

**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:** - (1963)  
**Heft:** 1425  
  
**Artikel:** Bernese Oberland News Letter  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-688117>

### **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:** 15.05.2025

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

States, the main reason is because of the expansion of trade within its own confines.

This is the dominant economic factor, and the main source of confidence at the present time. By the beginning of 1963, the European Common Market has been judged a success, and from now on the tendency will be to capitalize on the advantages and minimize the problems. Time has resolved many of the doubts which arose when the experiment was launched. Some examples are cited. For instance, the prediction that the Italian steel industry would fall victim to the much more powerful industries of Germany, France and Belgium after the Coal and Steel Community went into operation; in practice, over the past 10 years the industry of Italy has enjoyed the greatest relative growth.

Another assumption, following the signing of the Treaty of Rome, was that west Germany would dominate the Six, and its exports swamp the rest. The statistics show that in the first three years, Italian industrial exports to west Germany rose by 125 per cent, but imports from Germany by only 41 per cent. Exports by the Benelux area rose three times as fast as imports, again in relation to west Germany.

The Common Market has led to an overall expansion of trade among member countries to an extent unforeseen by businessmen. French steelmakers have made headway in south Germany, Italian appliance manufacturers have scored a smashing success in France, Belgian furniture manufacturers have found outlets all over Europe, and the German chemical industry has enjoyed an export boom. But the internal growth has not been only in terms of trade. No figures are readily available in support, but the expansion of mutual investment is believed to have been even greater.

#### Increasing Scale

German firms invested very little in France in the old days. Now they are doing so on an increasing scale, and vice-versa. Out of 236 new enterprises set up in Belgium by foreign firms in 1961, 26 were French, 22 German, 45 Dutch, 18 Swiss, the aggregate well surpassing the United States total of 77. This was in spite of the progressive reduction of tariffs between member countries. This co-ordination and strengthening of the structure is a source of confidence practically unique in the modern business world.

(By courtesy, "The Times" 11th January 1963.)

#### SNOW ROVER — A BRITISH-SWISS DEVELOPMENT

Exhibited at the recent Public Works Exhibition at Olympia was a new addition to the already versatile Land-Rover: A Land-Rover *Snow Blower*.

The machine is the result of a close British-Swiss co-operation between the Rover Co. Ltd., Solihull, and the Swiss Rolba Company, who are a world-wide organisation specialising in snow-clearing equipment and whose snow-clearing machines are already used in considerable numbers in the U.K.

As a special feature, the machine is equipped with hydrostatic transmission, which does away with gear changing during ploughing.

This new machine will have universal appeal, especially in countries with sporadic snow falls, owing to the fact that the machine is a dual purpose machine, and that the vehicle portion can be used for other purposes during the snow free time. Attaching and detaching of the snow blower attachment only takes a few minutes.

#### BERNESE OBERLAND NEWS LETTER

##### Adelboden

Renovation and modernisation all along the line is reported from this favourite resort. This applies to hotels — with rather more beds available than hitherto — inns, restaurants and cafés. A new ski-lift from the "Boden" to the "Fleckli" has been opened and the passenger capacity of the Boden-Kuonisbergli ski-lift will be increased from 400 to 600 per hour. Adelboden already has a completely up-to-date artificial ice rink and now its sports facilities will be better than ever before. Visitors who love "l'après-ski" as much as "le ski" itself will be glad to hear that their tastes will be well catered for at Adelboden's bars, "dangings" and restaurants.

##### Beatenberg

"The snow may not always be reliable at Beatenberg, but you can count on sunshine from dawn to dusk." This description by a visitor is not exaggerated. However, it omits one important fact: a chair-lift runs direct from the village to the Niederhorn (Hausberg), where good skiing can be had from December to Easter. And in mid-winter you can ski at Beatenberg itself, with its skating rink, ski-lift and ski-jumping ramp. After all, the place is 3,937 feet up and must therefore have some snow to offer! A dozen medium category hotels, a number of children's holiday homes and numerous holiday chalets complete the amenities of this sunshine resort.

##### Brünig-Hasliberg

Four charming little villages strung along a sunny mountain-side: Hohfluh (3,445 feet), Wasserwendi (4,101 feet), Goldern (3,609 feet) and Reuti (3,510 feet). Access: trains from Interlaken or Lucerne to Brünig (S.B.B. Station) connecting with postal motor-coach service. Motor road open all the year. Unterfluh nursery ski-lift. Hasliberg-Käserstatt "Gondelbahn" (enclosed chair-lift). Käserstatt-Hohbühl ski-lift. Ideal ski-country with wide choice of downhill runs.

##### Grindelwald

Grindelwald is celebrating its seventy-fifth birthday as a winter sports centre. And it has plenty to be proud of! Take uphill transportation: apart from the well-known Wengernalp-Jungfrau Railway and Grindelwald-First Chairlift, there are no less than six ski-lifts and a ski-funi. Two new ski-lifts in the First area are a welcome addition to the already excellent facilities. Keen types can therefore keep themselves busy while the indoor sportsman will feel his blood tingle — or rather his mouth water! — at the thought of the Grindelwald *Quinzaine Culinare*, during which hotel guests may dine out at any hotel in the resort and enjoy its speciality without paying a supplement.

