

# Switzerland in books, pictures and stories

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# EXPO 1964

At the time when this number goes to press, barely six weeks remain in which the Swiss National Exhibition in Lausanne is open. We expect an Indian summer, and this will be ideal to visit the Lake of Geneva. Soon nine million visitors will have seen the EXPO, and the general opinion is that it is a far more interesting and impressive show than was anticipated. Many went to Lausanne because they felt they ought to go, and to their surprise they found a fascinating and truly marvellous exhibition. Advertising was much criticised, and new posters were issued a while ago, goodwill missions to other parts of Switzerland have been made by the management. The Press generally has been extremely favourable inside Switzerland and abroad. We would urge anybody who has his holiday yet to come to include a trip to Lausanne — it will be well worth while and an experience never to be forgotten.

## ONE OF EUROPE'S LOVELIEST GOLF COURSES IN THE MAKING

Golf is gaining more and more enthusiasts in Switzerland, among people who find it the most effective antidote to so-called "manager disease". As a city with more than its share of managers, Zurich is developing into something of a golfing centre. The creation of a third golf course has been announced there — one that, now in the construction stage, bids fair to be one of Europe's most beautiful as well as largest courses. It will have a full eighteen holes, and is built around a wooded mountain near the farm communities of Hittnau and Dürstelen, half an hour's drive from Zurich proper in the Zurich Oberland, an area still barely touched by tourism. Nearby, at an altitude of about 2,600 feet above sea level, there is a private airfield which will be at the disposal of airborne golfers.

## PREPARATIONS FOR THE WORLD'S LARGEST SKI COURSE

Some time ago, the Association of Swiss Ski Schools (Schweizerischer Skischul-Verband) realized that it would have to find a replacement for its Technical Director, Christian Rubi, a man whose long and valuable service has made him renowned throughout the ski-ing world. To date, however, the Association has found it impossible to secure a substitute for him. As a result, Mr. Rubi will handle the administrative aspects of this year's Association Ski-ing Course, which is the world's largest ski course. As has become traditional, the instruction will be given during the first half of December. The locale this year will be Montana-Crans, that scenically and climatically splendid resort high above the Rhone Valley in the Valais. Despite Mr. Rubi's retirement for reasons of health, he will in the future assist his successor in an advisory capacity, so that his wealth of experience and pedagogical knowledge will continue to benefit the ski-ing world.

## SWITZERLAND IN BOOKS, PICTURES AND STORIES

A complete colour-slide lecture on Switzerland may now be purchased at any bookshop. Issued jointly by the Swiss National Tourist Office in Zurich and the publishing house "Rencontre" in Lausanne, it is the volume "Switzerland" in the series "The Picture Book of the World". The informative introduction and the commentaries to the thirty-six slides were written by National Councillor Peter Dürrenmatt, of Basle, who is also Editor-in-Chief of the "Basler Nachrichten". — In the nearly 600 pages of his book "La Suisse en 365 anniversaires" (published by Editions du Panorama, in Bienne), author George Duplain sets out to prove that, in Switzerland, the anniversary of at least one historic occasion may be celebrated every day of the year. Two examples. On 25th November 1286, the first authentically documented group of Walsers (immigrants from what is now known as Canton Wallis or Valais) who had come from southern Alpine valleys and wandered northwards, received permission to settle in the Rhine Valley, in what is today known as the Grisons. And on 27th February 1907, in Vienna, there occurred the first meeting between Sigmund Freud and the 32-year-old Zurich psychiatrist Carl Gustav Jung. — The Valais is a region rich in ancient customs and manners. Adolf Fux, well-known author from the Valais, demonstrates his extensive knowledge in the three tales which the publishing house Gute Schriften, of Berne, has just brought out in a single small volume: "The Silver-Plated Vineyard" (Der versilberte Weinberg), "The Drunken Village" (Das trunkene Dorf) and "The Little Ring of Sandulin" (Das Ringlein von Sandulin).

*(All news items on this page by courtesy  
of the Swiss National Tourist Office.)*

