wall	Aug 10	Rheinfelden	Country music rally
Aug 1	Neuhausen	Rhine Falls floodlighting	Aug 10	Sörenberg	Village fête
Aug 1	Walenstadt	Zustoll peak: firework display	Aug 12	Kandersteg	Visitors' evening
Aug 1/2	Flims-Waldhaus	Woodland festival	Aug 15	Zermatt	Costume day and folklore parade
Aug 1/2	Visp	Midsummer night festival	Aug 15-17	Biel	Old town fête
Aug 1-3	L'Abbaye	500th anniversary of «Les Rochat»	Aug 16	Interlaken	Festival ball
Aug 2	Engelberg	Summer festival	Aug 17	Emmental	Trubschachen: Blapbach fête
Aug 2	Walenstadt	4th «Städtli» market	Aug 17	Engelberg	Schwand fête
Aug 2/3	Château-d'Oex	Lécherette: midsummer folklore evenings	Aug 17	Grindelwald	Grosse Scheidegg: mountain fête
Aug 2/3	Kandersteg	Village fête	Aug 17	Klosters	Berghaus Schiefer: mountain Sunday
Aug 2/3	Mürren	Grand village fête	Aug 17	Lötschental	Wiler: procession and parade of «God's Grenadiers»
Aug 3	Adelboden	Engstligenalp: mountain fête	Aug 17	Wengen	Männlichen: costume festival
Aug 3	Brienz	Axalp fête	Aug 17/18	Tavannes	Seasons festival
Aug 3	Emmental	Eriswil: Ahorn fête	Aug 23	Baden	«Jugifäscht», 15th anniversary of youth house
Aug 3	Gstaad	Mountain fête on the Hornberg	Aug 23/24	Crans	Chermignon: cantonal festival
Aug 3	Kandersteg	Gastern religious service	Aug 23/24	Emmental	Biglen: Gumm fête
Aug 3	Leukerbad/ Kandersteg	Shepherds' festival on the Gemmi	Aug 24	Grindelwald	Garden fête
Aug 3	Saanenmöser	Hornberg: Mountain fête	Aug 24	Buochs	«Bratchäs» shooting contest
Aug 3	Wengen	Männlichen: mountain fête	Aug 24	Rheinfelden	Historical festival parade
Aug 4/5	Gryon	Taveyannaz midsummer: popular festival	Aug 24	Uster	Castle festival
Aug 5	Zermatt	Schwarzsee: «Maria zum Schnee» chapel festival	Aug 29-31	Baden	Ennetbaden: village fête
Aug 7	Marécottes	Folklore dance evening	Aug 29-31	L'Orient	Fête
Aug 8	Hilterfingen, Serneus	Folklore evenings	Aug 29-31	Porrentruy	«Braderie», popular festival
Aug 8/9	Murten	Town festival	Aug 30	Rheinfelden	850th anniversary official ceremony
Aug 8-10	Oberiberg	Village fête	Aug 30	Wil	Old town festival
Aug 8-11	Geneva	Fêtes de Genève	Aug 30/31	Le Marchairuz	Fête and ball
Aug 9	Champex-Lac	Rose festival	Aug 30/31	Roggwil TG	Village fête
Aug 9	Emmental	Schüpbach / Signau: summer festival	Aug 30/31	Saanen	Chalberhöni fête
Aug 9	Thun	Inner town and lake night festival	Aug 31	Emmental	Eggiwil: Kapfwacht fête
Aug 9/10	Château-d'Oex	900th anniversary of Rougemont: market	Aug 31	Engelberg	Gerschnialp fête
			Aug 31	Lötschental	Blatten: Procession and parade of «God's Grenadiers»
			Aug 31-Sept 2	Einsiedeln	Fête



A maître de cabine briefs her crew

THANKS to the personal initiative of Swissair president Armin Baltensweiler, air hostesses now enjoy exactly the same career prospects as their male colleagues. Already 36 of Swissair's 189 "maîtres de cabine" are female.

Being in charge of the 13-strong cabin crew on board a DC-10 or B-747 is a responsible task demanding a great deal in terms of leadership, adaptability and tact.

The "maître de cabine" instructs the cabin crew before

## Equal rights all along the line

each departure and allots specific chores to each member. But the job also includes being on hand to step in and deal with situations which show signs of becoming difficult, such as language and meal problems or cases where passengers are suddenly taken ill, and taking care of all the formalities,

transportation and accommodation facilities in the event of diversions.

The qualities required for this function span a very wide range. An organisational flair, a good command of languages, a talent for improvisation and taking quick decisions, an assured manner, and a good knowledge

of human nature are the main prerequisites.

A flight attendant may become maître de cabine at the earliest after six years of service. The first step, after three years, is promotion to air purser — the head of cabin crew of DC-9 and DC-8 aircraft — provided that the job appraisals reach the high standard required and that the candidate has passed the set test.

Only after another three years can an application be made for the post of maître de cabine.

## Swissair is first to fly new long range planes

SWISSAIR is to buy six new long haul wide-body aircraft worth a total of \$600 million. The order covers two McDonnell Douglas DC-10-30ER (extended range) for delivery in 1982 and four Boeing 747-257Bs with a stretched upper deck.

Swissair thus becomes the launching carrier for both new models.

Together with the Boeing 747 ordered last December Swissair will be operating five modern B-747-257Bs by 1984. The two B-747s in its fleet since 1971 and the two oldest DC-10-30 bought in 1972/73 will be put

up for sale.

In addition to the firm orders, Swissair has taken options on a further four B-747-257Bs for delivery between 1986 and 1988.

The two DC-10-30 delivered earlier this year will be refitted to match the range capability of the new extended range of DC-10-30.

The Jumbos on order are to be powered by Pratt and Whitney engines which are not only more powerful but seven per cent more fuel efficient.

The new B-747-257Bs will have comfortable nine-abreast

economy class seating on the main deck, compared with other carriers' 10-abreast. The stretched upper deck will accommodate 57 economy class passengers and will have access from the main economy cabin by means of a straight staircase replacing the former spiral staircase.

The number of first class seats is to go up from the present 40 to 44, thus providing a total seating capacity of 393, compared with the present 361. If it is decided to install slumberettes, the number of first class seats will be reduced accord-

ingly.

Swissair will decide this autumn whether to order two of the new Jumbos in a conversion using the rear section of the passenger cabin for up to 30 tons of cargo on six pallets.

The DC-10-30ER will permit non-stop flights between Switzerland and South America, notably Rio de Janeiro, and the elimination of intermediate stops on the Far East routes. The B-747-257B is intended for routes where traffic demand exceeds the capacity of the DC-10-30, including Boston and Chicago, and South East Asia.



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