

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1938)

Heft: 880

Artikel: The Swiss National Exhibition, Zurich 1939

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-695134>

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: 06.01.2026

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

Etterlin (first President) and Amsler are happily still amongst us. They both live in Switzerland.

Right from the beginning the Education part of the Society received special attention, and all available Funds were earmarked for this purpose.

More than once during the ensuing years the Society encountered financial difficulties owing to the fact that the educational part swallowed up the slender resources.

At one time the S.M.S. seriously considered an amalgamation with the City Swiss Club, the reasons for such a proposal was, of course, obvious, and our sister Society, who I am glad to say is still going strong in her 82nd year, was asked "to carry the baby;" although such proposals were from time to time repeated, nothing came of them; an initiative of several members to liquidate the Society also met with no success.

The great efforts, so consistently made by all the leaders and co-workers of the Society found in time its reward, and support became available from the Swiss Government and contributing members and firms, so that at least the last twenty-five years have been free of pecuniary worries. Hand in hand marched for all those years the Employment Dept. although with separate administration.

The greatest strides in the Educational sphere of the Society were made in the year 1922, when a commission was appointed to study the question of opening a Day school. It might be mentioned here that already eleven years previous (1911) the same question was debated. After long and careful study the Day school came into being in the Spring of 1923 at Henrietta Street and proved an immediate success so that already three years after, the need for larger premises was felt. With the acquirement of "Swiss House" the S.M.S. College came also into being. The opening ceremony of Swiss House in 1926 proved to be a mile-stone in the history of the S.M.S.

In running the College, the Society took over great responsibilities especially as to Finance, and in spite of the crisis years, this great work could be carried on without incurring losses, thanks to the foresight and efficiency of the various committees; and to-day the College of the S.M.S. and the Evening Classes enjoy a fine reputation not only at home but in English Educational circles.

What work, what energy and enthusiasm was necessary to establish such a name, only those who worked together in those past years can ever really know; but with pride they can to-day look back on an edifice which honours both them and the Society.

During the fifty years of its existence, the Swiss Mercantile Society has played a conspicuous part in the social life of the Swiss Colony and their collaboration at many important events has been eagerly sought.

On their fiftieth birthday the Swiss Mercantile Society enjoys the reputation of being one of the pillars of the Colony.

From near and far the S.M.S. will receive congratulations and good wishes for their Golden Jubilee, but none will be heartier than the one from the writer, who has during twenty-six years, followed with admiration the work of the Society.

THE SWISS NATIONAL EXHIBITION, ZURICH 1939.

Special Shows.

In one of our former articles we gave a general survey of the Swiss National Exhibition in 1939. In the following lines we should like to give a few short notes concerning special shows that are to take place during the exhibition. It is one of the first principles of modern exhibitions that as little unemployed material as possible should be exhibited. Displays of this kind have been superseded by shows which portray social and economic life, general traffic and travel. Shows of this kind form an integral part of every exhibition from the modern point of view. Artistic and social events are an essential feature of exhibitions intended to show the progress of modern culture and civilisation.

Special mention must here be made of the Model Hotel which is run as a part of the exhibition in the department named "Switzerland, the World's Holiday Country." In this hotel, which will be fitted with all the latest improvements, both the expert and the uninitiated outsider will gain insight into this important part of Swiss political economy. The hotel comprises a large restaurant and a lecture hall. There is a well-equipped reading room and a writing room, but the special attraction will be the hotel kitchen which may be seen in full working order. The

restaurant, which covers an area of 270 sq.m., is not very large, but is fitted with every modern convenience. A hotel-bar will also be shown. The bedrooms are exceedingly comfortable and will give even experts many new ideas.

In order to provide ample room for all the other shows and entertainments, a banqueting hall is to be built on the right shore of the lake, in which there will be a stage measuring 18 by 28 metres. There will be seats for 5,500 spectators and standing room for a large number, so that there will be accommodation for 10,000 persons. The roof will be so constructed as to permit of the shows taking place in the open air in fine weather, while the whole building will be covered in bad weather.

Theatrical performances will take place in the banqueting hall or in the exhibition theatre, and there will also be a special theatre for marionnettes. Concerts and other musical entertainments will be given in the banqueting hall. There will be cinemas with pictures of every kind, both entertaining and instructive. A gala performance in the shape of a pageant will give visitors from other countries the opportunity of becoming acquainted with Swiss national characteristics and culture. A fair share of the programme is, as is but natural, devoted to games and sports, a special list of events being arranged by the different clubs and societies. Tennis, swimming, gymnastics, aviation and indoor sports and games will all be included in this list. In the Traffic Department certain vehicles will be in operation, while models will be exhibited of other means of conveyance, such as canal and river boats, shipping on the Rhine, the Rhine port at Basle, etc. At the Exhibition Station the Federal Railways will show fast trains of a light build, engines of an older type and the newest large engine for express trains in Switzerland. There will be models of new railway buildings, such as the new station at Berne and the Lorraine Bridge.

