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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.

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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!

Anyone who knows Zurich well, will have seen the two towers and the pavilion of the Tonhalle disappear, one of the characteristics of the town's silhouette as seen from the lake, with the same shade of regret which the old people of Zurich would feel. Not that the demolition of this respectable building, whose style henceforth was of a rather disputable taste, is regrettable, but because it immortalized, so to speak, half a century of the Zurich musical life. As the celebrated Viennese original of this building was sacrificed, to make place for a universal exhibition, its copy far less celebrated should not fear to undergo the same treatment for a National Exhibition, so much more that the building which will rise out of the ruins will be finer, bigger and more modern, really worthy of its destination as the Palace of Concerts and of Congress. This transformation has besides an unexpected consequence: the town's silhouette shows itself to be sensibly improved, because the ancient core of the city, on both sides of the Limmat, the Grossmuenster and the Fraumuenster, the church of St. Peter and the beautiful rococo and Renaissance constructions bordering the river, so take back their traditional rights of the characterization of the Zurich metropole in the first place.

All around, the modern architecture is still sufficiently represented. Here is the Place Bellevue, which has been transformed in the last year into a modern platform for urbane traffic, and whose platforms and waiting-rooms would be envied by many large towns. Several streets, such as the Raemistrasse and the Rue du Théâtre have been enlarged. Large openings started in the town, a little dull during the two decades of the last century, have given not only birth to new sites for carparks and the circulation of a little more air and light between the masses of landed property; they have also allowed a better view of the new rising constructions, erected at the same time.

Air, light, enlarged horizons: such seems to be the device of this urbane embellishment; the latter also has its victims: not inly houses, but also trees. But what disappears under the pickaxe, the hatchet and the saw is soon replaced thanks to active handwork: lawns and flowerbeds surround fountains and next Spring will bring a fresh and pleasant note into the picture we display giving us a foretaste of the Exhibition and one realizes that the old face of Zurich is indeed rejuvenated and the view improved.

1000 9 800 8 700 7 600 6 500 5 400 4 300 3 200 2 100 1 0

Es paar trocheni Baernerwitze.

Dr Grund.

"Wie chunnt das, Maxli, dass du alli Ufgabe richtig
besch das Mal?"

"Der Vatter isch drum i de Ferie."

Das erschte Mittagässe.

"Und - wie isch das erste Mittag^{asse} vo Dyr Frou use-
cho?"

"Möntsch, frag mi nid. Sogar ds Chochbuech isch a-
bränntet gsi..."

Oh a.

"Frou Hueber, chönntet Dihr nid o Bppis bystüüre für
 Usi Trinkerheilanstalt?"

"Sowieso. Dihr ch8it my Ma ha."

Zwe Ufschnyder.

Zwe Bärner Bure unterhalte sech zäme:

Dr Erscht: "Es steit schlächt mit mine Sbi. Sy si so mager, das i se zume stelle mues, damit si a Schatte warfe."

Dr Ander: "Das isch nüt, mini wäre mer scho lang dur d'Löcher im Stau dr vo gloffe, wenn i ne nid dicki Chnöpf i d'Schwänz gmacht hätti."