

# The tewntieth anniversary of the Swiss Industries Fair at Basle

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### NEWS FROM THE COLONY. "A TRAVERS LA SUISSE."

Once more the invitation of the New Helvetic Society, addressed to the whole Swiss Colony in London and friends, brought a very satisfactory stream of compatriots to King George's Hall on Saturday last. These film shows have become quite an event in the Colony; and which everyone looks forward to with the highest expectations. For the convenience of the audience, the Society gives the show twice in succession, at 2 p.m. and 4 p.m., and the big attendance shows how much the Society's efforts are appreciated. It is surely no small thing to get six or seven hundred Swiss together in this city of long travelling distances.

Mr. A. F. Suter, President of the Society opened the show with a short address; he expressed his regrets, that our Minister, Monsieur C. R. Paravicini, was unable to attend the performance owing to another engagement. —

The first film thrown on the screen, showed us how the world famous "Glärner Schabzieger" was made, it was a very appetizing progress, and I am sure many in the audience remembered how, in the days of their youth, they enjoyed this breakfast delicacy. The finished article can, of course, be viewed, smelt and purchased at Mr. Bartholdi's shop in Charlotte Street. But what impressed me still more than the cheese-making, were the beautiful pictures showing us various views from that lovely little canton of Glarus.

These pictures were taken somewhere in the Braunwald district, and in the distance one could see the sun bathed heights of the Tödy and the Glärnisch. A beautiful picture was the "Alpauzug" showing the "Sennen" moving their "furniture" and cattle to higher quarters, and I could not help but remember a few lines, which are sung in this little paradise: here they are:

Uesers Ländli isch nu chli  
Aber schü was will mâr mil!  
Wie ne-re Brut s'ies Hochzytgwand  
Schtat im Summer s'Glärnerland. —

Another film took us by motor-car over some of the beautiful mountain passes, such as the Furka, Grimsel, Oberalp and Julier. Having myself, last year, motored over this route, it brought back to me a host of happy memories.

First we witnessed a rally of British cars, crossing the Julier Pass into St. Moritz, those of my readers who have ever crossed this lovely pass, will no doubt remember the beautiful views of the three deep blue lakes on descending towards St. Moritz. I shall never forget the impression which this view gave me, when I first beheld it in the twilight of a beautiful August evening. What a pity that this lovely little place is spoiled by some of the gigantic Hotels, which are a real eye sore to all those who are fond of nature unspoiled. If ever the act of Parliament, which was passed some years ago, to prohibit the building of new Hotels will be repealed, I sincerely hope that some of our architects will mend their ways, and give us something which will be more in keeping with the beautiful surroundings; I would recommend them to pay a visit to the Austrian Tyrol, where I met not one large Hotel building which did not fit into the surroundings.

Having given thus vent to a feeling, which I had bottled up for some considerable time, I will come back to my subject. —

The film then passed on to the Bernese Oberland, via the Oberalp — Furka and Grimsel passes, where we obtained a fine view of the imposing Rhône glacier and finished up at Rosenlani. The scenes shown along the road up to the Rosenlani were magnificent, especially a view featuring the beautiful Reichenbach Falls which was much admired. We were presented with some intimate glimpses of community work, and fine old chalets in the village of Guttannen. At Rosenlani the process of manufacturing cheese, this time the equally famous Gruyère cheese, was shown in picturesque fashion, the cheese-making apparatus having been installed outside an old chalet for the occasion. There were also some charming "shots" of cattle grazing on the high alpages: what a pity one could not hear the homely and melodious tunes of the cow-bells.

Another beautiful picture took us up by railway to the "Gornergrat," undoubtedly one of the finest view points in the whole of Switzerland. On my last visit there, I tried to count the numerous ice-clad peaks, but I had to give it up as a bad job, there were far too many to count.

We saw a grand view of the Matterhorn, in its glorious majesty, and the film gave one a fairly good impression of the simply awe-inspiring greatness of the surroundings. The wonderful Monte Rosa group, with Dufourspitze, the Breithorn, and the lovely glaciers all around took almost one's breath away.

One of the titles heading this part of the Film spoke of "Switzerland the land of loveliness," this is by no means an exaggeration, such scenes of real beauty and grandeur will leave unforgettable memories to the beholders and here no doubt lies the secret, why we Swiss are so deeply fond of our little country.

The pictures showing Winter-Sports events, skating, tobogganing, skiing, were much enjoyed, especially by the younger generation.

Fox-hunting on Ski's, one man taking over the rôle of the fox, similar to what is called here, a paper chase, was a real thriller, and everybody was screwed up to fever point, when after a long chase over miles and miles of glittering snow-fields the "fox," came to its doom.

For the delectation of the young, two comic films were provided by the good offices of M. Savoie. The gramophone and records for the musical side of the show were, as usual, supplied by Mr. Newman, whose gramophone shop, at 4, Porchester Place, Connaught Street, W., is well-known to the Colony. —

This ended another of these enjoyable Film Shows, which are always eagerly awaited by young and old in the Colony, and the Nouvelle Société Helvétique richly deserves the thanks of all those, who had the pleasure to spend a few hours of real enjoyment at St. George's Hall on Saturday last.

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### THE ONLOOKER'S WINDOW.

"Samedi dernier, dans les magnifiques salons du Hyde Park Hotel, le City Swiss Club a réuni 130 membres et amis, pour le seul Dîner-Dance de la saison."

Oh! ..... this will not do at all, at all, sounds too much like a stereotype description of a stereotype social gathering by a stereotype press reporter, so let's try something different, but what, and how?

Everything that matters for record purposes seems to have been said in the introduction to this unjournalistic effort, and there does not even appear to be an opportunity of quoting that ever popular phrase, so dear to Swiss speakers and journalists, "and last but not least," (but I got it in nevertheless).

