

**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:** - (1960)  
**Heft:** 1355

**Artikel:** Zürich's Bahnhofstrasse  
**Autor:** Felchlin, Suzanne  
**DOI:** <https://doi.org/10.5169/seals-686764>

### **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**

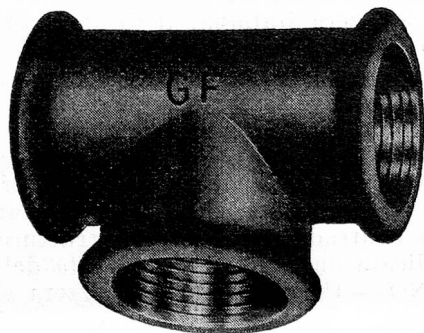
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **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>**



# GF MALLEABLE IRON TUBE FITTINGS

for the leakproof connection of steel tubes for  
the conveyance of

GAS, WATER, STEAM, AIR, OIL

Every fitting individually tested to 360 lb. per sq. inch

Send for illustrated catalogue to

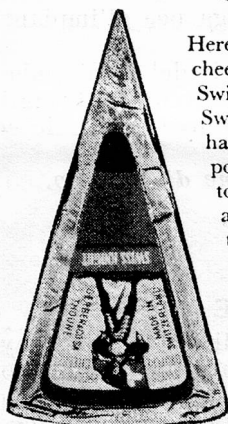
**LE BAS TUBE COMPANY LTD.**

(Member of the GF Group)

CITY WALL HOUSE, 129 FINSBURY PAVEMENT  
LONDON, E.C.2

# FULL VALUE

in each portion of finest GRUYERE



Here is Gruyere  
cheese at its best!

Swiss Knight, the original

Swiss-processed Gruyere, comes in twelve  
handy portions to every 6 oz pack. Each  
portion is wrapped in hygienic foil  
to preserve its flavour and freshness,  
and there's no bother with the wrapping;  
the foil peels off quickly and easily  
by pulling a special tab. That's why  
Swiss Knight is easiest to serve.

No wasteful rind either, so every portion  
of delicious Swiss Knight means  
full value! Always ask for  
Swiss Knight Cheese.

Also available in 4 oz.  
and 8 oz. packs.



## SWISS KNIGHT CHEESE

THE ORIGINAL SWISS-PROCESSED GRUYERE CHEESE

DK4

Distributed by the Nestlé Company Limited

## ZURICH'S BAHNHOFSTRASSE

By SUZANNE FELCHLIN

Zürchers say, and most visitors agree, that the Bahnhofstrasse is the most elegant commercial street in Europe, if not in the world. Even the Champs Elysées has its ups and downs in quality. Even Bond Street lacks versatility. Even Madison Avenue has more grey flannel than brocade. The Bahnhofstrasse challenges all comers, regardless of length, width or latitude.

Beginning with the Bürkliplatz on the lake, where swans in the water vie with flowers in the lawns, moving up to the city market, past Alfa Romeo, the London Shop and the Swiss Handicraft store the street flows into the Paradeplatz. This triangle of traffic is flanked with riches and goodies on every side. Sprüngli's, the teashop, massive banks, jewellers, porcelain and silver, oriental carpets, watches and furs, silk and styles at Grieders, and right in the middle, a kiosk laden with newspapers published the world over and the kind of chocolate bars made only in Switzerland. The street leads on to one temptation after another.

More jewellers, leathers for purses and luggage, a shop for milady's gloves, another for her hose. Two sports shops with marvellous cut woollies for winter and nothing-at-alls for summer. Skis and skates, snorkels and sailboats. A wonderland food store, across the way a chocolatier. Pralinés and pearls. A cinema and a camera shop. A store full of departments and Mr. Pestalozzi's park full of children. A fine book publisher in a tall ancient house and a travel agency in a taller modern one. Peruvian tobacco? Chinese tea? American blue-jeans? The perfumes of Araby? All on the Bahnhofstrasse.

And at the end, behind the neat policeman in his white gauntlets and the spilling fountain, is der Bahnhof. La Gare. The Station. The Depot. Looking a bit like Queen Victoria in stone, not very handsome but ever so assuring. The punctual trains slipping cleanly in and out will take you anywhere in Europe . . . but chances are you won't go. Rather have an excellent lunch at the station restaurant and then walk down the other side of the Bahnhofstrasse.

