

# Miscellaneous advertisements

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"State and Society," on the left shore, social conditions in Switzerland as they are in reality will be compared to conditions as they should be from the Utopian standpoint. National defense, both economic and military, will also be included in this part of the Exhibition.

Switzerland, of course, is a pioneer in tourism and it is only natural that a large section be devoted to "Resort and Travel." The Hotel on the Lake has some of its rooms arranged in the style of the nineties, while others feature all the modern conveniences Swiss hotels now offer. The hotel has a large restaurant and a lecture hall, as well as a reading room and writing room. But the special attraction will be the hotel kitchen which visitors can see in full working order.

The "Transportation" exhibit will be exceptionally comprehensive. The development of street cars, buses and Alpine Postal Motor Coaches will be reviewed. Aviation is to have a section, and the Lake and River Navigation exhibit will emphasize commerce at the busy inland harbour of Basle. The waterways of the future will also be depicted: the Geneva-Rhone-Mediterranean project and the Rhine-Aare-Rhone Canal. And, of course, Switzerland is justly proud of her railroads, which to-day are practically all electrified. The story of how the tiny steam engines of years ago were gradually replaced by giant Diesel motored units will be illustrated in interesting fashion. Feature of the Railroad display will be the Swiss Federal Railroads' 12,000 H.P. electric locomotive, which is the most powerful in the world.

Adjoining the watch-making pavilion will be the electricity building, which will include high and low pressure works and various turbines in operation. Here the visitor will see how Switzerland's vast supply of natural water power is harnessed. Attention will also be given to electricity in industry, in the hotel trade and in homes. Another nearby exhibit will be devoted to the "Home Industries:" woodcarving, weaving, embroidery, etc.

"Clothes Make People" is the title of the building where the Swiss textile industries will have an opportunity of displaying their wares. Spinning and cotton mills, silk twisting mills, weaving mills and embroidery workrooms will be shown in operation, and the manufacture of artificial silk will be seen in detail. Window shoppers can gaze to their hearts' content at the latest models in the windows of the smart shops on the make-believe shopping street. The crowning feature of this part of the Exposition will be the Fashion Theatre, where the creations of leading dressmakers and designers will be displayed at regular performances.

Among the other sections in the Exhibition will be those devoted to the Chemical industry, to Swiss forestry, to legislation and government, and there will also be countless exhibits in the fields of education, science and letters, as well as art and music, to which the Swiss people have contributed far more than is generally known.

Grown-ups won't be the only ones to enjoy the Exhibition. Youngsters will have the time of their lives in the "Children's Paradise," a bit of juvenile heaven occupying a quarter of the city's beautifully landscaped Belvoir Park. Parents will "check" their children at a reception house, much as they would at a suitcase at Grand Central.

The approach to "Paradise" will lead past show windows full of toys, preparing the youngsters for the wonderful things to come. There'll be a Witch's House and an Enchanted Restaurant with tiny tables for two. The walls will be bright with fairytale scenes and as soon as new arrivals enter the restaurant an efficient little gnome will ring a bell, the tray on the table will vanish into the hidden kitchen and return a minute later with a glass of milk, a bun or a piece of cake. Naturally there'll be a Punch and Judy show, and many small prizes can be won on the playground. Boys will be able to fish in a pond full of water lilies, while nearby the girls may go to the flower-room. Here, surrounded by walls of glass, the children can learn how to make brightly coloured paper flowers. One of the most fascinating attractions in "Paradise" will be the motor workshop where boys can learn to put a small car together. The parts will be given to them by a foreman, and as soon as the car is completed, the boys can take part in a motor race over a 100 metre course.

A spectacular feature of the Exhibition will be the aerial railway which is to go high over the lake and join the two Exposition areas. Since rapid steamer, trolley and bus services will enable visitors to travel from one shore to the other in a few minutes, the aerial railway will be primarily for sightseeing. The line is 900 metres long and will afford a breath-taking view of Zurich, the lake and the sweeping alpine panoramas. Two 75 metre high towers will support the railway whose two cabins will each have room for 20 passengers. It is estimated that more than 300 persons will be able to shuttle over in an hour.

Meanwhile, as the Exhibition buildings near completion, Zurich is preparing a gala program of festivities. Innumerable sport events are scheduled: auto races, football, boxing, tennis, and golf matches; gymnastic and aquatic events; an international Balloon race for the Swiss National Exhibition Cup; a Hornussen Fête, Shooting Contests, etc. The famed Zurich Stadt-Theater and other theatres are preparing for their most brilliant seasons. A huge festival Hall, with a tent roof which can be withdrawn on fair days, will be the scene of many of the stellar offerings.

Folk Music in all its phases will be particularly stressed during the Exhibition. Soon after the opening a "Swiss Boys' Music Day" will be the occasion of a great concert. De luxe events are also scheduled by the Federal Music Association, and the Swiss Accordion Society promises a concert in June in the large concert hall of the New Kongresshaus. In September the Swiss Mandolin Orchestra Association will play in the same concert hall.

