

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: - (1958)

Heft: 1329

Rubrik: Swiss spotlight

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: 04.04.2026

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

New!



rich
ripe
red
tomato

Knorr

Insist on KUNZLE



**Art
Dessert**

CHOCOLATE ASSORTMENT

... like Kunzle Cakes — a compliment to Good Taste

C. KUNZLE LTD. BIRMINGHAM

M-W.62

SWISS SPOTLIGHT.

By PIERRE BÉGUIN.

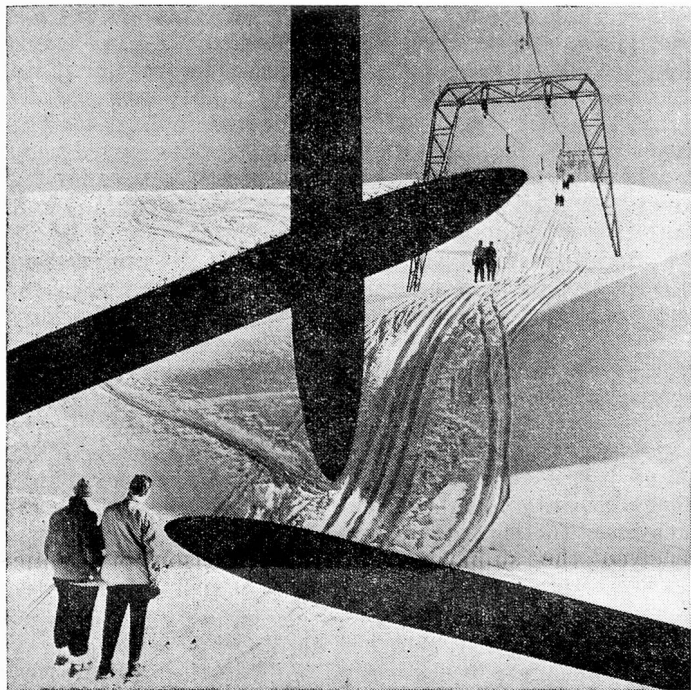
In spite of the fact that Switzerland is a country which is very highly developed technically, she, nevertheless, maintains a very conservative spirit, in many respects. Thus, the Swiss have preserved the ancient visage of their cities, preferring the preservation of their ancient monuments, to the exigencies of modern life and traffic. Moreover, they have often opposed the putting up of technical constructions, such as hydro-electric dams or telfers, which would destroy the harmony of the landscape.

It is a well-known fact that, for some years past, the requirements of our economy demand the exploitation of all our hydraulic resources, for these constitute the sole riches that our country possesses in natural power. Nevertheless, an attempt must be made to conciliate, in so far as is possible this exigency with the preservation of the particular characteristics of certain parts of this country. And, this is something which has been neglected by certain engineers who were nothing else but engineers, and by certain investors who were nothing else but investors. They drew up plans for dams, the construction of which would have meant the immersion of entire valleys and the disappearance of several villages. Upon which, the inhabitants of these valleys and villages revolted and refused the material advantages offered them, not wishing to abandon their native soil, in spite of the fact that their life there was extremely hard. They received the support of a large portion of public opinion. The technicians were obliged to look for other solutions. They were forced to establish their dams at higher altitudes, in regions which were, so to speak, uninhabited. And, what was still better, they were induced to dissimulate their work by rendering it artistic, right in the heart of the mountains. In this way, it has proved possible to conciliate the demands of technique with the necessity for respecting the beauty of our landscape.

Nature, however, is threatened by another danger. This is not provoked by the technicians but, paradoxically, by lovers of nature. A large part of the natural beauties of our country is constituted by our Alpine flora. All those who have wandered through our mountains know the edelweiss, the columbine, the Turk's cap, the gentians and other flowers. The danger exists that these flowers will disappear very soon from the Alpine meadows. Their destroyers are not technicians who sacrifice everything to economic requirements, nor natural parasites, nor vandals, ignorant of beauty. They are people, who love flowers. They gather them, they tear them out, they keep them in their rooms, or they send them to their families, who will not be able to enjoy them for long, as in a few days they will be faded. Gathered or cut in such large quantities, these flowers cannot go on reproducing. That is why they now only grow in a few rare places.

An appeal has just been launched against the massive destruction of these flowers by the Basle writer Stickelberger and the scientist August Piccard, the Man of the stratosphere and of submarine dives. Thus, it will be seen that the fact of being a great physicist does not exclude sensibility in regard to the beauty of flowers. It is true that nowadays, when

there are so many great international and human problems, it may appear to be somewhat disproportionate for men of importance to launch an eloquent appeal in favour of respect being shown to certain rare species of our Alpine flowers. But, all things are connected with each other, and here, we must perceive a form of respect for life, wherever it may be found.



The sparkling fun of snow and sun

Tell your British friends that they will return from their winter holiday in Switzerland sun-tanned, healthy and in high spirits. The sun and the exhilarating Alpine air will act like a tonic and build up their reserves of energy for the remainder of the year. They will also enjoy the gay evenings in good company at any of the 150 Swiss winter resorts. The expert instructors of the Swiss Ski School are ready to teach them the white sport the easy way. Hotels to suit every taste and pocket. Their Travel Agent will gladly advise them. Information is also available from the Swiss National Tourist Office, 458 Strand, London, W.C.2.

Switzerland

AN APPEAL.

The Swiss Benevolent Society and the Swiss Churches in London appeal once again to all their compatriots for contributions in kind or in cash in order to provide a little extra cheer at Christmas for our fellow-citizens in need. Articles of clothing, including clean old garments (even if repaired) ready for wear, as well as household goods and furniture will be very much appreciated and gratefully received.

Kindly send parcels, preferably not later than 15th November, to Swiss Benevolent Society, 31 Conway Street, Fitzroy Square, London, W.1, and cash remittances to any one of the following addresses:—

Swiss Benevolent Society, 31 Conway Street, London, W.1; Rev. C. Reverdin, 7 Park View Road, Finchley, London, N.3; Frl. Pfr. D. Voegelin, c/o Swiss Hostel for Girls, 9 Belsize Grove, London, N.W.3; Rev. A. Lanfranchi, St. Ann's Church, Abbey Orchard Street, London, S.W.1.

Shoes by **Bally**

of Switzerland

THE LONDON SHOE CO. LTD.

116/7 New Bond St. W.1; 260 Regent St. W.1; 21/22 Sloane St. S.W.1

FROMAGE
CHALET
SUISSE

Swiss Chalet Cheese is a real treat for Cheese lovers