

FROM: Swiss National Tourist Office
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THE SWISS ALPS - CROWN OF EUROPE

An information booth for the Swiss National Tourist Office will be open daily from 10 a.m. to 10 p.m. at the Swiss Pavilion of the New York World's Fair. Booklets on Switzerland will be available, and Swiss travel experts will be on hand to answer questions. Information on Swissair will also be given.

The theme of the display will be "The Swiss Alps - Crown of Europe". Emphasizing the theme will be a 30 x 8 foot colored transparency of the panorama of Gornergrat reached by cog wheel railway from Zermatt.

Until a century ago, the mountain peaks of Switzerland were regarded with dread and awe by the peasants living in the valleys below. Fearsome legends were repeated of the evil spirits who haunted the peaks. The first ascent of a major peak, Jungfrau, was made in 1811, but it was not until 1874 that the peak was scaled successfully during the winter months. Today the Jungfrau can be "climbed" by railway as far as Jungfrauoch, 11,000 feet above sea level.

There are no more virgin peaks to climb. Even the dangerous Eiger North Wall has been conquered, but there are dozens of formidable peaks to present a challenge to the veteran climber. Aerial cablecars, cog wheel trains and chair lifts take the less active to scenic spots high above sea level.

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