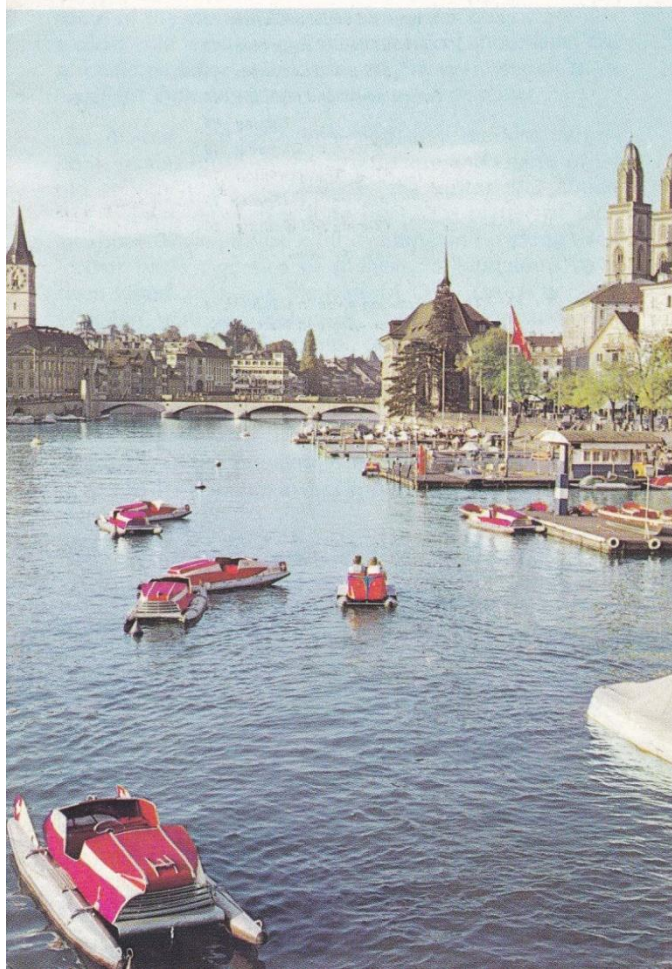


SAS CITY PORTRAIT

Zurich

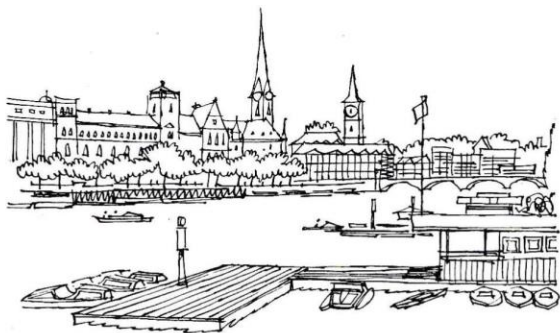
7th ed.

SAS SCANDINAVIAN AIRLINES



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The information given in this booklet is based on facts available in March 1970.



Front cover: Zurich and the River Limmat.

Introduction

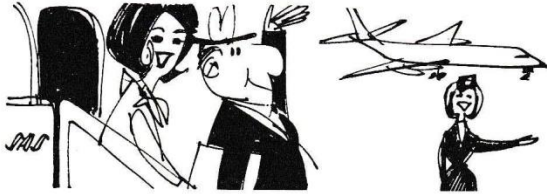
Zurich, Switzerland's largest city, with a population of about 450,000, is the country's center of commerce, industry, and finance. Gateway to the Alps, it constitutes, also, an excellent base for tourists. For, from here, some of the world's finest winter sports resorts are just a short ride away, and the surrounding mountains are a scenic paradise at any time of the year. Zurich is an excellent shopping center, well worth a stopover.

