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# THE SWISS EXHIBITION

at Union House, Lower Regent Street, London, S.W.1.

APRIL 22 - JUNE 20th 1937.

We have great pleasure to direct the attention of our readers to the above Exhibition, which was opened last Thursday, April 22nd by Monsieur C. R. Paravicini, the Swiss Minister, in the presence of a large number of prominent Members of the Swiss Colony in London, and of distinguished English personalities, amongst them General Bruce, the great Mount Everest climber, and the President of the Alpine Club.

Previous to the opening ceremony a Luncheon was offered to some fifty members of the English and Swiss Press. The Swiss Minister, who was accompanied by Monsieur Rezzonico, Counsellor of Legation, was in the Chair. The Swiss Federal Railways were represented by M. V. P. Ceresole, Manager of the London Office and by M. S. Duruz, who acted as a liaison officer between the officials and the Press.

Towards the end of the Luncheon the Swiss Minister addressed the gathering, which included representatives of a large number of important Daily papers and Periodicals, as follows:

It has been a special pleasure for me to meet you at this Luncheon, at the invitation of the organisers of the Exhibition, and I should like nothing better than to continue the agreeable and interesting talk with my immediate neighbours, but I am afraid that before we adjourn I have to ask your indulgence for just a few words about the real object of our friendly meeting here.

I do not know if you have the same feeling as I have, but of all the tyrannic rules for official or semi-official functions, there is none that I am more out of sympathy with than that which prescribes that speeches have to be made after a Luncheon. It is bad enough, in my opinion, to have to speak after Dinner, but in the middle of the day, in broad day-light, it seems quite unnecessarily cruel.

There is, I think, only one thing worse than having to make an After-Luncheon speech, and that is having to listen to it.

In the present case there is something more.

We have assembled here at what is termed a "Press Luncheon," that is to say, a meal which brings together the representatives and makers of public opinion and public information, and which is therefore a highly important affair.

I have now been in the Diplomatic Service for well over 30 years and I have never got over feeling a certain trepidation when I find myself directly faced by a number, large or small, of these men who embody not only that formidable power called Public Opinion but also the

more material element and instrument of order and criticism, the Press itself. It has taken a long time for me to overcome my shyness, 10, 15, 20 years, but now, after that period, I have found that the journalist is really not such a terrifying person and that you can get on with him quite well if you are not too dense and do not say too many stupid things. Of course, he likes to talk to the point, but he really does not mind at all if you talk nonsense, as long as this is not intentional. But there is one thing which I have found that a journalist never forgets and never forgives, and that is if you waste his time. In fact, if you do precisely what I have now been doing for a number of minutes.

It is therefore time to come to business and we hope that in showing you the small Swiss Exhibition in a few moments we shall not be wasting your time. We shall try to give you, in the next minutes, which we hope you will be able to sacrifice to us, an idea of some of the characteristics of our country in a rather condensed form and in an arrangement which is, I think, rather distinct from that usually used for this kind of Exhibition.

I see that you have before you a written summary, and perhaps you will find time to glance over it. What I could say here myself would probably be the same, only not as well said, so that you had much better refer to your leaflets.

A walk through the ground floor of Union House will lead you past pictures by Swiss artists, landscapes, views, cities, pictures which may attract your attention both by the beauty of the subject and the talent of the painter.

You will see the products of handicrafts, models of costumes, reproductions of machinery, live models of mountain gardens and a great many other things which we like to call "typically Swiss."

I will not say more about the exhibits now, but I do wish to say, before I sit down, that the idea of this Exhibition — a very happy idea indeed — was conceived and brought into being by that Department of the Swiss State Railways whose task it is to study the best means of getting into touch with the public of other countries and of impressing it everywhere that the best holidays one can possibly have are holidays in Switzerland.

At the same time there was one thought in particular which moved the organisers of this Exhibition, and that was that by bringing these works of art, and reproductions of scenery and folk-lore over at the present mo-

ment they would in a way be offering a sort of homage to the Sovereigns of this great and friendly nation at the time of their Coronation.