From June 3rd-5th a Federal Yodeling Festival will be a tuneful attraction, and in the same month the Swiss Drummers and Fifers are also to hold a fête. Scheduled as June events in Zurich are furthermore a "Federal Workingmen's Festival," a "Swiss Railroad Men's Day" and a "1st Folk Music Day." June Festival Plays and Swiss Operas will be outstanding offerings during that month.

A series of Professional Theatre Performances will be a July highlight, while Folk Theatre Presentations are promised for August, together with a guest performance by the Goetheanum of Dornach-Basle, and a "2nd Folk Music Day."

September National Exhibition events in Zurich feature a Swiss Costumes Festival, an Appenzell Alpine Fête, Folkloristic Performances, a Marionettes Theatre and a concert of songs in the four-official languages of Switzerland.

Other noteworthy attractions in Zurich during the National Exhibition period include Dalcroze Festival Plays; performances of the Exhibition Festival Play; performances by Trudy Schoop and her ballet; performances by the open-air Théâtre du Jorat de Lausanne; a Fête of the Guilds, a Lake of Zurich Festival; a number of Cantonal "Days," also performances at Einsiedeln near Zurich, of Calderon's medieval religious play "The Great World Theatre."

All in all, Zurich promises a marvellous holiday for all its National Exhibition visitors.

#### SWISS CLUB BIRMINGHAM.

Owing to the political situation and uncertainty the Committee of the Swiss Club Birmingham has decided to postpone the Annual Dinner and Ball, which was fixed to take place on Saturday, April 1st, to a later date.

#### MISCELLANEOUS ADVERTISEMENTS

ECHANGE AU PAIR. Swiss family (French-speaking part) would like to send their son of 18 to England for 6-12 months and would take in exchange young man or girl. All school facilities. Apply Box No. 5, Swiss Observer, 23, Leonard Street, E.C.2.

#### FORTHCOMING EVENTS.

Wednesday, March 29th, at 8.15 p.m. Concert given by Swiss Orchestra and Swiss Accordion Club, Jodels by Frau Aus-der-Au, specially engaged from Switzerland, at Queen Mary Hall, Great Russell Street, W.C.1 (One minute Tottenham Court Road Tube Station)

Thursday, March 30th, at 7 p.m. — Swiss Y. M. C. A. — Lecture by Mr. E. Rapp, on "Sons of God," at "Westgate House," 28-29, Bedford Place, Russell Square, W.C.1. "All Young Swiss invited."

Thursday, March 30th, at 8 p.m. — International Ice Hockey Match, England v. Davos — at Wembley Sports Arena. (See special announcement).

Friday, March 31st, at 8 p.m. — Schweizerbund — (Swiss Club) — Annual Dinner and Ball, at 74, Charlotte Street, W.1.

Thursday, April 6th, at 7 p.m. — Swiss Y.M.C.A. — Prayer Meeting — at "Westgate House," 28-29, Bedford Place, W.C.1. "All young Swiss invited."

Thursday, April 13th, at 7 p.m. — Swiss Y.M.C.A. — Lecture by Mr. W. Gysler, on "Die Bedeutung der gegenwärtigen Zustände in der Welt." Matth. 16. 3. & 3, at "Westgate House," 28-29, Bedford Place, W.C.1. "All young Swiss invited."

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Dimanche 26 mars 1939 :

11h. Culte M. M. Pradervand.

11h. Ecole du dimanche.

6h.30 Culte M. M. Pradervand.

7h.30 Répétition du Choeur mixte.

Vendredi 31 mars, à 7h.30 p.m., au Foyer Suisse, 15, Bedford Way, W.C.1. Réunion mensuelle de la Jeunesse de l'Eglise Suisse.

Pour l'instruction religieuse et les actes pastoraux, prière de s'adresser au pasteur, M. M. Pradervand, 65, Mount View Road, N.4. (Téléphone Mountview 5003) Heure de réception à l'église le mercredi de 11-12h.30.

#### SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

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

(near General Post Office, St. Paul's and Aldersgate Street Tube Stations (Central London and Metropolitan).

Sonntag, den 26. März :

11 Uhr morgens, Gottesdienst, Pfr. E. Bommeli

7 Uhr abends, Gottesdienst, Pfr. E. Bommeli.

11 Uhr Sonntagschule 186 Aldersgate.

Mittwoch Nachmittag : Schwyzzerchränzli von 2.30 an, 15, Bedford Way (Zwanglose Zusammenkunft der jungen Schweizerinnen im Foyer Suisse, wozu alle Schweizerinnen freundlich eingeladen sind).

Anfragen wegen Religions — bzw. Konfirmanden Unterricht sind erbeten an Herrn Pfarrer E. Bommeli. Sprechstunden : Jeden Dienstag von 12-2 Uhr in der Kirche, Jeden Mittwoch von 5-6 Uhr im Foyer Suisse, 15, Bedford Way, W.C.1.

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