The *Altstadt* (old city), encircled by a modern metropolis, retains much of the atmosphere and charm of an old country town and reminds the visitor that Zurich has, indeed, enjoyed a long life. As a matter of fact, an abbey existed in the ninth century, and looking even further back, evidence of prehistoric habitations have been found alongside the lake. In 1351, Zurich became affiliated with the Helvetic Confederation and it is today the capital of the canton of Zurich.

Zurich lies at the crossing of main east/west and north/south railway lines, and its international airport is a center of worldwide air transportation networks. Almost one-tenth of the population of Switzerland lives in Zurich, and its population has more than doubled in the last fifty years.

Even as the city expands, however, it never loses its verdant loveliness. Bands of parkland separate the residential districts from one another and from the bustling business area.

Combine all this with the lovely lake, the river and the many breathtaking vistas of the snow-clad Alps in the distance, and you have the key to Zurich's unmistakable "Swiss" atmosphere: an atmosphere that puts you at once in a perfect holiday mood. And, since Zurich is a city blessed with all the right facilities to make a tourist happy, it is a mood that will be sustained no matter how long you stay in this enchanting garden city.



Your arrival in Zurich

After landing at Zurich Airport, 8 miles north of the city, the hostess will take you to the Arrival Hall for passport examination and customs inspection, a formality which requires only a few minutes.

Money can be changed in the Arrival Hall. The monetary unit in Switzerland is the franc, divided into 100 centimes (or "rappen").

The bus trip to the Town Terminal takes about 20 minutes at a fare of frs. 3 and taxis cost about frs. 20, tips included. If you have made arrangements for an SAS self-drive car to meet you at the airport, inquire for it at the Car Hire Desk in the Arrival Hall.

The Town Terminal is at the Central Railroad Station (C5), right in the center of the city, close to several good hotels. Next to it in the same building is the Zurich Tourist Office, which will gladly assist you in securing hotel accommodation, should you have made no previous arrangement. In German-speaking Zurich, as in fact everywhere in Switzerland, you will have little language difficulty, since French and English are widely understood.

The SAS people are your friends – they are there to help you and will be glad to answer your questions. And – if you intend to fly on from Zurich to your next destination – one of the first things to do after your arrival is to reconfirm your onward reservation.

Hotels

Since Switzerland is famed as a leader in the art of hotel keeping, it is not surprising that Zurich boasts an excellent range of hotels. It is always advisable to make

your hotel reservation in advance. In this respect you should contact your travel agent or SAS. Either can offer you – through the SAS Travel Planning Service – detailed information on de luxe, first and tourist class hotels with immediate confirmation of accommodation in most cases. Should you arrive unaccommodated, however, the local SAS office will be pleased to help you. The following list of hotels should also prove helpful.

De luxe class

Continental (C4)
60 Stampfenbachstrasse
Tel. 60 33 60

The Dolder Grand Hotel
(off map)
65 Kurhausstrasse
Tel. 32 62 31

Eden au Lac (J4)
45 Utoquai
Tel. 47 94 04

First class

Ascot (I9)
15 Lavaterstrasse
Tel. 23 57 33

Astor (C4)
44 Weinbergstrasse
Tel. 47 93 00

Bellerive au Lac (K4)
47 Utoquai
Tel. 32 70 10

The Central (D4)

Centralplatz
Tel. 32 68 20

Carlton Elite (F6)
41 Bahnhofstrasse
Tel. 23 66 36

Franziskaner (F4)
1 Stüssihofstatt
Tel. 34 01 20

Kindli (F5)
1 Pfalzgasse
Tel. 27 59 17

St. Gotthard (D6)
87 Bahnhofstrasse
Tel. 23 17 90

Savoy (G6)
12 Poststrasse
Tel. 23 36 80

Storchen (F5)
2 Weinplatz
Tel. 27 55 10



Tourist class

City (E6)
34 Löwenstrasse
Tel. 27 20 55

Du Théâtre (E4)
69 Seilergraben
Tel. 34 60 62

Florida (K3)
63 Seefeldstrasse
Tel. 32 68 30

Glockenhof (F7)

