

**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:** - (1939)

**Heft:** 914

  

**Rubrik:** Swiss Mercantile Society

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### "SWISSAIR TOUR D'EUROPE."

Westflug 22nd - 28th of May, Dübendorf, Holland, Belgium, England, France, Spain, Dübendorf.

#### THE LONDON VISIT.

On Wednesday, May the 21th a Delegation from the City and Canton of Zürich, headed by Dr. Klöti, President of the City, and by State Councillor Briner, member of the cantonal government, will arrive from Belgium by special Swissair plane at Croydon at 11.30 a.m. Their headquarters will be the Dorchester Hotel.

On that day they will be the guests of the Chairman and Directors of Thomas Cook at Devonshire House, Berkeley Street, W., for Luncheon, and in the evening a Banquet will be offered to them by Sir John Reith, President of Imperial Airways and Sir John Salmond, Marshall of the Royal Air Force.

The following day the Lord Mayor will receive Stadtpräsident Dr. Klöti, and his Delegation at the Mansion House for the presentation of an invitation from the City of Zürich to the Lord Mayor and Corporation of the City of London, to visit the Swiss National Exhibition towards the end of July next.

The Swiss Minister will introduce his distinguished compatriots and the Delegation will be the guests of the Lord Mayor at a Luncheon following the presentation.

In the evening the Swiss visitors will be present at a dinner at the Legation to which the Minister has invited a number of English public men. The Presidents of the Swiss Societies in London will be asked to meet Dr. Klöti and his Delegation in the course of a reception following the dinner.

There will be no Ladies present at the dinner and reception at the Legation.

The Stadtpräsident and his Delegation will be leaving London on the 26th for Paris.

#### SWISS MERCANTILE SOCIETY.

The Fifth Extraordinary General Meeting of the Swiss Mercantile Society (Limited by Guarantee) was held at Swiss House on Wednesday, May 10th. Over forty members were present when Mr. J. J. Boos, President of the Society, who was in the Chair, opened the proceedings.

The Meeting was convened for the purpose of electing a Trustee. The number of Trustees had been reduced to two owing to the death of Mr. Barbezat.

The Chairman mentioned that the Council had been fortunate in obtaining the consent of Mr. E. Steiner, Manager of Messrs. Volkart Brothers, to be nominated a Trustee of the Society. Mr. Steiner was no stranger to the Society and had been a Contributing Member since the foundation of the College in 1922. He had also been a member of the Advisory Board of the Employment Department for a large number of years. Mr. Steiner was thereupon unanimously elected with acclamation.

The Extraordinary General Meeting was immediately followed by the Ordinary Monthly Meeting.

The Chairman, quoting from the Annual Report of the S.K.V. for 1938, mentioned that the membership of the association had risen by 2,003 to 37,817 and with an increase of 744 to 4,246 in the number of junior members "Jugendmitglieder," the total membership of the S.K.V. for the first time passed the 40,000 mark, London being the largest foreign Section with 244 members.

The Chairman reminded the members that at the next Monthly Meeting Dr. G. P. Gooch would lecture on "The European Situation." Dr. Gooch's lectures have long become a feature at Swiss House. The Chairman further stated that the Annual Banquet and Ball had been fixed for Saturday, October 14th.

Mr. W. Meier reported on the progress made in the arrangements to celebrate the Swiss National Day (August 1st). Mr. Meier had been elected Chairman of the Committee formed for that purpose.

The Secretary gave details of the schemes for sending children of the Swiss Colony on holiday to Switzerland.

Mr. W. Meier, Chairman of the Education Committee, mentioned that 80 students had entered the College on the previous Monday which brought the attendance of the College to 230. He also stated that the 10,000 mark in the number of students who had attended the College since its foundation in 1922 had recently been passed.