It would be commonplace to say anything about the centuries-old friendship and close intercourse which exist between our two peoples, but you may be sure that we Swiss can never speak enough of the joy that fills our citizens ever anew, in the mountains, villages and cities, when travellers from the British Isles and British lands pay a visit to our country.

We here hope that when presently we go over to Union House with you, you will feel some part of the Swiss joy and Swiss welcome to British visitors. In any case we shall greet you there very genuinely with that same cordiality and pleasure which at all times greets you and your friends in the Alps.

After a short reply by the "Times" representative, the company adjourned to Union House, where the official opening took place.

When cutting the ribbon to declare the Exhibition open, the Minister used a pair of presentation scissors for which he presented in exchange M. Ceresole with a silver coronation medal according to the time honoured custom.

Monsieur Paravicini said he felt that he was opening a New Bridge — a Bridge across the Channel. — He expressed the hope that visitors to the Exhibition, after seeing the superb paintings and the Alpine Garden, would feel the urge to visit Switzerland so as to see the originals in their natural surroundings.

The Exhibition, the first of its kind to be held in England, has been organised by the Swiss Federal Railways in the hope that on the occasion of their Majesties' Coronation it will prove of interest to all friends of Switzerland, and at the same time serve to forge a further link in the mutual bond of friendship between the peoples of Britain and Switzerland. —

The arrangements of the Exhibition were largely conceived by Mr. Nager, the architect of the Swiss Federal Railways, who came over to London with Dr. Kihm of the Publicity Service of the Swiss Federal Railways to install the exhibits.

The exhibition contains souvenirs associated with British pioneer mountain ascents, including the tent used by John Tyndall, the alpinist and physicist, during his researches in the Swiss Alps in 1850; oil-paintings, water-colour and pastel landscapes, and portraits by Swiss masters. Other exhibits are dioramas of Swiss scenery, articles representing the arts and crafts and rural life of the people; and national costumes. The



The Alpine Rock Garden at the Swiss Exhibition under Construction. (Photo: Chas. E. Brown.)

famous painting "Spring Pastures," by Giovanni Segantini, the greatest master of Alpine painting of the nineteenth century, has been lent by the Bollag Gallery, Zurich, and occupies a place of honour. "Spring Pastures" was painted a few years before the artist's death and is considered as one of his best works. It depicts the lonely grandeur of the mountain scene and shows a shepherd tending his flock on a high Alpine pasture.

A number of cartoons associated with celebrities show Gibbon at an evening party in Lausanne, Lord Byron on the Wengernalp where he wrote "Manfred," Lord Byron during a storm on the Lake of Geneva, Charles Dickens leaving Lausanne, John Ruskin contemplating the Rhine Falls with his father, and William Wordsworth looking at an avalanche coming down from the Wetterhorn. Facsimiles of pages from the old visitors' book of the Grand Hotel, Kronenhof, Pontresina, recording first ascents in the Engadine, are also shown.

In the section for models there is an Alpine rock garden, weighing five tons.

There is so much of interest in this collection that it is difficult to allot first honours to any special exhibit; I would declare Segantini's "Spring Pastures" the Queen of the Swiss Exhibition, with the Alpine Garden, designed and partly constructed by M. Selwyn Duruz of the S.F.R. as a good second. This picturesque garden is adorned with real Arolla pines and many hundreds of Swiss Alpine plants. The rock garden contains a waterfall, a stream as well as a little bubbling spring and is a very creditable reproduction of our Alpine uplands during the months of May, June and July. —

During the first week of the Exhibition more than 12,000 people have visited the Exhibition and the number is increasing daily. It is significant and a happy augury for the travel interests in Switzerland, that the visitors to this Exhibition belong to that section of the public which has the means to take a Swiss Holiday.

The authorities of the Swiss Federal Railways are heartily to be congratulated on their splendid and farseeing initiative to acquaint the English Public with some of the Art Treasures and works of Swiss arts and Crafts. A well-known Canadian Journalist prettily described the Exhibition as "Mountains come to Metropolis."