31 Sihlstrasse
Tel. 23 56 60

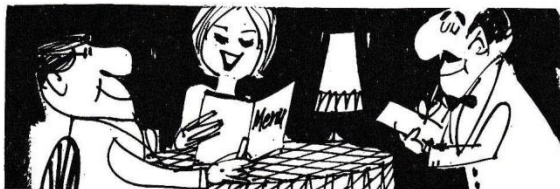
Plaza (I4)
18 Goethestrasse
Tel. 34 60 00

Rex (A4)
92 Weinbergstrasse
Tel. 26 96 46

Schweizerhof (D5)
7 Bahnhofplatz
Tel. 25 86 40

It should be emphasized that in addition to the hotels listed above, Zurich has many others, but it is impossible to list them all here.

The voltage in Zurich hotels is 220 AC.



Restaurants and cuisine

Swiss food is varied and tasty, a combination of refined French, highly flavored Italian and abundant German cuisine, and the bill of fare always has something to tickle your palate. Interesting local dishes include *Zürcher Leberspiessli* – slices of liver, seasoned with sage, roasted on a spit and served with French beans; *Zürcher Ratscherrentopf* – a mixed grill served with rice or noodles; and *Geschnetzeltes nach Zürcher Art* – finely sliced veal in cream sauce. Freshwater fish is abundant and is generally served “à la Zurichoise” (steamed in white wine and seasoned with herbed butter) or baked.

Visitors to Switzerland should try the famous *Swiss Fondue* at least once. This is a cheese dish, prepared in part at your table in an earthenware pot, containing Emmentaler and Gruyère cheese, garlic, white wine,



potato flour, and a little Kirsch (brandy made from cherries). With Fondue you will be served small cubes of bread which are speared with your fork and dipped in the pot.

Besides Kirsch, there are many other kinds of liqueurs including the popular Pflümli distilled from prunes and often taken after dinner instead of cognac. Swiss wines, though little known abroad, are really good. For a white wine try Johannisberg or Dézaley or if you prefer a red wine, you will probably like the Dôle.

