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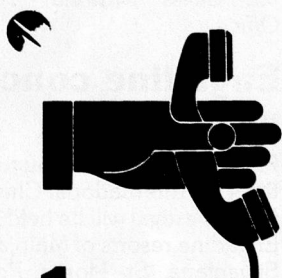
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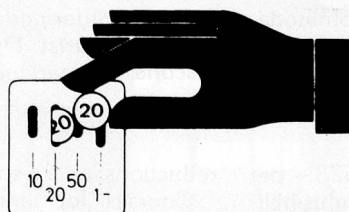
1

**Hörer abheben**

**Décrocher  
le récepteur**

**Staccare  
il ricevitore**

**Take off receiver**



2

**Geld einwerfen**

mindestens 40 Rp.  
Um nicht unterbrochen zu  
werden, bitte weitere Münzen als  
Vorrat **sofort** einwerfen.

**Introduire la monnaie**

au moins 40 ct.  
Pour parer à toute interruption,  
introduire **immédiatement**  
d'autres pièces à titre de réserve.

**Introdurre la moneta**

al minimo 40 ct.  
Per evitare un'interruzione  
introdurre **subito** altre monete  
quale riserva.

**Insert coins**

at least 40 centimes.  
To make sure that you  
will not be interrupted, please insert  
additional coins **immediately**, as a  
reserve.



3

**Nummer wählen**

**Composer le numéro**

**Comporre il numero**

**Dial number**



4

**Spre**

**Parler**

**Parla**

**Spea**

Arolla is at the very back of the Val d'Hérens, separated from Zermatt and the celebrated Matterhorn by 25 km as the crow flies, and by the 4357-m. Dent Blanche.

Like almost every Swiss hamlet it has a public telephone, of course, and there is nothing unusual about the one at Arolla.

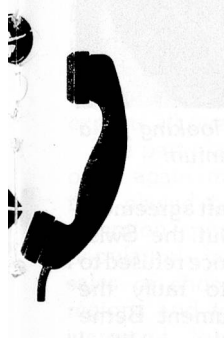
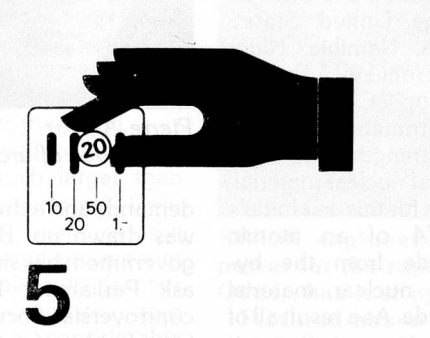
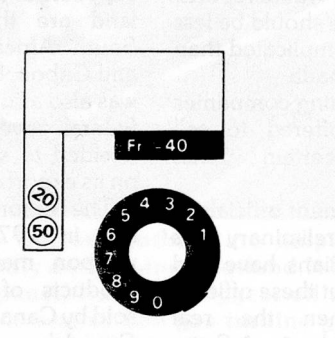
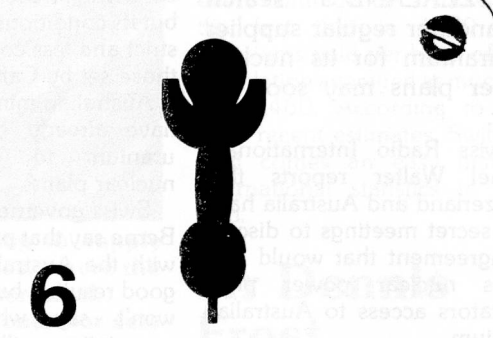
You dial direct from here to almost anywhere in Europe (if you have enough change). The telephone functions day and night. And if someone should not know how it works, there's a set of instructions.

The instructions are in German, French, Italian, and English. And this is where things start to get very Swiss indeed.

Because our country is in fact quadrilingual, and since we also have to make an effort to understand and to be understood even within this small area, we can also appreciate the position of a guest who speaks a different language. Accordingly, as most Swiss are conditioned to expect that strangers will be coming, and they do not want them to feel like strangers, it is no surprise to find the telephone instructions include a version in the world-wide English language, rather than our own fourth national tongue, Rhaeto Romanic.

Neither is it a surprise that we have one of the world's most closely meshed rail networks, to help visitors to reach their holiday destinations as fast and

# Telephone in CH-1961 Arolla, Ind. Alt. 2000 m., pop. 43.

	 <p>5</p>		 <p>6</p>
<p>achen</p>	<p><b>Nachzahlen</b> Bitte <b>nachzahlen</b>, bevor der Zähler auf Null steht und das <b>sichtbare Geld</b> aufgebraucht ist, sonst wird das Gespräch ohne Warnung unterbrochen.</p>	<p><b>Hörer einhängen</b> Zuviel eingeworfenes Geld kommt zurück, <b>ausgenommen</b> die nur teilweise ausgenutzte Münze.</p>	
<p>er</p>	<p><b>Versements complémentaires</b> Introduire de nouvelles pièces avant que le compteur soit à zéro et que la monnaie visible soit épuisée, sinon la communication est coupée sans autre avertissement.</p>	<p><b>Raccrocher le récepteur</b> La monnaie versée en trop est restituée, <b>sauf</b> la pièce qui n'a été que partiellement utilisée.</p>	
<p>re</p>	<p><b>Versamento supplementare</b> Introdurre monete supplementari prima che il contatore sia sceso a zero e che la moneta visibile sia utilizzata, altrimenti la conversazione sarà interrotta senza alcun preavviso.</p>	<p><b>Riappendere il ricevitore</b> Le monete versate in più saranno restituite <b>ad eccezione</b> di quelle parzialmente utilizzate.</p>	
<p>ex</p>	<p><b>Insert additional money</b> Please insert additional money before the counter indicates zero and the visible coins are used up, so that the call is not interrupted without warning.</p>	<p><b>Replace receiver</b> Excess coins, <b>but not partially utilized coin</b>, are returned.</p>	

comfortably and punctually as possible.

Nor is it surprising that we have such a well built and maintained highway system, typified by the world's longest road tunnel (under the St. Gotthard).

Nor is it a surprise that every hotel and every pension takes such pains over their guests' well-being, down to the smallest detail, to make their stay always worth the money.

These are the reasons why this country has become an international commercial and convention centre and a holiday land for people from all over the world—and not for its natural beauty alone.

It has to follow that the service of Switzerland's airline, Swissair should function as smoothly and multi-

lingually as the public telephone in tiny Arolla.

After all, we Swiss can't help being what we are: Willkommen, bienvenue, benvenuto, welcome.

*Swissair or your travel agent will be glad to help you.*

**swissair** 