Miscellaneous advertisements

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at Easter is a very real thing and that our life, however unimportant we may think it is, yet forms a small link in the endless chain of human endeavour and evolution and as such is as indestructible as is the yearly recurring wonder of Easter.

And when the Founder of our Religion says "Why do you ask me? Ask those who have heard!" Let us turn our thoughts towards our innermost heart and listen to the voice therein which says

YOU HAVE HEARD!

And so, I wish our Readers a very happy Easter and hope that they may yet live to see the day when *Peace* becomes a reality.

SWISS NATIONAL EXHIBITION.

The Watchmaking Trade at the Swiss National Exhibition.

If it could be ascertained which high grade Swiss product enjoys a universal reputation it would almost surely be found that the majority of votes would go to the Swiss Watch. The watchmaking trade, mainly at home in the big Jurassian villages and the towns on the skirts of the Jura, has made the name of Switzerland and the finest achievements of Swiss precision work known all over the world.

In the Swiss National Exhibition at Zurich (May 6th to October 29th, 1939) the Swiss watchmaking trade will be allocated a place of honour. After passing through the "Land and People" section of the Exhibition we arrive at a simple pavilion, possessing, however, an air of distinction, surmounted by a light belfry. But the trade will likewise occupy a special position: the thematic principles which govern the whole Exhibition are here abandoned, and the 44 most important firms are able to display their specialities and finest products in their own showcases. This was, indeed, the only way to obtain a representative display. The historical review on the ground floor of the methods of measuring time since antiquity and the highly interesting survey of the development of Swiss watchmaking will, however, be thematic.

In order to appreciate these fine works of art the visitor must give his whole attention to them and not allow himself to be distracted by something else. For this reason the exhibition architecture in this section has been placed unreservedly at the service of the exhibits, which are displayed to the best advantage in the dim light of the upper stories in showcases carefully kept apart from one another. But the watch and clock pavilion of the Swiss National Exhibition will not be a mere "utility" building. The frescoes of the well-known west Swiss painter, A. Blanchet, will adorn the ground floor and the façade will be decorated with the sign of the zodiac by the Geneva enamel industry.

The most powerful locomotive in the world.

One of the chief sights of the Swiss National Exhibition at Zurich (May 6th to October 29th, 1939) will be the gigantic new locomotive of the Swiss Federal Railway which is now rapidly approaching completion. Its 12,000 h.p. (6,000 h.p. per unit) will give it twice the power of the biggest American railway engines. The weight of the most powerful of these, 220 tons, is only 24 t. below that of the new Swiss engine intended for the St. Gotthard line. King Boris of Bulgaria, on the occasion of his recent stay at a Swiss winter sports centre, availed himself of the opportunity of inspecting this coming electric marvel in the works. This brilliant achievement of Swiss engine-building and imposing exhibit of the Swiss National Exhibition will soon be placed in its finished state in the section "Switzerland, the World's Holiday Place," of the National Exhibition.

MORGENLIED.

Wir denken junger Tage:
Wie blüht der Jahre junger Mut!
"Was in dir wogt, das wage!"
Das Wagen, das war gut.

"Ein Herz in Einem Bunde!
Ob welsch, ob deutsch: Mein Eidgenoss!"
Wie das zu guter Stunde
Durch Mark und Adern schoss!

Bald blitzt die Welt in Waffen
Und wankend stürzte Wand um Wand ...
Uns galt nur: stehn und schaffen,
Heil blieb das Heimatland.

Das Kreuz auf unsern Fahnen
Strahlt Segen über alle Welt ...
Dank dir, du Land der Ahnen,
Wir baun dein Ackerfeld.

Und leuchten überm Pfluge
Frührot und lieber Abendstern,
Steigt unser Lied im Fluge
Zu unserm Einen Herrn.

"Sieh, Herr, wir baun und warten-
Alle, die guten Willens sind-
In deinem schönen Garten,
Dein dankbar Jngesind."

Gottfried Bohnenblust.

VISIT OF PROF. DR. A. LATT, ZURICH.

We have great pleasure in informing the Colony that Prof. Dr. A. Latt will give a lecture on Friday, April 14th, at 8 o'clock, at the Conway Hall, Red Lion Square, London W.C.1. on: *"Switzerland and the Present European Crisis."* Admission Free.

Nouvelle Société Helvétique, London Group
A. Fred. Suter,
President.

A DEMENTI.

