

# The "Swiss Observer" thirty years ago

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## THE "SWISS OBSERVER" THIRTY YEARS AGO

The issues of the "Swiss Observer" in January and February 1934 carried news of many social meetings in the Swiss Colony. Reports of the Annual Banquet and Ball of the Swiss Mercantile Society, of the Swiss Benevolent Society's meeting, of the Unione Ticinese, Old Folks' New Year's Lunch and the Swiss Gymnastic Society's activities appeared in almost every number. It was also reported that the management of the Foyer Suisse in London had been handed over to the Schweizer Verband Volksdienst. The famous traveller and writer A. F. Tschiffely had given a talk to the Swiss Mercantile Society.

The first issue in January informed readers of the death of the well-known author Meinrad Lienert, and the last number in February had an obituary on King Albert of the Belgians, "a great friend of Switzerland".

One of the special feature articles concerned "Le Facisme Suisse en Italie et Allemagne". News from Switzerland covered the tragic happenings in Basle when two cashiers and three policemen were killed in a bank raid and an ensuing gunmen hunt. The two German killers were brought to earth in the St. Margarethenpark.

There was a report that the Castle of Oberhofen, which had been left by an American owner, was to be used as a national museum, that Kloster Einsiedeln was one thousand years old, and that the Jungfrauoch station was now connected by telephone cable with all parts of the globe.

## SCIENCE ON DISPLAY

The famous Folklore Museum in Basle is currently showing a long-term exhibition of Indonesian art. The Museum of Natural History, located in the same building, has impressive displays built around the themes "The Animal World in Danger" and "The Swiss National Park: Fiftieth Anniversary". Basle's Museum of Sports and Gymnastics is now featuring an exhibit on "Old Japanese Sports". — In Zurich, the Pestalozzianum in the Beckenhofgut is presenting a timely exhibition which is attracting considerable public notice: "Peaceful Uses of Atomic Power as the Energy Source of the Future".

[S.N.T.O.]

## FASHIONS FOR THE SNOW

The Swiss Fashion Club recently presented its sports creations for the winter 1964/65 to some forty journalists from eleven countries. This "club" consists of some twenty Swiss firms — manufacturers of fabrics, embroideries and clothing, dress-designers, etc. — all united in their desire to launch a sports and leisure fashion combining beauty and utility in a very functional style, free from all outdated frills, which are quite out of place in sports life today. The fashion show was held at Arosa, a resort in the Grisons (Switzerland) famous for its ski slopes and sunshine; it began with an exhibition on the snow of the colours selected for next winter, to continue with a display of some hundred models, for both women and men, for ski-ing and after-ski, for curling, walking, etc. The Swiss Fashion Club wishes to play the role of a pioneer and make Arosa a centre for the launching of new sports fashions.

[O.S.E.C.]

# EXPO 1964

## INFORMATION FOR THE SWISS ABROAD

A letter was received from the Secretariat of the Swiss Abroad a few weeks ago concerning the Swiss National Exhibition. The Swiss abroad are going to have a special place in the EXPO. Or rather, they will be referred to three times, once in the general part, once in the group concerning civic life and once in the sector on education (Swiss schools abroad). The EXPO is no fair, it will be mainly a symbolic manifestation showing the way to the future.

The organisers hope that the number of Swiss visitors from abroad will be large, and they extend a very warm welcome to them. In a previous issue of the "Swiss Observer" we have already referred to the half-price admission tickets (Fr. 3.— instead of Fr. 6.—). We have also given information as to the generous offer (to Swiss citizens only) of a free telephone conversation of three minutes to their country of residence.

From the Swiss frontier onward, visitors will travel to the EXPO at half-price, i.e. a single ticket will be available for the return journey provided it is stamped at the EXPO.

Accommodation can be reserved — the sooner the better — through le Service des Logements, Exposition Nationale, Lausanne. Prices include bed and breakfast and service, and they have been fixed firmly from the beginning of the year. It is expected that visitors who come by car will stay on the outskirts of the town. Motels are also being constructed, and very extensive parking facilities will be available. The Secretariat of the Swiss Abroad will *not* deal with hotel reservations. On the other hand it has already reserved a number of rooms for those who intend taking part in the Assembly of the Swiss Abroad from 28th to 30th August. Applications will have to be made not later than the end of April to the Secretariat of the Swiss Abroad in Berne, Alpenstrasse 26.

The special "carte de fête" issued to participants of the Assembly will include admission to the EXPO, a banquet and probably admission to the special art exhibition at the Palais de Beaulieu. It will also entitle to a reserved seat next to the grandstand where the Federal Council will be seated to watch the picturesque procession of costumes, the Swiss National Costume Festival being held the same week-end.

A special restaurant will be reserved to Swiss from abroad for the duration of the EXPO, and it will be a kind of "Stammtisch" where friends may meet. It will be a kind of brasserie and prices will be modest. As far as it is known it will be called "Au Trois Suisses".

As regards the business meetings of the Swiss abroad, arrangements will be as follows. On Friday, 28th August, the ordinary meeting of the Commission of the Swiss Abroad (ASK) will take place. On Saturday there will be the general assembly. The theme of this year's gathering will be "Switzerland and the Developing Countries". Dr. A. Lindt, special delegate for technical co-operation, will be the chief speaker. The subject will include the contribution the Swiss abroad can make.