

**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:** - (1975)  
**Heft:** 1705

**Artikel:** Switzerland is an international show case  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-687462>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **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. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 14.03.2025

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

# SWITZERLAND IS AN INTERNATIONAL SHOW CASE

## Dates to remember

### 7th to 14th May

Antique art and works of the artistic trades are the subject of the 16th Art and Antiques Fair of Switzerland.

### 5th to 8th June

Dental 75, the 5th Swiss Dental Exhibition held in conjunction with the annual meeting of the Swiss Dental Society. It is intended to give the visitors the opportunity of obtaining information about the latest dental installations, apparatus and accessories.

### 18th to 23rd June

Art 6'75 is the sixth edition of the annual International Art Fair, the scope of which embraces 20th century art and art books.

### 19th to 22nd June

The International Exhibition for Pharmacists, Ipharmex 75. In connection with this trade fair, the Swiss Association of Pharmacists is organising a large international congress on the future problems of public health and pharmacy in Europe.

### 9th to 13th September

Originating from INEL, International Exhibition of Industrial Electronics, and the electrical engineering group of the Swiss Industries Fair, the Exhibition for Industrial Electronics and Electrical Engineering, in short Ineltec, will be concerned with the supply of the electrical engineering and electronics industries.

### 7th to 11th October

The fourth International Nuclear

Industries Fair, Nuclex 75. This trade fair has been organised in Basle every three years since 1966. It is visited by specialists from all over the world and embraces all fields of the peaceful use of nuclear technology, especially energy production.

### 11th to 19th October

Snow 75, the first World Exhibition for ski, snow and winter sports, will take a special place in the colourful round of Basle exhibitions. "Snow" is not a new trade fair for winter sports but a new type of topical and comprehensive information and publicity event for all branches of winter sports, with interesting demonstrations and technical conferences directed to both the general public and specialists.

### 25th to 29th October

Within the framework of the Basle Autumn Fair, an Autumn Market will be taking place in the premises of the Swiss Industries Fair. About 750,000 visitors are expected at this regional sales fair with a comprehensive supply of consumer goods.

### 13th to 19th November

Igeho, the 6th International Exhibition for Industrial and Institutional Catering, Hotels and Restaurants. This trade fair, which is held every two years in close collaboration with Swiss and international trade associations, is recognised as a leading event.

### 27th November to 1st December

The chain of annual events will be closed in 1975 by the Swiss Furniture

Fair, the fourth of its kind. Admission is restricted to members of the trade.

### ANOTHER VENUE

### 21st June to 12th October

The world's finest works of professional photographers judged by an international jury consisting of specialists will be on display at the Museum of Art and History in Fribourg. More than S.Frs.50,000 will be awarded in prizes for the best works.

## ITEMS IN BRIEF

### Blow Out

The reconstruction of the hotel and restaurant at the Jungfrauoch, destroyed by fire in October, 1972, is making progress. The new "Inn above the Clouds", seating 270 persons on two floors, is open. Before the actual work on the new building could start, 18 workmen, including eight mountain guides, had to remove 3,000 cubic metres of frozen snow with the aid of motorised circular saws and explosives. The group completed this work in three weeks, a considerable achievement considering the difficulties presented by the extreme cold and the rarified air at 11,200ft. above sea level.

<b>Bournemouth:</b> 45 Hill View Rd., Ensbury Park, Bournemouth, Hampshire, BH10 5BH. Telephone: 0202 58521.	<b>Gloucester:</b> 5 Andorra Way, Churchdown, Gloucester, GL3 2BS. Telephone: (Churchdown) 0452 712595.	<b>Harrogate:</b> 2 Leadhall Cres., Harrogate, Yorks. Telephone: 0423 81678.	<b>Liverpool:</b> 3 Victoria St., Liverpool, L2 5QA. Telephone: 051-236 8741.	<b>Manchester:</b> 21 Chapter St., Newton Heath, Manchester, M10 6AY. Telephone: 061-205 4113.	<b>Southampton:</b> Union Castle House, Canute Rd., Southampton, SO9 1GE. Telephone: 0703-30819.
---	--	---	--	--	---

A Member of the Constantine Group

## A Look at Us

As part of the "Nations of the World Series", Ernest Benn and Charles Knight, of Tonbridge, Kent, have recently published a new book "Switzerland" by Christopher Hughes, Professor of Politics at Leicester University.

## Good News!

Fares on Swiss railways, postal coach and lake services will remain unaltered this summer with the exception of some party rates.

## Fly me

Dan-Air has introduced a daily return service between Gatwick and Berne. Currently, three flights a week by Hawker Siddeley 748 turboprops are operated.

## Dig In

An unusual church was inaugurated recently at Raron (Valais). The church, seating 460 people, is 20 metres inside the mountain rock reached by a tunnel. The construction costs of 1½ million francs are considerably less than a conventional church of the same size.

## Ecology Studies

The Bureau for Vacation studies in ecology, 10 Croham Mount, South Croydon, CR2 0BR, is organising a package holiday lasting one week between 17th and 24th July, 1975, to Lutzelfluh, Emmental. The Emmental lends itself to a variety of studies on: distribution of land, farming practice, local crafts, sources and use of energy. The price of £91 per person includes day flights by Dan-Air between Gatwick and Berne, airport taxes, transfer between Berne Airport and Lutzelfluh, seven nights with full-board and rail ticket from home to Gatwick and return.

