

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 16 (1951)
Heft: [1]

Rubrik: Notice

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: 09.08.2025

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

wife decorating with geraniums the otherwise soberly utilitarian station, and so on.

"Flowers in a station! That's something there just wouldn't be time for in the States!" commented J. M. McDonald, of "Collier's Magazine." He had at first thought that the red flowers had some practical purpose, as signals or warning lamps. He works as a prober for his magazine, and takes "soundings" here and there in the world to find out whether some splash feature might not be due.

"We have rocks, too; big ones and plenty of them," said Senator Edwin Johnson in his deep, booming voice, "but a lunch like this, right among them, and as though you were hovering over them, that's something we don't have in Colorado!" And, sitting there on the terrace of the Pilatus-Kulm Hotel, he relaxed comfortably in the sunshine. As Chairman of the Senate Committee on Foreign Trade, the Democratic Senator occupies an important post in Washington.

The excursion to the Pilatus fell on a magnificent day. The autumn sun was almost scorching, and the view in every direction could be enjoyed in all its majesty, notwithstanding a slight haze. Michael W. Flynn, editor of the "Washington Times Herald," must have known what he was talking about when he said that you could get more sunburned in ten minutes up there on the Pilatus than you could in Miami.

The Americans were not only interested in pleasing views and in people, they also had an eye for something that combines both these elements; in a word, for girls. That pretty Lucerne girl, who, with the beautiful radiant smile of a child of Nature, pinned a badge on the lapel of each visitor, did a tremendous publicity job for Switzerland's tourist trade.

The American editors also displayed great interest in figures, and never forget an hotel rate or mountain-railway fare that one chanced to mention in passing.

Although some of them had already heard a great deal about Switzerland—either from their G.I. friends who had spent their leave in Switzerland, or in connection with the birth of Rita Hayworth's daughter at Lausanne, or in Johanna Spyri's children's book "Heidi"—this three-day trip was nevertheless an eye-opener to all of them. Enthusiasm was expressed spontaneously and gracefully, and will now pass across to millions of readers; for this group of editors and columnists must be the most representative that has ever crossed the ocean in one party. Among those we have not as yet mentioned by name were, for instance, Louis Banks, of "Time Magazine," and Malcolm Muir, of "Newsweek Magazine," both representing weekly periodicals with huge circulations not only in the U.S., but throughout Europe as well. Or Nathan Margolin, of the Army paper "Stars and Stripes." The world-famous "New York Herald Tribune" was represented by two of its editors.

HOW SWISS RAILWAYS IMPRESS A FOREIGNER.

That they do so is beyond any doubt. Was there ever a holiday visitor who failed to express his delight at the innumerable facilities afforded by the Swiss railways for discovering the beauties of the country? Who could remain unmoved at seeing the little church of Wassen three times in succession as the St. Gothard Express snakes in sweeping curves along the mountain slopes? Are not the "light expresses" of the Swiss Federal Railways and the comfortable powered coaches of the private railroads extremely popular with all who have used them? And who is there that will not take home with him pleasant memories of travelling in

the cosiness of a dining car enjoying one or other of the countless culinary specialties of Switzerland?

Even more imposing, perhaps, are the mighty viaducts, even more weird the long, dark tunnels, even more impressive the interplay of Nature and technology when one speeds through Switzerland in the driver's cabin of an electric locomotive instead of in an upholstered coach. For what could be more exciting for a journalist from the plains than to tear along for some ten minutes through the inky blackness of the St. Gothard Tunnel and to be introduced to the vineclad slopes and the Lake of Geneva from the Re 4/4 of a light express?

What passenger in the comfortable coaches of the Glacier Express has any idea of the numerous, costly avalanche-traps that ensure the uninterrupted and safe operation of the Furka-Oberalp Railway? Who notices anything of the efficient signal-lights that beam a reassuring "all clear" to the Lotschberg Express as it speeds along high above the Rhone Valley? Who is aware of the incessant vigilance of the engine driver as, on the Rheitan Railway, he hauls his passengers in safety to their destinations through the charming Grisons countryside?

When one once has an opportunity to peep behind the scenes at what makes the railways "tick," one thing becomes very clear; the admiration and appreciation felt by every foreigner for the railways of Switzerland is absolutely justified!

NOTICE

DAIRY FARM WANTED.

WANTED to Lease or Buy, in the Taranaki District, a Farm, to carry 50 cows. No less than five-roomed house, and handy to school. Finance available. Write

MR. E. BIRCHLER,
Sandon Road, Feilding.

SUBSCRIPTION FEE IS DUE AGAIN, and members are requested to kindly remit to the district collectors, or to the Secretary.

NOTICE

Swiss Nationals who have Hungarian Bonds, should get in touch with the Consulate of Switzerland, P.O. Box 386, Wellington, so that their interests may be safeguarded.

MR. FRANK IMHOF,
42 Vogel Street,
HAWERA.

Is Agent of the
SOUTHERN CROSS ASSURANCE CO., LTD.

CORRESPONDENCE: Please address to the Secretary,

MR. E. MERZ,
P.O. Box 85, Auckland.

Printed by McKenzie, Thornton, Cooper Ltd., 126 Cuba St., Wellington, for the Swiss Benevolent Society in New Zealand (Inc.).