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RETENTISSEMENT
DE L'«ANNÉE DES ALPES»
DANS LE MONDE

LÉGENDES

- Page 61 Contribution de la presse danoise à l'«Année des Alpes», à la suite d'un voyage d'étude de journalistes des pays scandinaves.
- Page 62 Echo de l'«Année des Alpes» dans la presse canadienne («Ottawa-Journal»).
- Page 65 Reportages dans le «New York Times» et dans divers journaux allemands.
- Page 64 Numéros spéciaux sur la Suisse publiés par deux importants magazines de voyages à l'occasion de l'«Année des Alpes».
- Page 65 Reportage en 48 pages sur les Alpes dans la revue «National Geographic Magazine» (tirage 2 500 000 ex.).
- Page 66 «Switzerland» un livre de Herbert Kübly, publié par «Life» dans la série «World Library» (tirage: 1 million d'ex.).
- Page 67 L'«Année des Alpes» a provoqué la parution de nombreux ouvrages sur la Suisse
- Page 68 et sur la première ascension du Cervin.
- Page 69 De nombreux offices de tourisme régionaux et locaux placèrent leurs prospectus, listes d'hôtels, annonces, etc. sous le signe de l'«Année des Alpes».
- Page 70 Le 4 juin, une délégation de l'Association des guides suisses et un groupe de guides de Breuil/Cervinia furent reçus en audience par le Pape Paul VI. Les guides suisses remirent à sa Sainteté en souvenir de l'«Année des Alpes» un cristal de roche de 25 cm de haut avec une dédicace (en haut, à gauche).

Le nouveau Swiss Centre de Londres, siège de notre agence (en haut, à droite).

Après avoir été montrée dans diverses expositions de l'ONST au Musée de l'Homme (Palais de Chaillot) à Paris, à Bâle, à Genève et à Dallas (Texas) la belle enseigne de St-Georges, en bois polychrome du XVI^e siècle, a retrouvé sa place au fronton de l'auberge d'Ernen, en Valais (en bas).

Wide Variety Offered Throughout Europe



EUROPEAN SUN CENTRE

The French Riviera is the centre of sun and relaxation along the shores of the blue Mediterranean. This typical photograph clearly indicates why the fine beaches and good highways make Cannes, Nice and Monte Carlo happy vacation grounds all year round.

(Air France Photo)

Switzerland has everything... from snow-capped peaks to palm trees. Magnificent mountains to climb, hike, ski, see. Sunny lakes to sail and swim. Gourmet food. Art galleries. Museums. Medieval castles. Modern cities. Gracious people... great living! Now, in Switzerland. In this Year of the Alps.

The "Unique World of Switzerland" is an exciting brochure of dazzling travel ideas and suggestions that will meet all your needs perfectly. Your travel agent has your copy—or write the Swiss National Tourist Office, 10 West 49th St., New York 20, N.Y. and 661 Market St., San Francisco 5, Calif. 1965—The Year of the Alps



**There's
a mountain
of wonderful
reasons why so
many experienced
travelers in Europe
vacation in Switzerland**

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SWITZERLAND

1965 Proclaimed Year of the Alps

In Switzerland, 1965 has been officially declared the Year of the Alps to commemorate the 100th anniversary of the first successful conquest of the Matterhorn by the Englishman Edward Whymper and the centennial of St. Moritz and Davos as winter sports centres.

In July, 1965, Whymper became the first man to reach the peak of the Matterhorn. He was only 25 years old. The centenary celebration of the event will take place from July 13-17 in Zermatt. Celebrities from all over the world have been invited to re-enact part of the Whymper climb.

In addition, Switzerland has scheduled many activities designed to attract people to the mountains. Among the special events which will be held are music festivals, folkloristic events, hiking and mountain climbing for more vigorous tourists. It is the aim of the Swiss to have visitors discover that the Swiss Alps offer a healthful and tranquil refuge from the pressures of everyday life.

The sound of music will echo in the mountains throughout the year. Many of the country's most important music festivals will take place in alpine settings such as the Engadine Valley, Lucerne, Braunwald, Engelberg, Meringen, and Zermatt. Leading orchestras and soloists perform at these affairs.

