

**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:** - (1938)  
**Heft:** 871

**Artikel:** Swiss National Exhibition 1939 Zurich  
**Autor:** Meili, Armin  
**DOI:** <https://doi.org/10.5169/seals-693170>

### **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:** 16.05.2025

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

# The Swiss Observer

FOUNDED BY MR. P. F. BOEHRINGER.

**The Official Organ of the Swiss Colony in Great Britain.**

EDITED WITH THE CO-OPERATION OF MEMBERS OF THE LONDON COLONY.

Telephone: CLERKENWELL 2321/2.

Published every Friday at 23, LEONARD STREET, LONDON, E.C.2.

Telegrams: FREPRINCO, LONDON.

VOL. 15—No. 871

LONDON, 23 JULY, 1938.

PRICE 3d.

## 1st OF AUGUST COLLECTION FOR THE SWISS ABROAD.

This year's 1st of August collection is for the benefit of the Swiss abroad, and we Swiss living far away from our homeland appreciate this "beau geste" of our countrymen at home.

It has often been said, and unfortunately not without reason, that Helvetia's children abroad have been treated niggardly, or even worse, have been entirely forgotten.

Our countrymen at home, have failed to remember, the great services which the "Auslandsschweizer" have rendered for so many years, to their home country; volumes could be written of splendid achievements of Swiss abroad, and if to-day our country enjoys an universal reputation in all walks of life, a large percentage of credit should go to the Swiss abroad, who have, through their hard work and integrity added to this reputation.

During the last few years, thanks to the efforts of the Nouvelle Société Helvétique, and to Dr. A. Lätt, President of the "Auslandsschweizer Kommission," our compatriots have at last begun to appreciate the services rendered by their brethren abroad.

We have never asked, and shall never ask for preferential treatment, we owe it to our country to do our duty and to uphold the good name it enjoys all over the world, but this official recognition, even if it comes rather late, has given us the assurance, that we are still the children of the country which we love with all our heart.

Owing to political and economic circumstances, many of our countrymen abroad have suffered and are still suffering; we in this country have tried to help them as much as we could, and no genuine appeal will find deaf ears, but our resources are limited.

We have, however, an opportunity again to prove our willingness to help all those who are, through no fault of theirs, in dire circumstances, by obtaining the 1st of August badge, which can be procured from the Swiss Legation (18, Montagu Place, Bryanstone Square, W.1), the various Swiss Societies in London, and from the office of the Swiss Observer, at a cost of 1/- per badge.

There should be not one Swiss in this country who has not obtained this 1st of August badge, let us show our compatriots at home, that we appreciate their kindly gesture, and that, we are willing ourselves to help a cause which is primarily for our own benefit.

Let it not be said that we "Auslandsschweizer" have not played their part in an undertaking inspired by an acknowledgement of services rendered by Swiss living far away from that country, which we call our *Homeland*.

ST.



## HOME NEWS

(Compiled by courtesy of the following contemporaries: National Zeitung, Neue Zürcher Zeitung, St. Galler Tagblatt, Vaterland, Tribune de Genève and Schweizerische Verkehrszentrale.)

### FEDERAL.

#### NEW "SWISSAIR" MILLIONAIRE.

Flight-captain Otto Heitmanek, pilot of the "Swissair," has accomplished, on the 11th of this month his one million kilometres. M. Heitmanek, who has been for the last eight years a pilot with the Swissair, is well-known in the Swiss Colony in London, he has safely landed hundreds of our countrymen on the London-Zürich and Zürich-London service. We extend to him our heartiest congratulations.

#### DIPLOMATIC NEWS.

Monsieur Etienne Lardy, the newly appointed Swiss Minister to Sofia has presented his credentials to King Boris of Bulgaria. On this occasion very friendly speeches were exchanged, and the hope was voiced that commercial relations between the two countries would be improved.

#### C. F. BALLY A. G., SCHONENWERD.

The shareholders Meeting of the C. F. Bally A.G., took place in Schönenwerd on the 16th inst. A dividend of 5 per cent was declared.

### LOCAL.

#### ZÜRICH.

The death is reported from Zürich, of M. Alfred Brunner, late States prosecutor (Staatsanwalt) of the canton of Zürich. The deceased, who was born in 1869, held this responsible position from 1897-1932 with great distinction.

Dr. Fritz Ehrensperger, the founder of the "Schweiz. Fremdenverkehrs Verbandes," President of the board of the "Güeyzeller-Bank" and a director of the "Jungfrau" railway, has died in Zürich at the age of 55.

#### BERNE.

Dr. Fritz Giovanoli, Trade Union Secretary, in Berne, has been elected member of Parliament (National Council) in succession to Mr. G. Mückli, (Delsberg) who has entered the cantonal government.

#### BASLE.

Dr. Heinrich Alfred Schmid, for many years Professor of "Kunstgeschichte" at the University of Basle, has celebrated his 75th birthday anniversary.

#### NIDWALDEN.

The accounts of 1937 of the canton of Nidwalden show a deficit of 5,429 frs.

## SWISS NATIONAL EXHIBITION 1939 ZÜRICH.

By ARMIN MEILI.

*"This Exhibition ought to be intensely interesting. The nation intends it to be a mighty display of Swiss work in every sphere, a mirror of the life and character of the inhabitants. Those of you who are going abroad next year ought certainly to pay Zürich a visit. The Swiss, combining as they do the thoroughness of the Germans, the flair of the French, and the romantic gaiety of the Italians, can be expected to set a new high-water mark in national exhibitions."*

Charles Graves, "Swiss Summer" (London 1938).