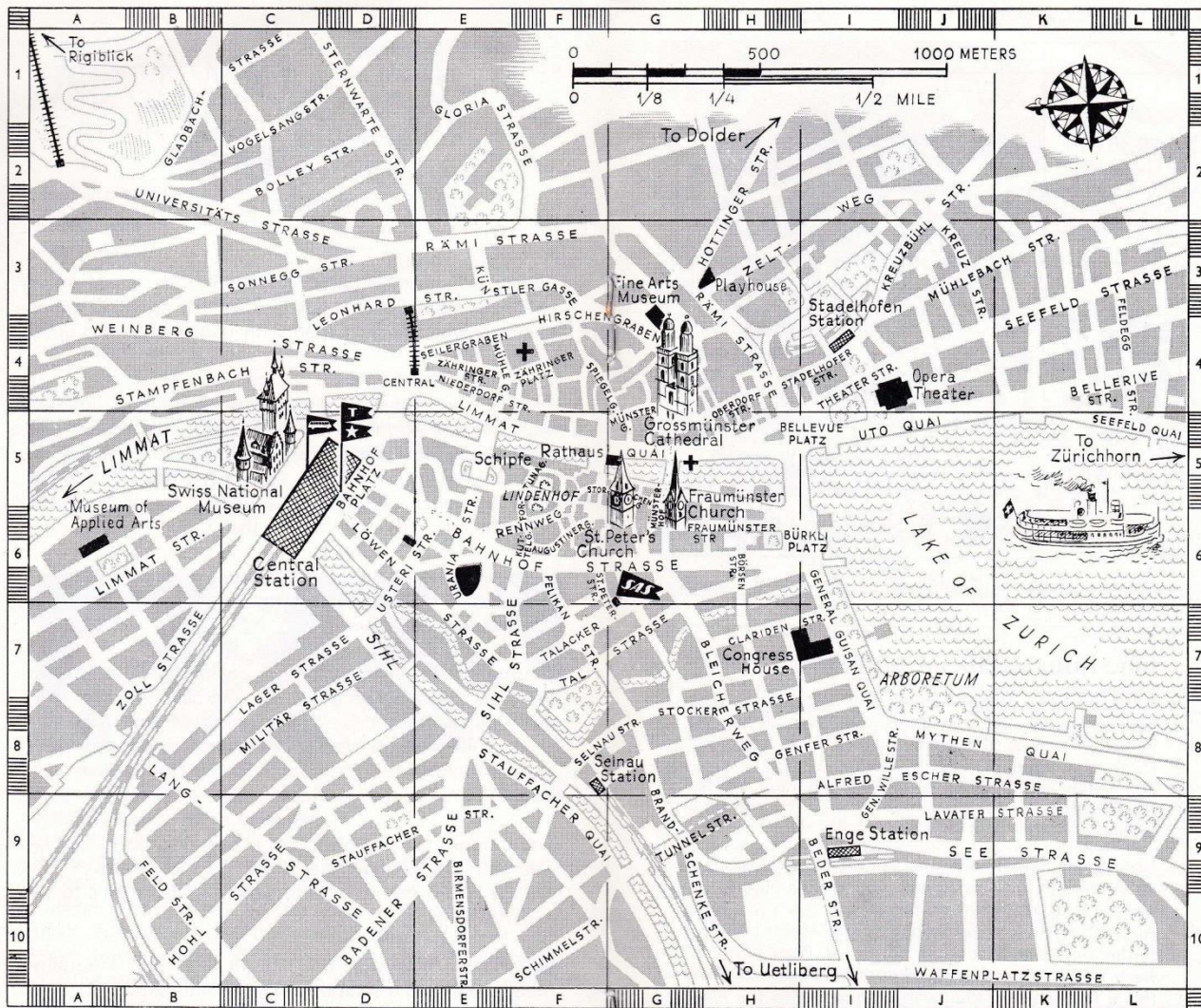
Swiss beer is good too, and cheap; and for a non-alcoholic drink try Traubensaft (unfermented grape juice) or Süssmost (apple juice).

Among the best restaurants in Zurich are The Grill in the Baur au Lac Hotel (H6), the Töndury's Widder (F6), the Veltlinerkeller (F5 – in the old town) and the Franziskaner (F4). If you like historic surroundings, there are several picturesque restaurants in the Guildhouses e.g. Zum Rüden (G5), Zimmerleuten (G5), and a few more.

The modern style Mövenpicks at Paradeplatz (G6), Claridenhof, Dreikönigstrasse (both H7) and Sihlporte (F7), offer a varied menu ranging from de luxe meals to inexpensive snacks.

Hot meals are served from 11 a.m. to 11 p.m. Entertainment places and restaurants close at midnight.





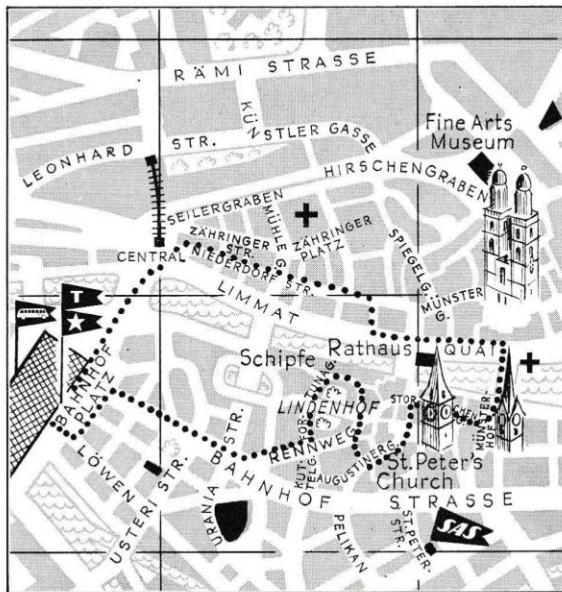
Code numbers in this booklet refer to the above map. Thus (G6) is located where lines drawn from "G" and "6" cross each other.