A familiar sight in the Swiss Alps this year will be the large numbers of visitors who will participate in the scheduled hikes. In May mountain marches will be held from Andermatt to Chateau de Dax as part of the special ceremonies of the Mountaineering School of Rosenlaui.

Another highlight of the Year of the Alps is the "Great World Theatre" which is performed every five years in the town of Einsiedeln. Performances of the morality play, written by the Spanish author Don Pedro Calderon in 1675, will take place on the steps and balustrades of the Benedictine Monastery. The drama, which will be given every Wednesday and Saturday evening, at 9 p.m., lasts for two hours and is faced by a cast of over 500 residents of Einsiedeln.

Again this year, a group of 12 special itineraries, called the "Unique World of Switzerland," are being offered. They cover almost any preference a visitor might have. Instead of wandering through the country seeing landmarks at random, the

traveler can get the most of what he likes best by taking one of these suggested trips. The itineraries include "The Enchanting Alps," "Historic Inns and Castles," "Medieval and Ancient Shrines," "Gardens of Switzerland," "The Golden Pass," "The Heart of Switzerland," "Scenic Switzerland," "Switzerland — Off Beat," "Art and History," "Hedi's Fairyland," "Switzerland — Four languages, four cultures" and a trip "For Gourmets." The itineraries vary from seven to 14 days.

There will be other events taking place throughout the year to commemorate the Year of the Alps in Switzerland.

Spring Cruises Available In Mediterranean

The S.S. France will make a special crossing to the Mediterranean, leaving New York on March 6th 1965 for Gibraltar, Naples and Cannes where she is scheduled to arrive on March 14th.

Her Mediterranean Cruise as such will begin with the France sailing from Cannes on March 17 and, during the 19 days that follow, she will call at Palermo, Piraeus, Rhodes, Beirut, Haifa, Cannes (March 30), Lisbon, Vigo winding up at Le Havre on April 5.

Cruise passengers bound for the United States will be able to link up with the France's Westbound sailing from Le Havre and Southampton on



MIGHTY MATTERHORN

This year has been officially proclaimed as the Year of the Alps to commemorate the first successful attempt to reach the summit of the Matterhorn. Special celebrations will take place in Zermatt from July 13 to 17 and throughout the country during the year.

(Swiss National Tourist Office Photo)

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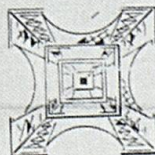
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RESORTS

The New York Times.

TRAVEL

Section
10

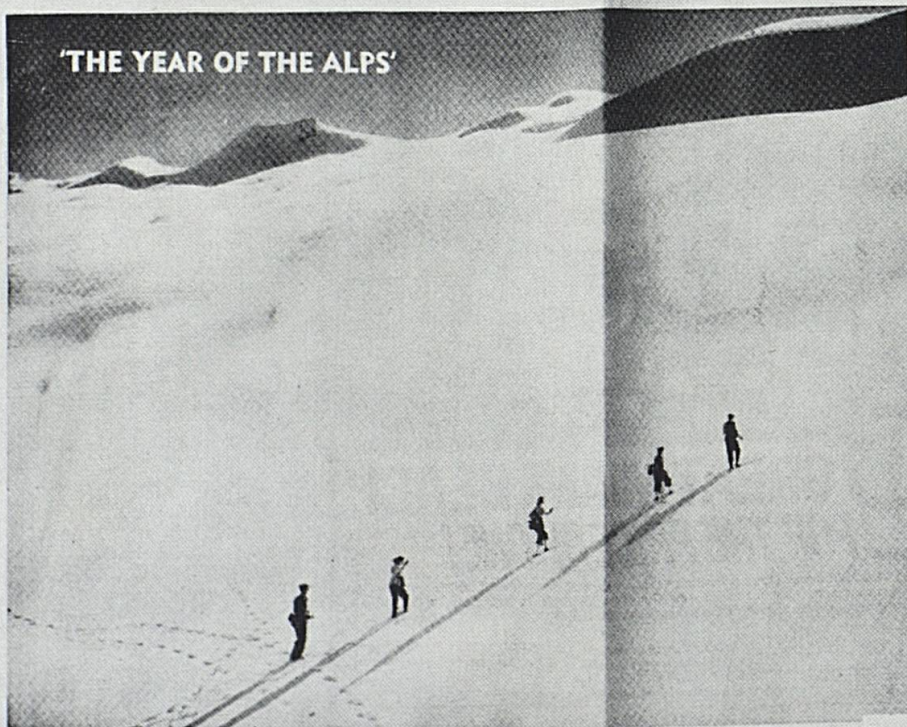
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SUNDAY, JANUARY 3, 1965.

