

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: - (1947)

Heft: 1074

Rubrik: Arms of Schwyz

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](#)

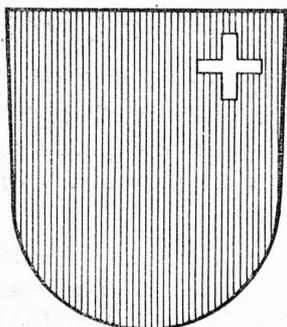
Terms of use

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: 21.02.2026

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

ARMS OF SCHWYZ.



Gules, in the sinister chief point a crosslet argent.

Red was the characteristic colour of the first inhabitant of Switzerland and of the three primitive cantons in particular.

The red banner of Schwyz, like those of other cantons, was charged with the military sign of all Confederates, the white cross.

The cantonal arms, plain red and exempt of all charge for centuries, adopted the white cross of the banner in the middle of the XVIIIth century. This crosslet argent was placed in one of the cantons of the shield, and in the absence of any decree fixing its exact position, we see the crosslet borne on either the dexter or sinister side of the chief. It was only in the last century that the custom of placing the crosslet in the canton sinister — and this contrary to heraldic principles — became general.

The arms of Schwyz symbolize the memorable oath of the three leagued cantons "each for all, all for each" which still remains the motto of Switzerland. Out of the defensive alliance sprang the pact which constituted the germ of the present Swiss Confederation.

Schwyz has the double honour of having given its arms and name to Switzerland.

P.S.

ACADEMY CINEMA.

Presents

SARAJEVO (A)

"Sarajevo" is the true story of the morganatic marriage of the unfortunate Franz-Ferdinand, Heir to the Austrian throne, whose assassination at Sarajevo, together with his wife, Sophie, Duchess of Hohenberg, provided the pretext for the outbreak of World War I.

Max Ophuls, an Austrian, whose tender film adaptation of Arthur Schnitzler's "Liebelei" was one of the outstanding German-speaking successes of 1934, is the director of Sarajevo, and proves a fortunate and understanding choice.

He shows one of the reasons for the decline of the House of Hapsburg, and with it the Austro-Hungarian Empire, to be the backward and intransigent attitude of the last of its autocrats, the Emperor Franz-Joseph. But he also endeavours to show something of the intrigue that riddled European diplomacy in the decade before the World Wars, and of the struggle that faced any more liberal-minded scions of Royalty, even within the walls of their own chancelleries.

His handling of the love-story between Countess Sophie Chotek and the Archduke Franz-Ferdinand is sympathetic and restrained. These are real people, facing the consequences of their own actions, even when disagreeable, and trying to choose wisely for their country and themselves. A love-story that ends in marriage and the bearing of children is not usually considered of the stuff of great "Romances," but the love between Franz-Ferdinand and his Duchess deserves a place among the great love stories of History.

"Sarajevo" commenced its premier run at the Academy Cinema on Saturday, September 6th.

OUR NEXT ISSUE.

Our next issue will be published on Friday, September 26th, 1947.

INTERNATIONAL SHIPPING AND FORWARDING



Head Office :
6, State Street
NEW YORK 4, N.Y.
and at :

Buenos Aires (Arg.), Cali (Col.) Chicago (Ill.) Havana (Cuba),
Lima (Peru), Los Angeles (Cal.), Mexico, D.F., Montevideo (Urug.),
New Orleans (La.), Norfolk (Va.), San Francisco (Cal.), Santiago (Chile)



Head Office :
Alltransport
Building
Little Trinity Lane
LONDON, E. C. 4

Phone: CENTral 6341 (10 Lines).
Receiving Depot : 8, Eagle Wharf Road, New North Road, London, N 1.
Liverpool : 18, Irwell Chambers West, Fazakerley Street.

Cables (all offices) : ALLTRANS.