Mr. W. Deutsch, who some time last year made a translation of the Swiss National Hymn "Trittst im Morgenrot daher," read out his

# ★ SWISS NATIONAL EXHIBITION

## ZURICH

MAY 6—

OCT. 29, 1939

ASK FOR THE ILLUSTRATED

● See our Country at Work and Play—our Arts and Crafts and Nationhood.

● This truly wonderful Exhibition, staged in a park-like setting along the shore of the Lake at Zurich itself, must not be missed.

SWISS NATIONAL EXHIBITION FOLDER

INFORMATION from the Swiss Railways & State Travel Bureau, 11-B Regent Street, London, S.W.1. Phone: WHItchall 9851.

English version. The members present accorded him an almost tumultuous ovation for the magnificent manner in which he had accomplished the task. Mr. Deutsch, who, under the pseudonym of "Gallus," had already given numerous proofs of his talent as a poet undoubtedly surpassed himself when he tackled this difficult undertaking. The verses are reproduced hereafter and it is hoped they will be sung in the Colony on all appropriate occasions:

#### SWISS NATIONAL HYMN.

With the sun's first golden beam  
Setting snow-capped peaks a-gleam,  
Yet another glorious morn' thus is born.

As we stand in adoration,  
Proud of our land and nation,  
We pray God for maintenance  
Of this great inheritance.

When the ev'ning's shadows fall,  
Starry heavens us enthral,  
We are lifted high above, by God's love.  
Whilst in silent contemplation,  
Filled with awe and admiration,  
Our grateful hearts expand,  
Beating high for Switzerland.

And when storm-clouds stir the sky,  
Lightning flashes from on high,  
We implore, with one accord, Thee, oh Lord!  
In our greatest tribulation  
He is our sure salvation;  
May His strong, protective hand  
Ever guard our native land.

GALLUS.

Mr. W. Fuchs, Chairman of the Philatelic Group, pointed out that the last meeting before the summer recess would be held on Wednesday, June 7th.

This concluded the official part of the proceedings and the members then had an opportunity of viewing a première of an excellent film taken by Mr. Fer, jun., of Cinex Ltd., on the occasion of the visit of the Mayor of St. Pancras to the College of the S.M.S. To the great amusement of all present the film was also put through reversed.

By courtesy of the Swiss Federal Railways a coloured film entitled "Locarno" was shown. This was a masterpiece of colour photography and the beautiful setting of the famous town on the Lago Maggiore was vividly depicted in all its natural glory. To one who had spent his holidays in this southern gem the film must have recalled happy memories of Switzerland's sunny south whilst in others not quite so fortunate it must have kindled a yearning to travel to this paradise on earth.

On conclusion the Chairman expressed thanks to Mr. Ernst, of the Swiss Federal Railways, for having given the Society an opportunity of witnessing this beautiful film which all present heartily endorsed by prolonged acclamation.

WB.

#### ESPOSIZIONE NAZIONALE SVIZZERA.

Alba del 6 maggio 1939. Zurigo. Cielo corrusco. Nuvoloni si accavallano gli uni sugli altri. Atmosfera plumbea, pesante. Ma le acque del lago sembrano cantare un'allegria canzone garrula. Che importa loro se piove? E quest'acqua piovana, il battesimo dell'Esposizione Nazionale Svizzera, che oggi si inaugura. La città si è destata stamane forse più presto del solito, conscia tutta dell'importanza che la riveste. Non più Zurigo oggi essa rappresenta, non più la città industriale e biricchina ad un tempo: severa ed allegra, ma ben sì tutta la Svizzera essa oggi, trionfalmente, rappresenta. E il compendio di tutte le industrie, di tutte le arti, di tutta la vita nazionale elvetica insomma! Sulle rive del suo lago è sorta, quasi come per miracolo, un'altra città, tante piccole città anzi,

ed in ognuna di esse, pulsa, vibra, una particolare regione confederata. Nulla si è tralasciato, dimenticato, per fare di questa Esposizione la degna rappresentante della nostra storia; per dimostrare all'estero ciò che è la vita spirituale ed economica della Svizzera; per unire sempre più strettamente assieme le tre stirpi elvetiche, già unite da un complesso di forze e da una tradizione plurisecolare: unico quadro storico di questo genere che si possa ammirare (e come ammirare!) nel tormentato campo europeo.