We warmly recommend our readers and their friends to pay a visit to Union House, they will not regret it.

ST.

(The Exhibition is open from 10.30 a.m. to 10 p.m. Monday to Friday inclusive, except on Coronation Day, May 12th and Whit Monday. Saturday 10.30 a.m. to 6 p.m. — Admission free.)

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## CITY SWISS CLUB.

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#### ORDRE DU JOUR:

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Pour faciliter les arrangements, les participants sont priés de bien vouloir s'inscrire au plus tôt auprès de Monsieur P. F. Boehringer, 23, Leonard Street, E.C.2. (Téléphone: Clerkenwell 9595).

Le Comité.

## MISCELLANEOUS ADVERTISEMENTS

THE SWISS ORCHESTRA has vacancies for string and wind instrumentalists. Apply any Thursday evening, 35, Fitzroy Square, W.1.

BOARDER REQUIRED for Bed and Breakfast, comfortable Room! Apply Mrs. S., 97, Abercain Road, near Clapham Common Station, S.W.16.

LADY accustomed Foreign Travel, would chaperone young people to Lucerne, or other parts of Switzerland, or escort party privately in return for expenses. Write E.B., c/o Swiss Observer, 23, Leonard Street, E.C.2.

SYMPHONIC Social Choir (Headquarters and Practice Room — Schweizerbund, 74, Charlotte Street, W.1). The Choir desires to increase its Singing Members. Will any lady or gentleman interested in singing (English and German songs) kindly communicate with the President or Secretary.

## FORTHCOMING EVENTS.

Tuesday, May 4th (Dinner 7.15 sharp) City Swiss Club — Monthly Meeting — at Pagani's, Great Portland Street, W.1. (See Advert.).

April 22nd — June 20th — The Swiss Exhibition — at Union House, Lower Regent Street, S.W.1. Open 10.30 a.m. to 10 p.m. Monday to Friday inclusive, except on Coronation Day, May 12th and Whit Monday. Saturday 10.30 a.m. to 6 p.m. Admission free.

Friday, May 21st — at 7.45 p.m. — Nouvelle Société Helvétique — Monthly Meeting — to be followed by a causerie in French and lantern slides by Dr. Charles Ferrière, on "With a Swiss Planter in Ceylon" at Swiss House, 34, Fitzroy Square, W.1.

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Dimanche 2 Mai 11h. — *Hospital Sunday* — Mr. F. Meuret, cand. theol. — Collecte pour les hôpitaux.

11h. — Ecole du dimanche — M. R. Hoffmann-de Visme.

7h. — Culte et prédication.

Sh. — Répétition du chœur.

Dimanche 9 Mai — Service de Confirmation.

M. R. Hoffmann-de Visme reçoit à l'église, 79, Endell Street, W.C.2, le mercredi de 11h. à 12h.30 et sur rendez-vous à son domicile, 102, Hornsey Lane, Highgate, N.6. S'adresser à lui (téléphone: ARCHway 1798) pour tous renseignements concernant les instructions religieuses, les mariages et autres acts.

## SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.  
(near General Post Office.)

Sonntag, den 25. April 1937.

Sonntag, den 2. Mai 1937. *Hospital Sunday*.

11 Uhr morgens, Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst und Chorgesang.

8 Uhr, Chorpöbe.  
Die Collecte dieses Sonntags wird für den Metropolitan Hospital Sunday — Fund erhoben, der die Arbeit der vielen Spitäler Londons unterstützt, in denen auch unsere Landsleute in kranken Tagen gepflegt werden.

Dienstag, den 4. Mai.

3 Uhr nachm., Nähverein im "Foyer Suisse."

Mittwoch, den 5. Mai 1937.

6 Uhr 30 abends, Wochengottesdienst und Feier des Heiligen Abendmahls.

### BESTATTUNG.

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The Minister admires the Segantini Masterpiece "Spring Pastures." Left to right: H. E. the Swiss Minister, M. Loignol, Manager of the Swiss Bank Corporation, and M. Sidney Spencer, Hon. Member of the Alpine Club.  
(Photo: Keystone.)