Interesting sights in Zurich

- | | |
|-----------------------------|-----------------------------|
| (G4) Grossmünster Cathedral | (J7/8) Arboretum |
| (G6) Fraumünster Church | (L5) Zürichhorn |
| (G5) Rathaus, Council Hall | (I/J4) Opera Theater |
| (G6) St. Peter's Church | (G3) Fine Arts Museum |
| (F5/6) Lindenhof | (H/16) Bürkliplatz |
| (E/F5) Schipfe | (A6) Museum of Applied Arts |
| (C5) Swiss National Museum | (H3) Playhouse |
| (H/17) Congress House | |

Useful addresses

- SAS** SAS Ticket Office: 17 St. Peterstrasse. Tel. 27 11 94.
Office hours: 8.30 a.m. to 12 noon and 2 p.m. to 6 p.m., Saturdays 8.30 a.m. to 12 noon, Sundays closed.
- Air Terminal** (Bus departure point): Swissair, Central Station. Tel. 32 96 31.
- T** Zurich Tourist Office (with hotel accommodation service, open weekdays 8 a.m. to 6.30 p.m., from May to October also on Sundays and in the evening): Central Station. Tel. 25 67 00.



One hour's walk around Zurich

From the Town Terminal cross Bahnhofplatz and walk down the main street, Bahnhofstrasse. Turn left, up the Rennweg, and at the small fountain turn left again, climbing a flight of stairs to Lindenhof Square. From here enjoy the splendid view over the river Limmat towards old Zurich, crowned by the Grossmünster Cathedral.

Leaving Lindenhof turn into Fortunagasse, then continue through Kuttelgasse until you see the busy Bahnhofstrasse again. However, before you reach it turn to Augustinergasse, cross the tiny square Münzplatz, and further on, Pensterhofstatt, in front of St. Peter's Church. Keep to the left and proceed to Storchengasse. Follow this a few steps to Münsterhof Square with the Fraumünster Church. To the left you will see the cathedral. You can reach it by crossing the bridge and climbing a few steps. Go down to the street Limmatquai and turn to the right, passing the Guildhouses, opposite the Town Hall. Continuing along Limmatquai, turn again to the right and proceed through Stüssihofstatt and Niederdorfstrasse, keeping now to the left until you reach the "Central" square. Cross the bridge and you are back at the Town Terminal.

Sights and excursions

City sightseeing

City sightseeing buses depart daily at 10.30 a.m. and at 2 p.m. from the Central Railroad Station (two additional tours in spring and autumn and four in summer). The City Tours lasts about 1½ hours and the fee is frs. 9. If you decide to stroll around on your own in Zurich, look for these sights which are indicated by references to the map.

The Grossmünster Cathedral (G4) – This is the largest Romanesque Church in Switzerland, dating from about 1100 (although according to legend founded in the 9th century). Old frescoes and beautiful stained glass windows are features of the interior and a statue of Charlemagne stands on the south tower.

The Fraumünster Church (G6), founded by King Louis the German in 853 as an endowment for noblewomen, is another great church, partly Romanesque and partly Gothic in style. Its Romanesque cloister is decorated with modern frescoes depicting legends of the city.

Rathaus (G5), the old Council Hall (built 1694–98), is a fine example of late Italian Renaissance style. The Council Chambers are noted for their carved doorways, stucco ceilings and magnificent tiled stoves.

St. Peter's Church (G6) – First mentioned in 946 as property of the Fraumünster Abbey, this church with its huge Romanesque and late Gothic clock tower reflects the medieval air of old Zurich.