To Switzerland a National Exhibition is an event of very great importance. Recurring as it does but every quarter of a century it forms a regular indication of the progress made by Swiss industry, commerce and professions, the development of arts, sciences, and public education. One of Switzerland's main resources is her expert trade. She can only compete on the foreign markets through the high standard of her products. At regular intervals, therefore, she is called upon to show not only to her own nationals but also to her neighbours, the improvements she has accomplished in every sphere. Her exhibits are the results of methodical and conscientious work coupled with continuous and painstaking research. Every section of the population has collaborated in this nation-wide effort.

The Swiss National Exhibition is thus a tangible proof of stability and common concord. It is brought into being by the united effort of all the Cantons, the Towns and the peasant communities of the valleys, all with the single aim — to show what a people, hard-working, industrious and peaceful, is capable of doing.

The Swiss National Exhibition 1939 will place before the visitor in a thematic, homogeneous display the products of the nation and the results of her economic and cultural efforts. It will express Swiss character, civilization, mentality and work. It will show that a small nation, in spite of its diversity of races, languages and creeds, can maintain its place of honour among the other peoples of the world by its resolute will and the strength of its national unity.

There are few towns more suitable than Zürich to form the setting for such an important display. The grounds of the Swiss National Exhibition 1939 will be laid out in the beautiful parks, beneath fine old trees, on both shores of the Lake. On either hand the verdant hills above the town form a natural frame, while farther off, beyond the Lake, snow-peaks glitter against the sky-line. The grounds will cover an area of more than 32 acres.

The Agricultural Section will be on the right shore. Here all matters relating to the rearing of cattle, the milk industry, market gardening, horticulture, tree and vine-culture will be dealt with in an instructive and attractive manner. Here, too, will be the Festival Hall as well as a typical Swiss village with a model farm, a milk dairy and a cheese dairy. Thirsty sightseers may quench their thirst with the wines from the Vaud, Valais, Neuchâtel, Geneva and Ticino districts. A special section will also be devoted to bird life, fishing and shooting.

On the left shore various sections, each more attractive than the last, will delight the visitor. Here Switzerland will be represented, just as it is, from the social, civic and cultural standpoint. Switzerland the democracy, a national community — solving the spiritual and material problems of national defence, both economic and military. An important place here will be given over to the arts and sciences, to education, sport and hygiene.

No sketch of the Exhibition would be complete without the "Festplatz," the model hotel on the lakeshore, the Tourist Pavilion, the transport and railway section exhibiting the most powerful locomotive in the world (12,000 h.p.) and embodying road, lake, river and air transport; the textile industry with the Fashion Theatre, the imposing electricity section showing models of hydraulic and electric plant, the chemical industry, the machine industry, the watch-making pavilion, Swiss timber and its uses, house and home section, the children's playgrounds and the novel amusement park.

Numerous small boats, impelled by the current of a winding stream, will carry visitors both day and night on a circular tour of the left shore. Miniature electric trains will ply all over the Exhibition grounds. The two shores will be linked up by means of an uninterrupted service of motor boats and by a cable railway suspended across the Lake.

A large number of regional, national and international congresses and assemblies will be held in Zürich during the Exhibition. Every day during these six months grand displays relating to folk-lore and sport will be organised.

The Swiss National Exhibition 1939 will thus be a mine of instruction and interest — for many visitors it will, in fact, be a revelation. It will be attractive, gay and full of life. During 1939 Zürich will become the rendez-vous of all friends of Switzerland, and of all Swiss living within and without the frontiers. The Exhibition will attract every holiday-maker visiting Switzerland — and there will be many of these, for important fare reductions and travel facilities will enable a still greater number than ever before to make the journey.

## UN JOLI GESTE DE RECIPROCITE.

Le Secrétariat des Suisses à l'étranger a reçu d'un Anglais habitant la Suisse la lettre suivante:

"J'ai lu il y a quelques jours dans les journaux que le syndicat d'Adelboden, avait invité de sa propre initiative des enfants de nos 'pays dévastés' — les comtés où le chômage sévit depuis longtemps — à venir faire un séjour en Suisse. Les journaux anglais ont tous accueilli cette idée si délicate avec les plus grands éloges et j'ai vu, dans le mien, le 'Daily Telegraph,' la semaine dernière, sur la page des actualités, une photographie du départ de plusieurs de ces pauvres petits malheureux de la gare de Victoria à Londres en route pour la Suisse. Pour eux, qui, depuis des années, n'ont connu que la misère et la tristesse, cela sera un séjour dans un pays féérique, et ce voyage, presque une aventure pour eux, laissera sûrement des souvenirs inoubliables. Touché par ce beau geste, et réalisant combien aujourd'hui plus que jamais cela devient nécessaire de renforcer autant que possible les liens qui attachent les enfants à l'étranger à leur pays natal, j'aimerais témoigner d'une façon tangible la manière dont l'apprécie ce que le syndicat d'Adelboden vient de faire pour nos pauvres enfants, et je me suis donc permis, tout en étant un étranger ici, de vous envoyer une contribution à votre œuvre pour les enfants suisses à l'étranger. J'ai adressé d'autre part votre belle brochure S.O.S. à un bon ami suisse, père de famille, qui habite un pays totalitaire."