A model Post Office will contain all the latest conveniences and improvements. It will be ready to transact all the usual business, and will be fitted with new apparatus of various kinds.

Road traffic will not be confined to small sections. A road 200 metres long, ascending and descending in spirals, with Swiss scenery in the background, will be built in the pavilion.

The exhibition is not merely intended for grown-ups, — it is to provide pleasure and amusement for young and old. A true "Children's Paradise" is being arranged in an old park. Children can be left there and will be looked after by fully qualified kindergarten teachers. A receipt will be handed out to the parents, by means of which it will be quite easy to find their children when it is time to go home.

The buildings in the "Children's Paradise" awaken memories of fairy-tales. A stroll through the toy exhibition prepares the little visitors for the joys to come. A magic tea-room lies near the witches' house. There is a Punch and Judy show, and small prizes may be won on the playground. The size of the houses is adapted to children, none of them being of a normal size. Boys can fish in a pond where water lilies grow, while there is a flower-room for girls only near by. Its walls are made of glass, and there is a long table in the centre on which coloured papers are scattered. Two of the teachers show the children how to make pretty paper flowers.

One of the greatest attractions is a motor workshop, where boys learn to put a small car together. The parts are given to them by the foreman, and as soon as the car is ready, they can take part in a motor race. The course they traverse is about 100 metres long with ascents and descents of about 20 metres. All these attractions will surely make many a grown-up long to be able to return to a "Children's Paradise!"

FORTHCOMING EVENTS.

Thursday, September 29th, at 8.30 p.m., Unione Ticinese — "Danza Familiare," at 74, Charlotte Street, W.1.

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

Friday, October 14th, at 6.30 for 7 p.m. — Swiss Mercantile Society — Members Evening — at Pagani's Restaurant, Great Portland Street, W.1. (See announcement).

Saturday, October 15th, at 6.30 for 7 p.m. — Swiss Mercantile Society — Jubilee Banquet and Ball — at the Trocadero, Piccadilly Circus, W.1. (See advertisement).

Tuesday, November 29th — Unione Ticinese — Concert and Ball in aid of the Fonds de Secours, at Pagani's Restaurant, Great Portland Street, W.1.

SWISS BANK CORPORATION,

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.

and 11c, REGENT STREET, S.W.1.

Capital Paid up s.f. 160,000,000

Reserves - - s.f. 32,000,000

Deposits - - s.f. 1,280,000,000

All Descriptions of Banking and Foreign Exchange Business Transacted

: : Correspondents in all : :
: : parts of the World. : :

Telephone Numbers :
MUSEUM 4352 (Visitors)
MUSEUM 7052 (Office)
Established
"Ben faranno i Paganis
Paradiso C. xix. Dante
"Venerdì 1. des 1911
te mi "M. M. M."
Dante. Inferno. C. xxvii.
Over
50 Years.

PAGANI'S RESTAURANT

GREAT PORTLAND STREET, LONDON, W.1.

.. LINDA MESCHINI } Sole Proprietors. ..

APPLE GOLD

PURE SWISS APPLE JUICE

— NON ALCOHOLIC —

OBtainable in CRATES of 25 LITER
BOTTLES 29/2 + (deposit 6/3).

Single bottles at 1/6 + (deposit 3d) from
BARTHOLDI'S 4, Charlotte Street, W.1.

Tel. : MUSEUM 3762,
"APPLE GOLD."
72, Kensington Gardens Square, W.2.

Tel. : BAYwater. 5101.

Cash with order. Delivery free in London.

Divine Services.

EGLISE SUISSE (1762).

(Langue française).

79, Endell Street, Shaftesbury Avenue, W.C.2.

(Near New Oxford Street).

Dimanche, 25 septembre 1938:

11h — Culte.

6h.30 — Culte.

SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.

(near General Post Office).

Sonntag, den 25. September 1938.

11 Uhr morgens, Gottesdienst und Sonntagschule.

7 Uhr abends, Gottesdienst.

8 Uhr, Chorprobe.

TRAUUNG.

Am 16. September wurden getraut:

Noel Robert Charles COSBY von London und Margrit May Kellersberger von Baden (Aargau).

BESTATTUNGEN.

Am 13. September wurde bestattet:

Arnold Theodor BODMER von Zollikon; geb. am 17.2.1869 — gest. am 10. September.

Am 14. September wurde bestattet:

Hans Andrea MARUGG von Wiesen (Graubünden); geb. 4.9.1893 — gest. am 7 September.