Lindenhof (F5/6) is a mound on the bank of the river Limmat with an excellent view over the river towards old Zurich. The Celts and the Romans settled here once, and during the Middle Ages, a fortified imperial castle crowned the hill. Today's Lindenhof is a quiet and charming square, framed by lime trees (Linden).

Die Schipfe (E/F5). A group of very old houses by the river at the old quay for lake shipping.

Schweizerisches Landesmuseum (C5), the Swiss National Museum. Extensive collections illustrating the cultural development of the country. Open daily, except Mondays, 10 a.m. to 12 noon and 2 to 5 p.m. (during winter 2 to 4 p.m.).

Tonhalle und Kongresshaus (H/17), Zurich's Concert Hall and Congress House, with adjoining restaurants, a bar, a night club and a lovely garden terrace.

Arboretum (J7/8), a small park at the General Guisan-Quai with a lovely view over Lake of Zurich.

Zürichhorn (L5). Another charming park on a small promontory jutting out into Lake of Zurich.



Opernhaus (I/J4), the Opera Theater, 1 Schillerstrasse. (See "Entertainment and night life".)

Kunsthau (G3), the Fine Arts Museum, at Heimplatz. There are frequent exhibitions of paintings, sculpture, graphics etc. See "Zurich Weekly Bulletin".

Lake of Zurich. Small steamers depart from the pier at Bürkliplatz (H/I6).

Here are two suggestions for short excursions within the city area:

Dolder, reached by funicular railroad from Römerhof (streetcars Nos. 3, 8, 15) in about 15 minutes, is a wooded hill with a magnificent view of the city, the lake and the Alps. Here are many charming woodland walks and garden restaurants.

Uetliberg Kulm. Go direct by electric railroad from Selnau Station (streetcar No. 8) or take streetcar No. 13 to its terminus, Albisgütli. From here, you can enjoy a pleasant hour's walk. Uetliberg Kulm's altitude is 2,858 ft. (870 meters) and it offers the best panoramic view of Zurich, encompassing the entire district including the Lake of Zurich and the Alps.

Zurich - gateway to the Alps

Zurich is an excellent central point for exploring the Swiss Alps. Excursion coaches depart every day from the Theaterplatz during the summer season.

Lucerne-Vierwaldstättersee. This excursion to Lucerne and Central Switzerland, skirting the shores of the Lake of Lucerne and the foot of Mount Rigi, offers a rich variety of scenery. The bus passes through the resorts of Weggis, Vitznau and Brunnen and returns by way of the Lake of Zug and the wooded Sihl Valley.

Fare: for the coach tour – about frs. 22.

Sustenpass-Brünig. This most rewarding tour takes you into a region of high mountains – a unique experience. The modern Sustenstrasse is recognized to be one of the finest alpine roads in Switzerland, if not in Europe.

Fare: approx. frs. 35.

Rhine falls. This tour passes through the industrial center of Winterthur, picturesque Stein am Rhein, Schaffhausen and leads to the well-known Rhine falls. Fare: frs. 22.

Interlaken-Grindelwald. The resort of Grindelwald (3,395 ft. – 1,034 meters) in the Bernese Oberland is reached via Brünig Pass, Lake Brienz and Interlaken. Optional: Chairlift to Grindelwald-First. Fare: approx. frs. 33.

The Furka and Grimsel Pass tour. Over the Furka Pass (7,975 ft. – 2,431 meters) to the Rhone glacier and over the Grimsel Pass to Meiringen, where the famous Aare gorge may be visited. Return via Brünig Pass and Lucerne. Fare: approx. frs. 33.

In addition to the excursions listed above, the Swiss Federal Railways (SBB) run a great number of escorted tours to various parts of Switzerland. For individual excursions ask for a holiday ticket. For complete information contact Gesellschaftsreisedienst SBB at the main railroad station.

Entertainment and night life

The "Zurich Weekly Bulletin", a small brochure available at the Zurich Tourist Office, will give you up-to-date information on current events in the city.