## The Swiss are Skating More

The recent growth of mechanically frozen ice rinks in Switzerland is stressed by Howard Bass in his latest book, "Let's Go Skating", published by Stanley Paul Ltd., at £2.95.

In the book the lure of the ice is captured with infectious enthusiasm as Bass draws the reader into the fascinating rink atmosphere. He provides a first-hand insight concerning the sport's technique, history and current activities. There is instruction for participants at all levels!

## Auto Delight

At the end of 1974 the new motorway section Winterthur-Zürich was opened. Motorists can now travel from St. Gall to the outskirts of Zürich entirely on motorways.

## Swiss Hosts

On Tuesday, 1st July, 1975, Engelberg, Central Switzerland, will be the host to TV's "It's a Knock-Out". Look out for it on BBC 1.

## Luxury Redesigned

The five-star Hotel Carlton at St. Moritz has been renovated. Built in 1913 as the second residence for the Russian Tsar, it was bought some years ago from the Greek shipbuilder, Niarchos, by its present owner, Norbert Cymbalista. Each room now has its own bathroom; there

are conference rooms and lounges, a sauna, massage and keep-fit rooms, solarium, children's playroom and new restaurants.

## Will Willy Tell be there?

Coinciding with the World Archery Championships being held from 25th to 28th June, five- or eight-day all-inclusive holidays to Interlaken are being organised by Swiss Travel Service, Ware, Herts., in conjunction with Swissair. Departure dates: 22nd and 25th June, 1975, respectively. Prices from London are £83 per person.

# TOURIST NEWS

## RIDING THE SWISS CYCLE WAVE

A slow but really relaxing way of discovering Switzerland is to do it by bicycle, a way of getting about that is steadily winning new devotees. To help as many people as possible to enjoy this healthy leisure-time pleasure, the Touring Club of Switzerland (TCS) opened its first cycle centre in 1973 at Yens in the wine-growing region high above the Lake of Geneva. Later, others were opened at *Kallnach*, half-an-hour away from Berne by car, where cyclists will encounter no very steep gradients anywhere along the 340-mile network of marked cycle routes; at *Saignelégier*, with 16 round trips through the Jura region; at *Rebstein*, in the Rhine Valley district of St. Gallen, which offers 12 round trips through vineyards and little villages and, lastly, at *Oberägeri*, set in a charming lakeside landscape amid the lower alps of Central Switzerland. The cycle centres hire out bicycles and provide brochures which give details of all the cycle excursions that can be made in the surrounding countryside. Visitors who fancy a longer cycle tour can join the five-day trip around the Lake of Geneva organised by Welcome Swiss Tours of Lausanne. The party is led by a guide, with a mechanic bringing up the rear. Total cost, including hire of cycle, is Frs.478.

## 1975: CENTENARIES FOR THREE SWISS RAILWAYS

No fewer than three railways celebrate their centenaries in Switzerland this summer. Kicking off the celebrations on 4th June will be the Arth-Rigi Railway which in a mere 35 minutes takes tourists from Arth-Goldau (on the Gotthard Line) up to the Rigi-Kulm, famous for its magnificent views. Plans include an official celebration at Arth and on Rigi-Kulm and a "Rigi evening" of popular entertainment (27th June), a Rigi wrestling contest (6th July) and a folklore Rigi Day featuring the colourful custom of taking the cattle up to the high

pastures (15th July). Next, on 27th June, come the Appenzell Railway celebrations with folklore evenings at Herisau and Appenzell and a festival tent at Urnäsch. The last centenary celebrations, those of the Rorschach-Heiden Mountain Railway, will be held at the Kursaal in Heiden on 6th September.

## WHAT'S NEW FOR SUMMER VISITORS IN THE SWISS RESORTS

Once again, a number of innovations will greet summer visitors to Switzerland this year. For instance, a completely automatic cable-car service, Geils-Hahnenmoos, has been opened at Adelboden. Also new are a large-cabin cableway from Mörel up to the Riederalp and chairlifts from Feldis to Motta and from Leontica in the Blenio Valley up to the Passo di Nara (2nd section). The new aerial cableway up the Stanserhorn (replacing the second and third sections of the Stanserhorn Railway) is also due to start operating at Whitsun. There are new hotels at Flims, Frutigen (sport and recreation centre), Geneva, Heiden (Spa hotel), Lugano, Meiringen, Pontresina, Promontogno, Saas Fee, Schaan (Lichtenstein) and Zurich. Elm is getting a new tourist camp on Alp Empächli, Fiesch and a family and youth hostel on Kühboden. The new congress centre in Lugano has already opened, while the opening of the new casino (with swimming pool) in Montreux is planned for the end of April.

Walking is steadily gaining in popularity and a large number of resorts, such as Caslano, Chexbres, Elm, Frutigen, Laax, Locarno, Mendrisio, Saas Fee, Sembracher, Sils and Tenero have extended existing footpaths or provided new ones. Tennis players have been thought of too; new tennis courts are available at Agno, the Bettmeralp, Chexbres, Grindelwald, Laax, Origgio and Saas Fee. Lenk has enlarged its tennis coaching facilities, while at Bad Scuol-Tarasp-Vulpera the gymnastics hall