

**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:** 866

**Artikel:** Swiss National Exhibition 1939  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-692507>

### **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:** 02.04.2026

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

steep street which apparently leads past nothing more exciting than a wall of rock, which is, in fact, the bastion of the old fortress. At the side of this wall is a narrow winding path which apparently disappears into a shadowed opening. Climb this and pass beneath the fortress walls, and, magically, you come out right in the heart of the market square.

There are few towns or cities to which one makes such sudden, miraculous entry. One moment there is the steep climb up an apparent mule track in silence broken only by the hum of insects in the ivy clinging to the rocks around. The next, a dramatic emergence into a street shaded by deep arcades, gay with baskets and tubs of flowers, glittering at intervals with gilded, painted fountains, and brought to a full stop a tone end by the main gateway of the castle and the arched, gilded Berne Tower at the other.

Should it be a Sunday morning the scene will be more dramatic still. For Morat lies just between the French Canton Vaud and the German Canton of Bern; and while the bells peal and clash over the town, the Vaudois peasants in their Sunday costumes will enter by the castle gate at the same moment that the Bernese, decorated with silver chains and wearing high white head-dresses, file through to church from under the great Bernese Tower. After church, there is a church parade, two-and-two round the old walls with their twisted tourelles which lead up and down from the street far below, under a tiled roof rose-red with age and propped up by huge ancient timbers.

Yes, Morat is a magic city. But there are others. There is, for example, Colombier, the City of Doves, which, considering it is only a tram-ride from Neuchâtel, is easy enough to discover. Again, on being set down at the wayside halt (inland this time), one climbs a hill shaded by age-old trees and terminating in a huge mediæval castle, now used as a barracks, where on Sunday mornings a military band discourses to all who care to stand there listening. The swallows, frightened by the noise, dart out from under the eaves. The Swiss flag, white cross on red ground, flaps overhead lazily in the warm air, and on the Overture to *William Tell* being brought to its exciting close the little crowd of Sunday pleasure-seekers drift through the opposite gateway into the town with its geranium-hung balconies, its ancient stone fountains, reading as they pass the quaint texts and rhymes above the doorways of the timbered houses. The streets of Colombier twist and turn so entrancingly, and contain so many charming flowered squares and corners, that it is hard to remember the awaiting tram below the castle hill and harder still to find the way out of this unspoiled maze—unless, indeed, one decides to put up at the spotless little hotel-restaurant for a night or two.

And lastly, there is Biel, even more get-at-able since it lies on the main Paris-Bern line. Biel is at first sight far from being one of the unknown towns of Switzerland. Unlike Morat or Colombier, it has moved with the times and possesses a modern industry of its own. Nowadays it is the centre of the watchmaking trade, having displaced Geneva many years ago. But that fact as much as any other has led tourists, thinking it a mere commercial centre, to neglect it.

They make a great mistake, since behind a modern façade of skyscrapers and factories (including the world-famous Omega watch factory) there lies, complete and untouched, a perfect little town of the Middle Ages. Again you pass under a narrow archway at a corner of one of the main streets, and here, fantastic as the setting for an opera, lies a cobbled square with a gilded statue of a man-at-arms in the centre. Round about it are the high-peaked gables of the ancient palace of the Prince-Bishops; the Lodge of the Company of Verderers; the little shops, each with its painted signboard still swinging before the door.

Let it not be forgotten, too, that the two healthful climatic stations of Leubringen and Magglingen, complete with comfortable hotels, stand on hills above the town and are reached by funicular.

(The Lady.)

#### SY SCHWYZERREIS.

Sit Jahre het er planget  
Und jede Rappe gspart,  
Bis d's Gältli endli glanget  
Het, für syni Schwyzerfahrt.

Er fühlt grad wie a Crösus,  
So glücklich, rich und froh,  
Doch leider, oft im Läbe,  
Zur Freud, muess z'Unglück cho.

Er wanderet i syr Fieberhascht,  
In eitler Träumerei,  
Bärg uf und ab, es git ke Rascht,  
I Fieber Eili, hei.

Zum Hei, wo uf em Hubel stoht,  
Mit em Brunne, vor em Hus  
Und der Schyterbygi näbe dra,  
Mit Gerania obe druf.