The Zurich International June Festival offers gala performances in the theaters and concerts by famous orchestras and soloists. Operas, operettas and ballets are given at the *Opernhaus* (Opera Theater – I/J4). The *Schauspielhaus* (Playhouse – H3) is the leading (German language) stage in Switzerland, offering classical and modern dramas and comedies, with frequent performances by foreign artists.

You may be lucky enough to be visiting Zurich when the following celebrations are held:

"*Sechseläuten*" is Zurich's Springtime Festival. Staged by the guilds each April, it is an ancient custom which attracts the enthusiastic participation of the entire pop-





ulation. It begins on a Sunday afternoon with a pageant in which you will see thousands of children of all ages in traditional costumes. This is followed the next day by the historical pageant of Zurich's 24 ancient guilds; members wear their colorful costumes and carry the symbols and banners of their trades through the flag-decked city on horseback and on foot. At 6 o'clock in the evening the "Böögg", a giant cotton-wool snowman symbolizing winter, is burned in a public square near the lake (15), and dancing and merry-making continue throughout the night.

"Knabenschiessen", held in September, is an annual shooting contest for boys dating back to Medieval times and more than 6,000 boys take part. The winner (the Schützenkönig, or "rifle-king") is decorated with an old Zurich silver coin (Thaler) fastened to a silver chain.

Tipping

The service charge in hotels is 15%, and is always included in the room price. Restaurants add 12-15% to the bill, and expect you to tip a little extra as well. Taxi drivers and hair dressers are usually tipped 10% or more. Porters, cloak-room attendants and "shoeshiners" expect a small tip on top of the regular charge, while the ushers at the cinemas and theaters are not usually tipped.

Shopping

Zurich is an ideal shopping center and it is a real pleasure to stroll along Bahnhofstrasse past the attractive window displays. Swiss watches, among them the renowned Universal Genève, are, of course, one of the best bargains. The prices are controlled so you can safely buy anywhere. For a typical Swiss souvenir, visit the

Schweizer Heimatwerk (Swiss Handicraft) on Bahnhofstrasse, in the Swiss National Bank building (H6). Limmatquai is a good shopping district. Business hours are generally 8 a.m. to noon and 2 p.m. to 6.30 p.m., though the 2-hour lunch break is slowly disappearing in the downtown area.

Transportation

Streetcars and buses run from 5 a.m. until midnight. You pay according to distance - frs. 0.50-0.70. There are numerous taxis everywhere, classified as *Kleintaxis* (small taxis) and *Grosstaxis* (large taxis), carrying 4 and 7 persons respectively. You can, of course, rent a private car through any SAS office. It can be picked up at the airport or hotel. If you have not pre-arranged this, contact the Zurich SAS office on St. Peter-strasse.

Sports

Popular summer sports include rowing, sailing and swimming. Big football (soccer) matches are played at Hardturm, 321 Hardturmstrasse (off A7), and at Letzigrund, 47 Herdernstrasse (off C/D10). Many tennis courts are available. There are several good bridle paths near the city.

It goes without saying that skiing is *the* winter sport, and Zurich is the gateway to some of the world's finest runs and many of the leading winter resorts.

Climate and clothing

Average temperatures in summer are 63° F (+ 17° C) and in the relatively short winter 33° F (+ 0.5° C). Spring comes early and autumn is long.

Dress as comfortably as you would in any city. Formal dress is seldom required. Good laundry and dry cleaning facilities are available through all hotels.

Edited by Alan C. Lovejoy

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Our Special Meal Service

If your diet is governed by religion, health, or regional preference, or if you need something different from the regular menu, ask your SAS office or travel agent about the SAS Special Meal Service.

This extra SAS service allows you to preorder from eight different categories of special meals – 70 dishes, among which we are sure you will find a meal to suit your individual taste, or that of your children.

