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Autor: [s.n.]
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The Swiss National Exhibition,

Zuerich 1939.

For a country like Switzerland with its limited territory and its main resources residing in its Export trade, a national exhibition is bound to constitute an important and highly significant event, particularly as they only occur four times during a century. In the course of the long interval, however, new artistic and technical trends have had time to be evolved and perfected, so that every exhibition is totally different from that which preceded it, and tedious repetitions are thus happily avoided. That the 1939 Exhibition will not bear the slightest resemblance to its predecessor is certain; its organisation and distribution will be carried out on entirely original lines.

At any rate Swiss industries are preparing to concentrate every effort on making their products known to as wide a circle as possible, for the importance and diversity of Swiss manufactures are not always fully realised. It is not intended, however, that the Exhibition should in any way compete with the Basle Industries Fair or the Swiss Comptoir of Lausanne. It has already been pointed out that the Exhibition is to bear no resemblance with a Fair, but will aim at giving as complete a survey as possible of the historical development and the working methods of Switzerland's export industries, the course to be pursued to that end being quite original.

The National Exhibition of 1939 will make an important contribution to international tourism. Thousands of nationals of foreign countries will come to Switzerland and spend some time there; for many it will doubtless be a first visit, which, in a great many cases, may entail subsequent ones. The renown which Switzerland owes to the soundness of its institutions and the respect inspired by the activeness and thrift of its population will be more firmly established than ever; the Exhibition will serve as an object lesson which, for many, will be a revelation, for the legend of the Swiss being a "people of cow herds" is not completely extinct. Although Switzerland is highly developed agriculturally and possesses a strong peasantry, hardened by work, it is also highly industrialised and after having successfully surmounted the vicissitudes of the past years, Swiss industry is now on the point of recovering from the effects of the economic depression. This latter fact cannot be too strongly emphasised!

Zurich is already hard at work in order that its gigantic task may be finished in time to welcome in state the thousands of visitors which will flock to that city in 1939. New roads of approach are being built, old buildings are being torn down and new ones are taking their place. Among the latter mention should be made of the new congress hall which is to cost eight million francs and will doubtless be a model of architecture.

Lastly, a word regarding the setting of the Exhibition which will be unique of its kind. It is to be constructed in the midst of two beautiful parks bordering either side of the lake which will be connected by a rapid steamer service; in the back-ground the lake and the Alps outlined in the distance.

Zurich transforms

Big events like the National Exhibition of 1939 generally throw some shadows in advance, In this particular case, it would be more indicative to talk of light rather than of shadows. The town of Zurich is actually like a coquettish woman before she makes a conquest. She submits, so to speak, to a beauty cure which is not, of course, without some little inconveniences. What one does not do to be beautiful!