On Sunday last a notice appeared in the "Sunday Times" that a Swiss Air Liner, on landing, over-shot the landing ground, colliding with a house nearby.

We are authorised to state that nothing is known of such an occurence by the Swissair officials in Croydon, and thus the statement which appeared in the "Sunday Times" is not according to facts.

TO OUR READERS.

The Editor of the Swiss Observer would be greatly obliged if readers would supply him with addresses of likely subscribers, so that specimen copies could be posted to them.

If such addresses supplied should be already included on our mailing list, no extra copies would be sent.

CITY SWISS CLUB.

Messieurs les membres sont avisés que

L'ASSEMBLEE GENERALE ANNUELLE

aura lieu Mercredi le 19 Avril au local du Club, Restaurant PAGANI, 42, Great Portland Street, W.1. et sera précédée d'un dîner à 7h. 15 très précises (prix 5/-).

ORDRE DU JOUR:

- Procès-verbal.
- Admissions.
- Démissions.
- Rapport du Comité.
- Rapport du Vérificateurs des comptes.
- Election du Comité.
- Election des Vérificateurs des Comptes.
- Election des Fidei-commissaires du Club-House Fund.
- Press reporter.
- Réunion d'été.
- Divers.

Pour faciliter les arrangements, le Comité recommande aux participants de s'annoncer au plus tôt à Monsieur P. F. Boehringer, 23, Leonard Street, E.C.2. (Téléphone: Clerkenwell 2321/2).

MISCELLANEOUS ADVERTISEMENTS

ENGLISH COURSES by teacher of languages, also pension. C. Kaeser-Jay, 1293, London Road, Norbury, S.W.16.

FORTHCOMING EVENTS.

Wednesday, April 12th at 8 p.m. — Swiss Mercantile Society — Monthly Meeting — followed by a Social Evening, at "Swiss House," 34/35, Fitzroy Square, W.1.

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."

Friday, April 14th at 8 p.m. — Nouvelle Société Helvétique — Lecture by Prof. Dr. A. Latt, from Zurich, on "Switzerland and the present European Crisis," at Conway Hall, Red Lion Square, W.C.1 (small Hall).

Wednesday, April 19th — City Swiss Club — Annual General Meeting (preceded by dinner at 7 p.m.) at Pagani's Restaurant, W.1. (See advertisement.)

Friday, April 21st at 7.45 p.m. — Nouvelle Société Helvétique — Monthly Meeting — at "Swiss House," 34/35, Fitzroy Square, W.1.

Saturday, June 3rd, at 2.45 p.m. — Swiss Sports and Garden Party — at Herne Hill Athletic Grounds, Burbage Road, S.E.24.

Thursday, June 15th — "70ème Fête Suisse," at Central Hall, Westminster.

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"Venir se ne dee giu tra' miei Meschini." Dante. Inferno. C. xxvii.

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(Langue française).
79, Endell Street, Shaftesbury Avenue, W.C.2.
(Near New Oxford Street.)

Vendredi-Saint, 7 avril 1939:

11h. Culte et Cène, avec soliste. M. M. Pradervand.

Pâques, dimanche 9 avril 1939:

11h. Culte et Cène, avec solistes. M. M. Pradervand. Pas d'école du dimanche.
7h. Culte et Cène, avec le concours du Choeur. M. M. Pradervand.

Lundi de Pâques. Course à Caterham. Rendez-vous à 10h.15, London Bridge Station (low level). Invitation à chacun.

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).

Karfreitag, den 7. April vormittags 11h.

Gottesdienst mit Abendmahl, Pfr. E. Bommeli. Mitwirkung des Kirchenchors.

Kein Abendgottesdienst.

Ostersonntag, den 9. April, vormittags 11h.

Gottesdienst mit Abendmahl, Solovortag, Pfr. E. Bommeli.

7 Uhr abends: Gottesdienst mit Abendmahl, Pfr. E. Bommeli.

Mitwirkung des Kirchenchors.

N.B. Wir machen darauf aufmerksam, dass am Ostermontag ein Ausflug der Töchter des Schwyzerchränzli, zusammen mit den welschschweizerischen Kameradinnen stattfindet. Reiseziel: Caterham, Sammlung: London Bridge Station 10.15 a.m., Abfahrt 10.30 a.m. Billette werden am besten im voraus bei Frau Meylan, 15 Bedford Way, bestellt. Freundliche Einladung an Alle.

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