



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Swiss Confederation

Federal Department of Home Affairs FDHA
Swiss Federal Office of Culture FOC
Swiss National Library NL

Swiss Appeal: Switzerland in Travel Guides
A Swiss National Library exhibition
From 12 March to 27 June 2010

Captions

Illustration 1

Členov B. *Švejcarija : klimatičeskie kurorty, mineral'nyja vody, vodolečebnicy, sanatorii i mesta dlja letnjago otdycha* (Balneological guide to Swiss spas and hot springs), St Peterburg, 1914

Illustration 2

Hermann Alexander Berlepsch, *Lucerne: Righi, chemin de fer de Vitznau, lac des Quatre-Cantons* (Lucerne: the Rigi, the Vitznau railway, the Lake of Lucerne), La Suisse illustrée [1877]

Illustration 3

Suisse (Switzerland), Guide de tourisme Michelin, Paris: Pneu Michelin, 1997

Illustration 4

Willi Furrer, *Zentralschweiz: Rundwanderungen im historischen Kern der Schweiz* (Walks in the historic heart of Switzerland), Wanderführer; 3188 Rundwanderungen, Bern: Kümmerly + Frey, 1999

Illustrations 5a & 5b

The Baedeker is among the world's most venerable series of travel guides. The first edition of Baedeker's Switzerland appeared in 1844 bearing the title *Die Schweiz: Handbüchlein für Reisende, nach eigener Anschauung und den besten Hilfsquellen bearbeitet. Mit einer Reisekarte und einer Alpen-Ansicht vom Rigi* (Switzerland: a little manual for travellers based on first-hand experience and the best secondary sources; with a map and a view of the Alps from the Rigi), while the most recent (and provisionally the last) edition was published in 2006. The Swiss National Library's collection comprises more than 60 different volumes from the Baedeker series.

Illustration 6

Suisse/Schweiz/Svizzera, Nihon Michelin Tire Co., Misyuran gurūn gaido, Tokyo: Zitugyō no nihonsya, 1998

Illustration 7

Anonymous, *Vevey*, 1 poster, 97 x 68 cm [S.l.] : [s.n.], 1977

Collection of the Swiss National Library

Illustration 8

Herbert Leupin, *Für schöne Autofahrten die Schweiz, verbilligtes Touristenbenzin* (Switzerland: discount petrol for tourists means happy motorists), 1 poster, 102 x 64 cm, Basel: Art. Institut Grafica A.G. [1943?]

Collection of the Swiss National Library

Illustration 9

Art. Atelier M. Annen, *Winter- Ski- und Rodelsport, Speicher, Kt. Appenzell* (Winter sports: skiing and sledding on the Speicher in the canton of Appenzell), 1 poster, 89 x 59.5 cm, Zurich: Graph. Anstalt J.E. Wolfensberger [1920?]

Collection of the Swiss National Library

Illustration 10

Photoglob AG, *St. Moritz, Ortsteilansicht* (St. Moritz: a partial view), Zurich [1889-1934]

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Illustration 11

Photoglob AG, *Furka-Passhöhe, Ausflug über die Furka* (Top of the Furka Pass: an excursion over the Furka), Zurich [1890-1934]

Collection of the Swiss National Library

Illustration 12

Photoglob AG, *Bern, Teilansicht mit Bundeshaus* (Bern: partial view with Swiss Federal Parliament building), Zurich [1890-1934]

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