##### Gstaad

The very name conjures up visions of princes, princesses, film stars and oil magnates. In fact, of course, this crowned and uncrowned royalty is greatly outnumbered by the more "average" holidaymakers out to enjoy themselves. Second-class hotels and other less expensive forms of holiday accommodation are just as much in evidence as luxury and first-class establishments and exclusive chalets (chalets, incidentally, can also be rented). A local season ticket already covers twenty-five cableways, etc., and ski-lifts in the region, and now Gstaad is building four

additional facilities, namely: an Alpine cableway to Diablerets (inauguration in February 1963), a chair-lift from Kalberhöni to Vordereggli, another chair lift from Bissendürri to Wasserngrat and a cableway from Gstaad to Hohe Wispillen (opened in summer 1962). A nocturnal highlight of this winter will be the opening of the Chesery night club with its four different sections. Last season's profits were ploughed back in the form of hotel improvements and a number of holiday chalets have also been built. Needless to say, Gstaad has facilities for all winter sports — including even ski jaunts by helicopter! The evenings are gay, both at the exclusive and the informal level. "B.B." in person will grace one of them, but we won't say where!

### Kandersteg

The Berne-Lötschberg-Simplon Railway, with direct connections to all parts of Europe, deposits you more or less in front of your hotel. Kandersteg is as popular in Winter as in Summer, for it really can claim to be an all-round Winter resort. Cableways and ski-lifts, sunny *pistes*, skating and curling rinks, toboggan runs, twenty hotels with about 800 beds, flats and private rooms to let, first-class instruction in all winter sports — these are but some of the amenities.

### Kleine Scheidegg

Situated near the foot of the formidable Eiger, the Kleine Scheidegg can be reached by the Wengern Alp Railway. There are a number of comfortable hotels up here, catering for visitors as early as November, i.e., nearly a month earlier than other Winter sports stations. The Kleine Scheidegg is an ideal ski terrain with an impressive variety of runs.

### Lenk

After travelling through the Simmental, either by rail or road, we reach Lenk. Like its neighbour Adelboden — with which it is connected by ski-lifts — it is an extremely popular Winter resort with excellent ski-slopes and every facility for Winter sports.

### Mürren

From Mürren come tidings of completely renovated hotels, a new nursery ski-lift, a big new rotary snow plough, thirty curling competitions, ice galas and fashion shows. An interesting future development will be the Schilthorn Railway (9,744 feet), due to be inaugurated in winter

1964/65. The snow plough will do a heroic job, keeping footpaths clear in and around Mürren so that walkers can also get their share of winter pleasure. Mürren, like Gstaad and Wengen, organises an air-lift service to more inaccessible areas on the heights whence thrilling downhill runs can be enjoyed over virgin powder snow. Hotel and chalet visitors can take part in guided ski tours free of charge. Motorists must leave their cars at Lauterbrunnen as there is no road access to Mürren.

### Saanenmöser, Schönried, Saanen

The Saanen valley is one great ski-ing paradise with an extraordinary variety of runs. Owing to its width, the valley is a veritable suntrap: in January alone there is a daily average of six hours of sunshine! The neighbouring slopes and summits are all accessible by uphill transport — cableway, ski-lift and so on. There are excellent hotels and the many holiday chalets lend a note of gaiety to the lovely natural setting. Hornberg, Horneggli, Egli, Wasserngrat, Wispillen, etc., are favourite ski-excursion points. The ice sports are also well catered for. After a day in the open, visitors enjoy themselves in traditional Swiss "stübchen", restaurants, bars, mountain inns with sunterraces and "dancings".

### Wengen

Nearly all the thirty hotels have been assiduously modernised. Thanks to the acquisition of a new *piste* roller on caterpillars, the ski-runs should be second to none. Ski races, several ice galas, floodlit ski-jumping and curling competitions are on the agenda. The Wengen-Männlichen cableway now has an hourly capacity of 500 passengers, compared with the former 180. Visitors to Wengen park their cars at Lauterbrunnen: here, as at Mürren, the pedestrian is king.

### Zweisimmen

Europe's longest "gondelbahn" runs from Zweisimmen up to the Rinderberg, one of the finest, longest and easiest ski mountains of Switzerland. Zweisimmen has a number of comfortable hotels, a nursery ski-lift, an ice track, a modern holiday camp with two hundred beds and a sports motel with eighty-four beds. No fewer than twenty-five cableways, funiculars and ski-lifts serve the area between Zweisimmen and Château-d'Oex, offering unrivalled touring and downhill facilities.

(Swiss National Tourist Office.)

Telegrams and Cables : TRANCOSMOS LONDON.

Telephone : HOP 4433 (8 Lines)

## COSMOS FREIGHTWAYS AGENCY LIMITED.

### INTERNATIONAL FREIGHT FORWARDERS

By Road, Rail Sea and Air

1, CATHEDRAL STREET,

LONDON BRIDGE, LONDON, S.E.1.

REGULAR GROUPAGE SERVICES WITH

## SWITZERLAND

ANGLO-SWISS CUSTOMS EXPERTS.

Agents : WELTIFURRER INTERNATIONAL TRANSPORT CO Ltd., Zurich, Basle, Buchs, Schaffhausen, Geneva, St. Gall.

ALSO AT  
LIVERPOOL, MANCHESTER,  
NEWCASTLE-ON-TYNE,  
HULL, BRISTOL, CARDIFF,  
SWANSEA, NEWPORT, Mon.  
GLASGOW.

•  
CONNECTED  
THROUGHOUT  
THE WORLD

OFFICIAL FREIGHT AND  
PASSENGER AGENTS FOR  
SWISSAIR AND ALL AIR LINES  
TO SWITZERLAND AND ALL  
PARTS OF THE WORLD