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'THE YEAR OF THE ALPS'



BEFORE STRETCH PANTS—The intrepid lady skier, above, was photographed in St. Moritz in the early 1900's.

SWISS SNOWSCAPE—A party of cross-country skiers, left, moves across gleaming Alpine slope near Oberberg. Swiss mark 100-year history of Alpine holidays in 1965.

PIONEERING STUDENTS—The first Swiss ski school, below, was established in the village of Fervier in 1904.

A SWISS SALUTE

They May Not Have Invented Winter,
But They Did the Winter Holiday

By ROBERT D'ARNOFF

ZURICH, Switzerland—The those four Englishmen, Ed, Boris may not have the choice in St. Moritz, they will be welcomed winter, but they welcomed by local authorities, are pretty sure that they. Not to be outdone by all this.

DEH *Russchnitt* *WILHELM LICHTENFELD*
deutsche automobil revue 7165-
(6) Frankfurt/Main



AN OFFICIAL W

WHENEVER the Civil up section on
Aeronautics Board the flying pol
speaks, collectively, Excerpt fr
or in public address, cent speech fr
the most

1965 Jahr der Alpen

Der Tod des größten
Sportmannes unserer
Zeit, Winston Churchill,
brachte unschöne
biographische Einzel-
heiten und Erinne-
rungen an dessen
erregreiches Leben
und Wirken aus der
Vergessenheit zurück
in Bewußtsein der



BERLINER MORGENPOST - SEITE 9

Berg-Urlaub
macht schlank

Ein Jahr der Alpen

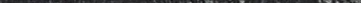
Mit Veranstaltungen in Kostü-
men des vergangenen Jahr-
hunderts soll um die Jahreswende in den
Hochburgen, das schweizerischen
Wintersports das "Jahr der Alpen"
eingeleitet werden. Auf dem 2400
Meter hohen Corvatsch-Gipfel über
Silvaplana sagte uns der Direktor
der Schweizerischen Verkehrsan-
stalt, Dr. Werner Kämpfen, daß das
Alpenfest ein Jahr lang andauern,
die ganze Schweiz erfassen und sich
positiv für alle Berglandschaften
zwischen Monaco und Wien aus-
wirken soll. Mehr als 100 festliche
Ereignisse stehen auf dem Veran-
staltungsprogramm für 1965.

Das sind die
wichtigsten Treffen

- ▲ Im Januar beschließen die Ver-
treter aller Alpenländer in Bern
die „gemeinsame Alpenraumwer-
bung“.
- ▲ Am 7. Februar heißt es „100 Jahre
Freundeverkehr“ in Davos und
St. Moritz mit Fackelzügen und
alten Trachten.

