

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 2 (1936-1937)
Heft: 4

Artikel: Big Swiss national exposition to be held in Zurich, in 1938
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-943284>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 18.08.2025

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

other plants have been able to form enough mould on this rocky ground to shelter the small but hungry roots. During the hottest summer months this soil shows a temperature of about 9 degrees Fahrenheit. In a depth of 3 feet it shows only 1½ degrees. When Dr. Baechler got down to 5 feet he discovered clear ice, which proved to be an existing underground glacier. During the heat of the summer, the traveller will notice little airholes in the ground through which he feels a slight draught of air coming through of an icy cold temperature. The wild stream which tumbles from rock to rock may give the impression that it is the outlet of the lake Sambtis. That is not so, however, because the outlet is subterranean; the stream is fed by the underground glacier only.

=====

THE RICHEST INNER-RHODER.

What a pity he is not paying rates and taxes in his home town! His name is Milton Hersche (in English, Hershey). He is one of the greatest Chocolate manufacturers in the U.S.A. and he resides in Pennsylvania in the town named after himself. Up to about 10 years ago, when the dollar was worth 5 Swiss francs, he had given away to charity some 65 million dollars, or 325 million francs. Although 80 years of age, he is still enjoying the best of health and is still holding the reins of his huge business.

His father emigrated from Appenzell to America, where he married a Miss Schneebeli of Zurich. He died as a poor farmer. His son Milton learnt the profession of pastrycook and made the manufacture of chocolate his speciality. In a very few years he worked himself up to the top. He is the founder of Hershey, the centre of his huge undertaking.

=====

BIG SWISS NATIONAL EXPOSITION TO BE HELD IN ZURICH, IN 1938.

Plans have recently been approved by the Swiss government for a National Exposition in 1938. While Berne, the capital, was hostess to the last event of this kind in the ill-fated year of 1914, Zurich, the country's largest city, has been chosen as the site for the next fair.

Zurich, with a population of 330,000, is the commercial and industrial capital of Switzerland. It enjoys a glorious location on both banks of the river Limmat and on the long and lovely lake to which it has given its name. Verdant mountains rise on both sides and a range of ermine clad peaks provides a heavenly outlook in the distance.

Plans of the Organization Committee of the forthcoming Swiss National Exposition foresee an expenditure of some 20 million Swiss Francs. The event is intended to put Switzerland on parade. Scenic attractions, native life and folklore, home and industrial activities, intellectual, scientific and artistic attainments: all these features will be realistically covered. Electrical power stations will be driven by Alpine torrents, workshops will operate at full speed, professional school classes will be in session, etc.

In connection with this national manifestation there will be a Costumes Festival, an International Music Festival, an Automobile Show, an International Exhibition of Modern Art, an Aviation Show, an International Rowing Regatta and a Horse Show.

A variety of intriguing sweepstakes will be organized as an attraction for the visitors. In the Art section, for instance, where each artist is at liberty to exhibit the picture he considers to be his best, the jury's choice will be

kept secret until a public vote has been cast, deciding the first prize. The winner of the sweepstake receives the most popular picture, whereafter the jury's decision is revealed.

Competitions among industrial exhibitors will be another novelty. In this section products exposed to wear and tear, such as linoleum used on the floors of the Exposition halls, will be examined at the end of the show, a distinction going to the one judged to be in best condition.

The entire history and development of the Swiss people will be carefully portrayed, including the evolution of government from the feudal and patriarchal régimes to present-day institutions.

A special pavilion will be devoted to the efforts Switzerland is at this time making for the military defence of her independence and neutrality, and a specially entertaining department will show how the Swiss spend their leisure hours.

=====

SUCCESS OF DEFENCE LOAN.

The President of Switzerland addressed his people over the air in regard to the spontaneous success of the heavily over-subscribed defence loan. He expressed his sincere thanks, as well as the intense pride and gratification felt by his Cabinet, the Parliament, in fact the entire population. All cantonal authorities were requested to celebrate the occasion by ringing the church chimes of all towns and villages, to decorate and be-flag the public and private houses fittingly. It was indeed a great celebration and rejoicing throughout the land on Saturday the 17th day of October 1936.

Swiss clubs in London, Milan, Paris, etc. also celebrated the event with the happy feeling that they too, contributed in some measure towards the success of the appeal.

=====

FAMOUS SWISS DOGS.

So universal is the fame of the St. Bernard dogs that it goes without saying that they rank first among the aristocracy of Switzerland's canine world. Their home, as their name suggests, is the Great St. Bernard Hospice, founded over one thousand years ago by Bernard de Menthon, a saintly priest, and inhabited up to this day by brethren of the order of St. Augustine. Winter lasts from eight to nine months in that isolated mountain region and the snow is sometimes piled up as high as 12 to 15 feet. Blizzards are sudden and descend with such fury that many travellers would surely perish were it not for the vigilance and devotion of the monks and their marvellously trained dogs.

While summer travel to the Great St. Bernard Hospice is increasing yearly, no buses and no private cars can reach those snowbound heights in winter. Yet, the Great St. Bernard Pass has a few wayfarers even at that time, mostly men who are financially unable to make use of modern railroad facilities, also shepherds who inhabit this solitary realm and occasional skiers.

Electricity, steam heat, telephone and radio have in recent decades improved living conditions in the Hospice. The brethren are now informed beforehand of impending arrivals from Martigny, in the Swiss Rhone valley, or from Aosta in Italy. If travellers are expected and a storm or avalanches should suddenly happen to descend upon the region of this historic refuge, the scientifically trained, super-intelligent dogs are