From lake to locomotives it is only a 15 minutes walk — with blinders. But the most hurried businessman, the most flurried tourist, the oldest and most bored citizen of Zurich can't help, can't resist, can't avoid lingering and looking in the show windows. The brilliance of these displays is due to more than enterprising merchants and imaginative decorators. The Association of the Zurich Bahnhofstrasse is largely responsible for the integrated visual appeal of the whole area. The association was founded in 1955 by individual firms on the Bahnhofstrasse for the precise purpose of maintaining the street's reputation and being responsible for enhancing it if possible. Hermann Sprüngli was the first president, and Franz Türlér took over his chair upon Mr. Sprüngli's death.

Membership fees are small, but enthusiasm and private initiative are enormous in the association. One of the main projects has been in co-ordinating the displays and advertising themes. Once it was Flower Week, wherein 20,000 Swiss tulips blossomed out the length of the street. Another time the windows were all keyed to French gastronomy. The Berlin Week made us acquainted with this isolated capital. Various

airlines once combined with various fashion houses in advertising elegant travel clothing and comfortable travel. The association has even been successful, and gratifyingly so, in persuading the banks to replace their grilled windows with attractive and informative show cases.

Along with its commercial cares, the association has civil interests. They are active in the city planning of new one-way streets, erection of new street lighting, staggering noon-times to fit in with heavy traffic, etc. They are of course greatly interested in the proposed rebuilding of the Bahnhof itself.

Customers, window-shoppers, tourists and citizens alike who enjoy and take pride in the Bahnhofstrasse may well echo the congratulation of the newspaper "Die Zürcher Woche." "Although the Association of the Zurich Bahnhofstrasse is primarily interested in increasing the buying desire of the public, we are still very pleased with it when this occurs in such a charming and pleasant manner."

### SCHWEIZERBUND

(SWISS CLUB)

74 Charlotte St., London, W.1

#### SPECIALITIES FOR YOUR ENJOYMENT IN THE NEAR FUTURE

ESCALOPE CORDON BLEU—PICCATA A'LA TICINESE

FONDUE

ENTRECOTE CAFE DE PARIS—SAUERKRAUT GARNI

A LA CARTE

Under the Management of

M. & Mme. F. Vuistiner (Chef de Cuisine)

For Banquets up to 150 persons or any special arrangements, e.g. Theatre Parties, Weddings, etc., please telephone Museum 0036

## THE FLORAL HOUSE

ELSIE FINGER (SWISS)

237 JUNCTION ROAD, TUFNELL PARK, LONDON, N.19

Phone: ARCHway 3711 (NORTH 5942 out of business hours)

### FLOWERS FOR ALL OCCASIONS

As a member of Interflora, we can arrange for Flowers to be delivered any time, anywhere in the World.

### TO OUR SUBSCRIBERS.

In order to save money and time the Publishers would be much obliged if subscribers who are in arrears with their subscriptions would kindly send their remittance as soon as possible.

Specimen copies of the "Swiss Observer" will be gladly sent to addresses, supplied to our office, of likely subscribers.



### Continental Tinting methods

Coldwaving straight from the U.S.

special offer 3 gns. all incl.

by



KOLESTON



42 OLD BOND STREET, MAYFAIR  
(FIRST FLOOR)

HYD 4500

Local branches at:

WEM 3178 & 2828 SHE 4181 & 0017 TER 5122

## Nouvelle Société Helvétique (LONDON GROUP)

### SOCIAL MEETING

(open to all Members of the Swiss Colony)

Tuesday, February 16th, 1960, at 7.45 p.m.

at the

Swiss Hostel for Girls, 9 Belsize Grove, N.W.3.

Monsieur W. ROCH, of the Swiss Embassy, has kindly consented to give us a causerie (in French) with coloured slides, on "JAPAN". Discussion to follow.

BUFFET SERVICE with coffee or tea, 3/6d. inclusive, from 6.30 p.m. onwards.

Will Members and Friends intending to be present please inform the Warden of Swiss Hostel not later than Tuesday, February 16th, between 11 a.m. and noon.

(Tel.: PRIMrose 6856)