▲ Ende Mai werden Tausende

Das Deutsche Reisemagazin

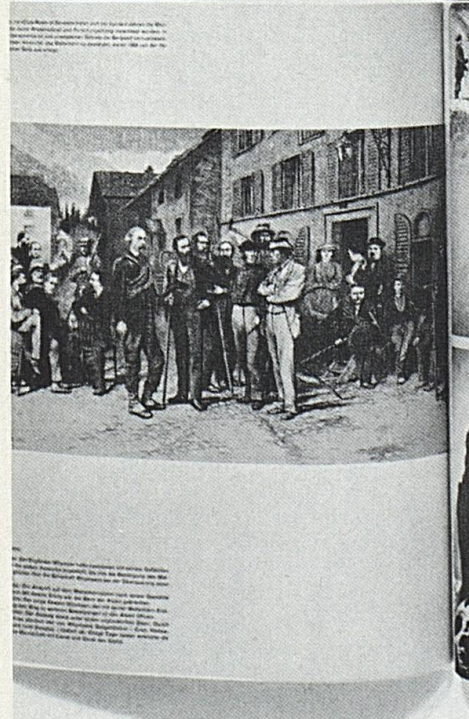
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AKTIVA (deutsch): "Theatergruppe, Schauspielensemble, Ensemble, Schauspieltruppe". Neben dem Namen, der die Funktion des Ensembles beschreibt, ist die Angabe der Zusammensetzung des Ensembles wichtig. So kann es sich um eine Gruppe von Schauspielern handeln, die in einem Theaterensemble arbeiten, oder um eine Gruppe von Schauspielern, die in einem Theaterensemble arbeiten, oder um eine Gruppe von Schauspielern, die in einem Theaterensemble arbeiten.

schien und wieder in sein Tügel
sank. Der Mann wusch seine Hände
in der Pfanne und schob sie
dann, ohne sie zu trocknen, unter
seine Achseln. Er schüttelte sich
auf. Auf seinen Rücken und
seine Brust fiel ein kalter Regen.
Der Mann schloß die Augen und
sah in Gedanken auf die weiße
Schneefelder. Er dachte an die
grünen Gräser und an die blauen
schwarzen Schmetterlinge.

Der Mann schloß die Augen
und sah in Gedanken auf die
weißen Schmetterlinge. Er dachte
an die grünen Gräser und an die
blauen schwarzen Schmetterlinge.
Er dachte an die weißen Schmetter-
linge und an die grünen Gräser
und an die blauen schwarzen
Schmetterlinge. Er dachte an die
weißen Schmetterlinge und an die
grünen Gräser und an die blauen
schwarzen Schmetterlinge.

ROBERT ALI (PHOTO LEFT) Russian, under his who inspires interest in her, as a friend, of house not

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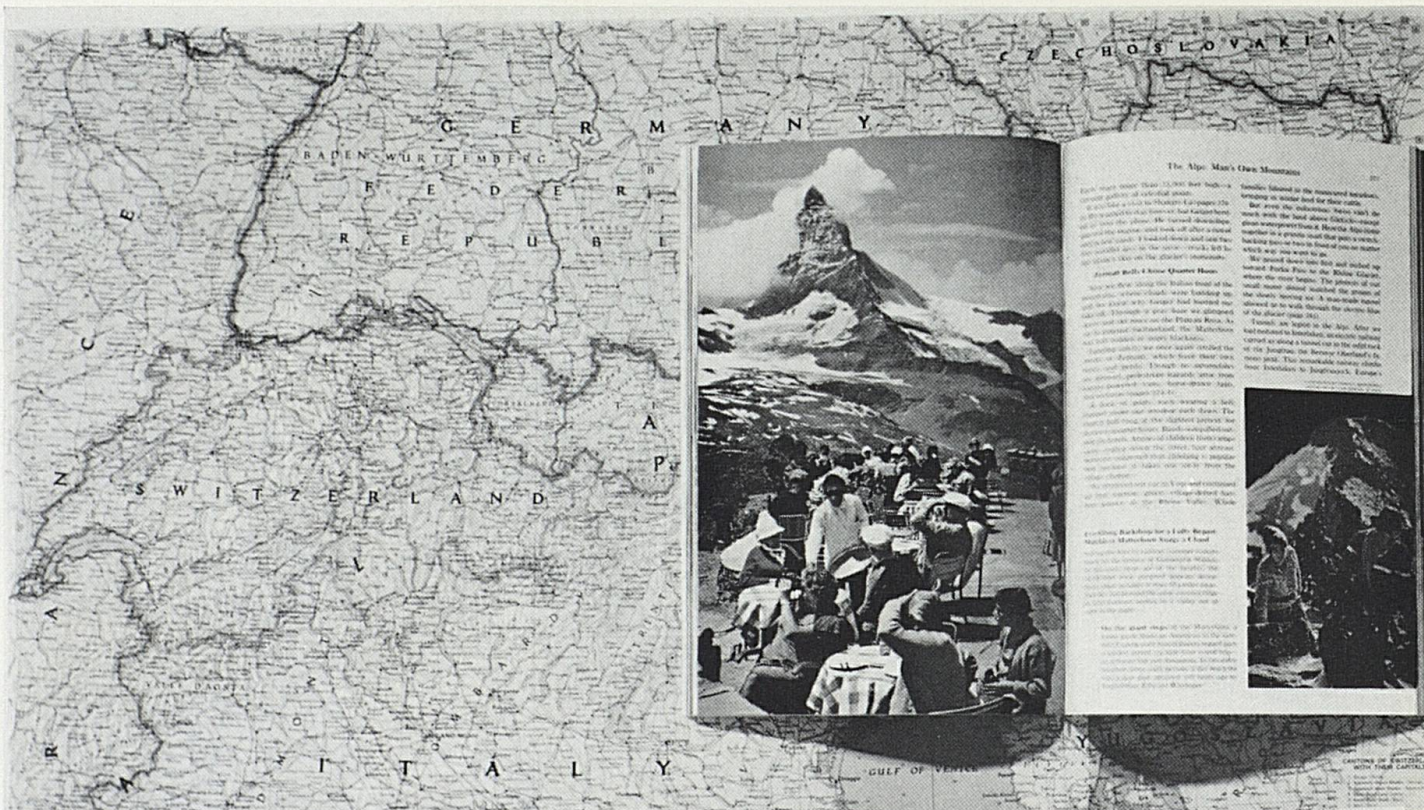
la revue de