Anyhow, let us get back to last Saturday night — what a dirty night! (I mean from the weather point of view), cold, miserable, damp, muddy, with cars behaving like the musical tune about "going round and round."

Once within the stately portals of the Hyde Park Hotel, one had a vision of entering a beautiful palace of Queen Victoria's period; high ceilings from which hung gorgeous glass electroliers, sumptuous grey and gold decorated walls and pillars, the whole ensemble forming a striking contrast to the more subtle and modern colour scheme of the Garden Suite of the May Fair Hotel, so ably described in this paper on previous occasions.

A copious Dinner awaited those hungry people who had missed their Lunch through going to the Swiss film show earlier in the afternoon, and no doubt a good many did justice to it, as was evidenced by the number of the strong sex who encased themselves in the many comfortable settees and armchairs to the great regret of many nice girls who accordingly had to "sit it out."

This, in a way, was unfortunate, but had all danced at once the floor would have been taxed to its utmost capacity, and those male exponents of the art of Terpsichore would have been unable to show that although years are creeping on, "there's life in the old dog yet."

Colombo's Dance Band was as usual at its best, and those boys made things hum with a vengeance: they did their best to make us believe that we were still in our early twenties notwithstanding drooping shoulders, grey hairs and bald patches artfully screened by well brushed stray "Last mohicans."

The ladies, (I don't know how they do it) were younger than ever; not only did they look younger, but they almot made one believe that youth was eternal.

Midnight came all too quickly and, although somewhat foot-weary, one was reluctant to face the unsympathetic elements. However, all were cheered by the fact that we had a jolly good time. All thanks are due to the Organizer(s) with only one regret, that this is to be the only such function of the Season.

The Onlooker.

### SWISS YODLERS IN LONDON.

We are informed that the "William Tell" Yodle Choir of the Swiss Federal Railways, Berne, will take part in the programme at the Annual Réunion of the Polytechnic Tours, which will take place on Saturday, March 7th, at the Albert Hall. Tickets at 5/-; 2/6 and 1/3 (boxes sold out) can be had at the offices of the Polytechnic Touring Association Ltd., 309, Regent Street, W.1. (Tel: MAYfair 8100).

### "TEMPO DI MARZO."

Tuesday, March 24th, 1936. A day every reader, young and old, will want to remember. No, not an historic event, History not being recorded in a rance, but definitely one of the "things to come," namely the 62nd ANNUAL BANQUET and BALL of the UNIONE TICINESE which, as in former years, will be held at PAGANI'S.

Mr. P. De Maria, of 4, Luxemburg Gardens, W.6, or any of his Committee colleagues, will be pleased to supply you with the necessary tickets, price 15/6 each, upon request.

### THE TWENTIETH ANNIVERSARY OF THE SWISS INDUSTRIES FAIR AT BASLE.

1916 — 1936.

The inauguration of the Swiss Industries Fair during the time when the World was in the throes of war was an economic manoeuvre on a grand scale. This wholehearted demonstration made in 1916 by the Mercantile community gave a fresh impetus to individual effort, which was supported by a sentiment of close collaboration.

Participation in the Swiss Industries Fair has furnished striking evidence since the first Fair in 1917 of the necessity for this economic institution. Since then it has struck its roots deeper and deeper into the soil of the national industries and has grouped together an imposing display of the most active enterprises of national industrial production.

The buildings of the Swiss Fair are amongst the finest structures of their kind in Europe. They are made up of a main building and 7 halls, and have a total area of 30,000 square metres. The 12 million Swiss francs spent upon these buildings have certainly benefited the country's economic expansion.

Attendance at the Fair is a conclusive proof of its popularity. The number of visitors has increased practically every year. At the 1935 Fair the number of buyers' cards was 107,000, and that of visitors' cards was 35,000. The reduced railway fares granted by the Swiss Federal Railways and by the Railways of 17 foreign countries to visitors to the Fair also bear witness of its attractions for economic circles everywhere.

At the Swiss Industries Fair the country gives a vivid and impressive picture of the variety and quality of Switzerland's industrial products. Here is a list of the various groups that will figure in the programme of the next Fair:—

- 1) Chemistry and Pharmaceutical Products.
- 2) Household Goods.
- 3) Furniture.
- 4) Musical instruments.
- 5) Sports Articles and Playthings.
- 6) Applied Arts and Ceramics.
- 7) Watches and Clocks, Jewellery and Silverware.
- 8) Office and Shop Equipment.
- 9) Paper and Stationery.
- 10) Publicity and Graphic Arts.
- 11) Textiles, Clothing and Outfitting.
- 12) Footwear and Leather Goods.
- 13) Technical Requisites.
- 14) Inventions and Patents.
- 15) Precision Mechanics, Instruments and Apparatus.
- 16) Electrical Industry.
- 17) Gas Apparatus, Heating and Sanitary Plant.
- 18) Machines and Tools.
- 19) Means of Transport.
- 20) Raw Materials and Building Material.
- 21) Miscellaneous.

In addition, several special trade sections will be organised this year; among those that are of particular interest to visitors from other countries the following may be mentioned:—

- a) The Swiss Watchmaking Fair, which takes the necessities of the watch trade into account;
- b) The Machine-Tool Fair. This is becoming more popular year by year.
- c) The Building Fair, organised on quite new lines and giving much space to trade development.
- d) The Fashion Saloon, which advantageously presents such products of Swiss manufacture as appeal to the feminine mind.

The next Swiss Industries Fair will be held from April 18th to April 28th, 1936.

## BANQUE FEDERALE

(Société Anonyme)

Zurich, Bâle, Berne, Genève, La Chaux-de-Fonds, Lausanne, St. Gall, Vevey

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