Alle ore sei, stamane, ventidue colpi di cannone e il suono di fanfara dichiaravano ufficialmente aperta l'Esposizione. Poi fulgido anche il sole volle presenziare a tanta manifestazione... Alle ore dieci arrivava il treno proveniente da Berna, con il Presidente della Confederazione ed il Consiglio Federale in corpore. Si formava quindi un corteo comprendente, oltre che al primo magistrato svizzero ed al Consiglio Federale, le Camere ed il Tribunale Federale, tutto il corpo diplomatico, i rappresentanti di tutti i Cantoni, la Municipalità di Zurigo, folta schiera di popolo. Il corteo era aperto dalla musica della città. Il Presidente del Comitato di organizzazione pronunciava quindi, alla Tonhalle, un discorso, seguito dal Presidente della Confederazione, on. Etter, il quale dichiarava aperta questa grande manifestazione e prendeva possesso, a nome del popolo svizzero, dell'Esposizione, ponendola sotto la sacra egida dell'Onnipotente.

Bandiere, squillo di musica, popolo raggianti, festosità ovunque...

Alle ore dieci atterrava l'aeroplano che nel corso della settimana aveva portato il saluto elvetico, ovunque ricevendo omaggi cordiali, alle diverse capitali europee. Altri aeroplani portanti le bandiere dei cantoni svizzeri, solcavano il cielo fattosi terso.

Così la quinta Esposizione Nazionale Svizzera è aperta al pubblico. Quinta, dato che già nel 1857 Berna tentava per la prima volta una tale manifestazione, che prendeva però il modesto nome di Mostra; infatti non era che una mostra industriale. Poi, a Zurigo, nel 1883 venne organizzata la prima Esposizione nazionale, preludio ai festeggiamenti che si avrebbero fatto per l'inaugurazione della galleria del San Gottardo. Alcuni anni dopo era la volta di Ginevra che cercava di organizzare una simile manifestazione, ma il Governo Federale volle che la si rinviasse di alcuni anni dato i tempi poco propizi, infatti le relazioni commerciali franco-svizzere attraversavano allora un periodo critico. Fu nel 1896 che i ginevrini con grande slancio si apprestarono a creare l'Esposizione, che però ebbe esito poco soddisfacente, soprattutto causa il continuo brutto tempo, e forse anche causa la situazione di Ginevra, non centrale certamente, come lo è invece di Zurigo, posta idealmente in un punto d'incrocio delle varie stirpi che formano questa nostra Patria. Ed a Berna, nel 1914, si teneva la quarta Esposizione che, nonostante la guerra mondiale, scoppiata in quel medesimo anno, ebbe grandissimo successo.

Ed ora, alla distanza di un quarto di secolo, ancora possiamo ammirare, con il cuore esaltante di orgoglio, la potenza creatrice di ogni regione della Svizzera. Dal Ticino, a Basilea, da Ginevra a San Gallo... tutti concorsero animati da uno spirito di patriottismo veramente encomiabile onde l'Esposizione riuscisse altamente degna della nostra grande piccola terra!

Descriverla tutta, adeguatamente, questa magnifica Mostra è compito assai arduo, e per prima cosa bisognerebbe avere a completa disposizione una settimana intera, per poter visitarla ben bene, osservarla minutamente, e poi... bisognerebbe avere pure a completa disposizione tutte le pagine del giornale e altre...

Percorrere 300,000 metri quadrati ... con le sue 750 cabine telefoniche; 23 ristoranti con complessivamente 15,000 posti a sedere; l'arena degli spettacoli capacitante di ben 12,000 persone. Il personale impiegato ammonta a 4.450...