voyages

SUISS



H.V.K. 1825.



The Alps: Man's Own Mountains

Each year more than 15,000,000 feet of snow are piled up in the Alps. The snow is not just a white blanket, but a source of life. It is the snow that melts in the spring and feeds the rivers and lakes. It is the snow that is used for skiing and other winter sports. The Alps are a source of life for many people.

Alps: A Man's Own Mountain

There are many ways to reach the Alps. One way is by train. The Alps are a source of life for many people. They are a source of life for many people. They are a source of life for many people.

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NATIONAL GEOGRAPHIC

UNITED STATES AIR FORCE

WATCH "AMERICANS ON EVEREST" FRIDAY SEPTEMBER 30 ON CBS TV (page 446)

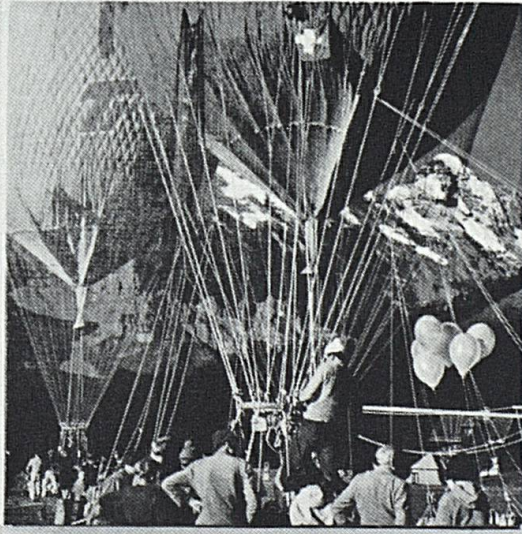
THE JOURNAL OF THE NATIONAL GEOGRAPHIC SOCIETY WASHINGTON, D. C.

