

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: - (1966)
Heft: 1499

Artikel: Napoleon started it...
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-693686>

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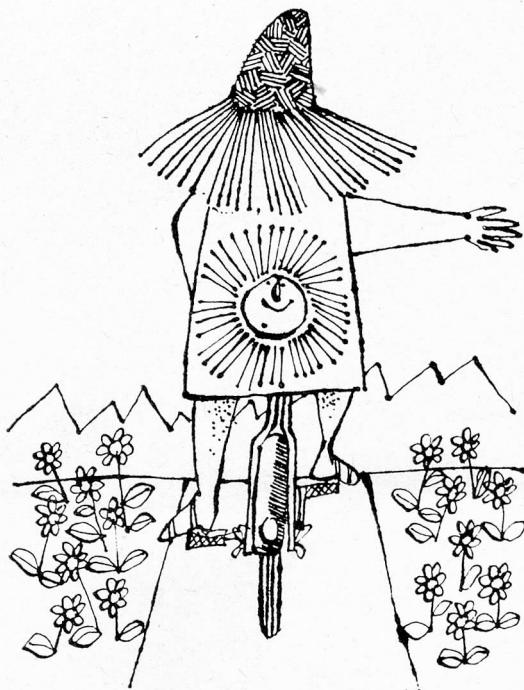
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NAPOLEON STARTED IT ...

The Simplon is one of the most beautiful Alpine passes. It was here that, *pour faire les canons*, Napoleon ordered "the Queen of Alpine Highways" built between 1800 and 1805. Originally a roadway used by the ancient Romans, it became an international military and trade route during the Middle Ages. After stage coaches had used the Napoleonic highway for a century, the first motorized post coach went into service in 1919 between Brig and Iselle. Simplon-Village, located on the southern side of the pass, has repeatedly made world history, serving as a way station for emperors, popes, princes, artists and pilgrims. It is a place that has hardly altered in the last 800 years. The Hôtel de la Poste, built as an officers' club in 1805 by order of Napoleon, has been serving transient traffic for the last 160 years. The outside of the building still retains its original form. But the guest rooms, restaurant and capacious dining hall were recently renovated to suit modern needs. Here is a place with a 160-year tradition of hospitality, to serve today's tourists and vacationers seeking pleasure and recreation in the area's many walking paths.

[S.N.T.O.]

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
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