Chüeli weide uf der Alp,  
Saftig Matte, chan er gseh,  
Und düre dunkelgrüne Wald  
Sy liebe Himmelblaue See.

Näbem Hus, das klare Bächli,  
Mit de Bluemeli am Rand,  
Ghört, bätte still sy's Muetterli,  
Für sy's Wohl, im fremde Land.

Ihm rolle Träne über's Gesicht,  
Müed sehnt er sich nach Rued,  
Und z'friede, seit sy letzte Blick,  
Gortlob, i bi daheim.

H.E.

#### SWISS NATIONAL EXHIBITION 1939.

A Swiss National Exhibition will take place at Zurich from May to October 1939. The event is to place "Switzerland on parade" in all its phases and elaborate plans are also being made for the festive entertainment of the visitors. Attractions promised so far will include Gala Concerts by Folk Music Groups and Choirs; a Festival of the Guilds; a Peasants' Day; a Costumes Festival; a "Working-men's Day;" a "Railroad Workers' Day;" a Yodeling Fête; Athletic Contests; Wrestling and Alpine Festivals; Cattle Shows; Horse Shows, etc., also 20 performances of a Festival Play.

During the Exhibition period the beautiful city of Zurich will also be hostess to the following International Congresses, their respective dates still to be determined:

1. International Congress for Therapeutics.
2. International Union for Life Saving and First Aid in Accidents.
3. International Association of Skat-Clubs.
4. International Congress for Documentation.
5. International Congress for Animal Raising.
6. International Congress of Custom-Tailors.
7. International Federation of Scientific Agriculturists; International Congress for Chemical Fattening.
8. International Congress of Shoe Merchants.
9. International Amateur Film Congress.
10. Congress of Continental Advertising League.
11. General Assembly of International Pharmaceutical Federation.
12. International Conference of Retail Dealers in Foodstuffs.
13. International Congress for Psycho-technique.
14. International Congress for Horticultural Art.
15. Congress of Delegates of International Committee for the Uses of Timber.
16. Meeting of the Executive Committee of the International League of Women for Peace and Liberty.

The Exhibition will occupy two extensive park areas on both shores of the lake of Zurich, in closest vicinity to the centre of the city, and it has been planned in such a manner that visitors will always enjoy a view of the lake and the Alps.

## THE WEST END FANCY BAKERY Co. Ltd.

Established 1903 — Managing Director: W. BACHMANN

THE LEADING  
PASTRYCOOKS,  
KENSINGTON,  
PUTNEY AND  
EAST SHEEN

### " KENCAKES "

REG.

Branches at

262, Hight Street, Kensington, W.8.  
174, Earl's Court Road, Earl's Court, S.W.5.  
128, Gloucester Road, Kensington, S.W.7.  
55, Sussex Place, South Kensington, S.W.7.  
54, Dawes Road, Walham Green, S.W.6.  
179, Upper Richmond Road, Putney, S.W.15.  
591, Upper Richmond Road, East Sheen, S.W.14.

Head Office:

48, 50, 52, 54, DAWES ROAD  
Phone: FULHAM 2000 and 6000. S.W.6.

## ADVERTISEMENTS

for any SWISS NEWSPAPERS  
accepted at USUAL RATES.

CITY 3310.

SWISS PUBLICITY OFFICE

(J. J. Pfändler, Swiss.)

24, QUEEN VICTORIA ST., LONDON, E.C.4.

## INTERLAKEN The Alpine Wonderland

is enjoyable from April to October, Swimming Pool  
Tennis—Excursions in the Alps and on the Lakes—  
Great Variety of lovely walks—Kursaal—Dancing

### The Carlton Hotel. - Hotel du Lac

Pension from 13 frs. Pension from 12.50 frs.

These two first class hotels are outstanding for an  
atmosphere of home and all modern comfort. Quiet  
Position. Main Promenade. Near Station Interlaken-  
OST. Grand Garage Garden.

For particulars:

Please apply to the Proprietor: W. HOFMANN.

## LEU & Co's BANK LTD - ZURICH

FOUNDED 1755

Conservative Investors  
buy  
Swiss Securities

For full particulars apply to Switzerland's oldest Bank