UNITED STATES AIR FORCE

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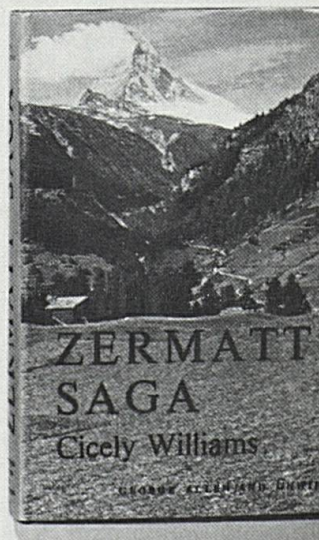
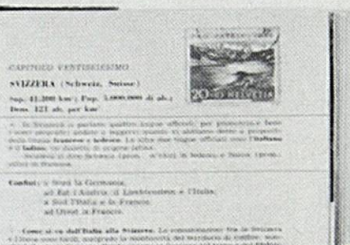
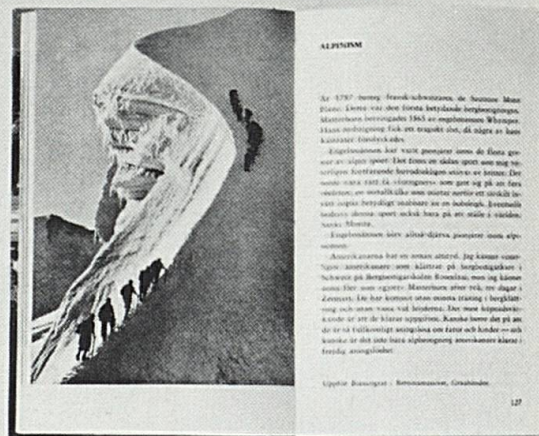
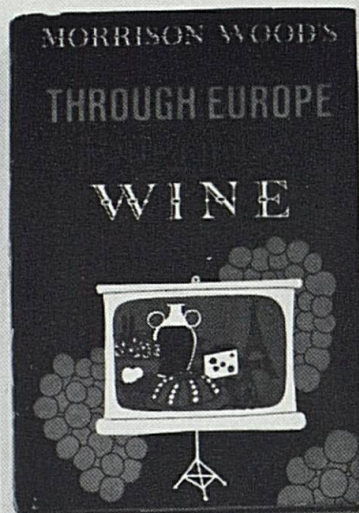
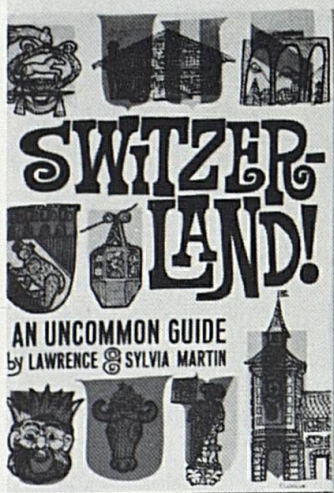
SWITZERLAND



SWISS TOWNS are picturesque. From the Lake of Geneva, the town of Vevey is seen. The church spires are the town's landmark. The boat in the foreground is a typical Swiss boat. The town is built on a hillside, and the lake is a beautiful sight.



SWISS MOUNTAINS are beautiful. The town of Zermatt is seen at the base of the mountain. The mountain is a beautiful sight, and the town is a beautiful sight.



[illegible]

山 與 人

[illegible]

A Conquista do Matterhorn

[illegible]

طريق راعيلار يتيح لك الرشافة
... مع عظمة الال

[illegible]

A Man and a Mountain

SPECIAL REQUEST FEATURE
Sir John Hunt, leader of the British Expedition that made the first ascent of Everest, has asked for this article to be reprinted, in mark the centenary of the conquest of the Matterhorn. It originally appeared in *The Reader's Digest* for March 1967.



... on the morning of July 15, 1863, three dazed, exhausted men stumbled into the town hall of Zernitz. They were bringing back the conquest of the last German mountain in Europe. It there was no light of victory in their faces. Inside the village they shared around them, their eyes fixed one single specimen:

"Where are the other two?"

It was then that Edward Whymper told the story of the climbing of the Matterhorn. Today, a century later, it is still one of the great tragic-adventure tales of the world.

There are hundreds of mountains higher than the Matterhorn, hundreds harder to climb. But none, anywhere, has so consistently stirred the imagination. Rising in a huge

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isolated pyramid to an altitude of 24,784 feet on the frontier between Switzerland and Italy, a possession not only the dimensions but the stark simplicity of greatness.

By the early 1940s virtually all the peaks of Coastal Europe had been scaled but the Mönchstein still seemed unapproachable. The presence of the surrounding valleys suggested

Den dyrekøbte Sejr over Matterhorn

[illegible][illegible][illegible][illegible][illegible]

