Switzerland at the New York World's Fair

Autor(en): **[s.n.]**

Objekttyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): **- (1939)**

Heft 895

PDF erstellt am: **19.03.2024**

Persistenter Link: https://doi.org/10.5169/seals-687590

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.
Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.
Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Ein Dienst der *ETH-Bibliothek*
ETH Zürich, Rämistrasse 101, 8092 Zürich, Schweiz, www.library.ethz.ch

http://www.e-periodica.ch

STATESMAN OF MANY TALENTS RISES TO SWISS PRESIDENCY.

The election of Philip Etter, a member of the Swiss Federal Council, to the Presidency, is at least one instance of the smooth function of representative government in a Europe marked by political strife and governmental upsets.

The election, an annual affair and little more than automatic succession to the executive office, is not in itself an event which will have any immediate effect upon Switzerland's internal structure. On the other hand, it marks a milestone in a hitherto consistent policy of maintaining a thoroughly neutral democracy, in spite of ominous thunderings from over its frontiers.

As leader of the seven-membered Federal Council, or "Bundesrat," Mr. Etter will have a controlling hand in formulating both domestic and foreign policy. The political bomb-shells which have been exploding on all sides during the past year have not left Switzerland without a few marks which will require an expert's touch to remove. Racial persecution in neighbouring countries has left many impoverished nationals knocking at Switzerland's door, and political trends within the past few months have made Switzerland ever more aware of the necessity of assuring itself a definitely neutral position.

These problems which will in some degree confront Mr. Etter in his Bern office will be taken into competent hands, as a survey of his experience reveals.

After attending the Cantonal Secondary School at Zug and the College for Men at Einsiedeln, Mr. Etter studied law at the University of Zurich, later practicing in Zug. After acting for five years as head of the Zug Department of Education, he was in 1922 nominated member of that Canton's Government, having already served four years as a member of the Cantonal Assembly. In 1927 and 1928 he was elected Landammann or President of his Canton. In 1930, Mr. Etter entered the Zug State Senate, and in March, 1934, the Federal Council.

Upon his entry into the Cantonal Government Mr. Etter became head of the Department of Education. He is the author of a law on the re-organization of the Cantonal Secondary School, marking him as a leader in that Canton's educational movement.

Mr. Eter, in addition to being a lawyer, statesman, educator, and eloquent speaker, was once editor of the Zuger Nachrichten and president of the Catholic Press Association. Although considered a member of the so-called old-fashioned Swiss, he is a man with distinctly progressive ideas which he set forth in a widely-read brochure entitled "Die Schweizerische Demokratie" ("The Swiss Democracy"), in which he reveals his modern tendencies. This work was published by the Association of Swiss Students.

Mr. Etter is an ardent sponsor of simple and quiet family life. He himself is the father of five sons and five daughters and takes pride in his family responsibilities. A typical illustration of his qualities as a husband and father may be gleaned from the fact that when vacation time came last summer, the President-Elect hired a Federal Postal Motor Coach to take his attractive wife and children to their holiday abode near Unterägeri in his native Canton of Zug.

As an able citizen the President belongs to the Swiss Army, holding the rank of Major of Infantry.

Since his election into the Federal Council, Mr. Etter has done a great deal for the intellectual and artistic development of Switzerland and the preservation of the nation's political and cultural heritage. Young as he is to hold such a distinguished office, he has the full confidence of the Swiss people that he will steer the ship of state with skill and devotion.

The President was born on Dec. 21st, 1891, in the small village of Menzingen, in the canton of Zug. He is the youngest of the seven Swiss Federal Councillors and the first representative in the Federal Council from one of the small cantons.

The Federal Council is the executive power in Switzerland. Its seven members are elected for a term of four years by the Federal Assembly. Their re-election follows automatically.

Two members of this Council of Seven hold, respectively, the office of President and Vice-President of the Swiss Confederation for one year.

(Chr. Sc. M.)

Drink delicious "Ovaltine" at every meal—for Health!

SWISS CHILDREN'S ANNUAL CHRISTMAS PARTY.

At Victoria Hall, Bloomsbury Square, W.C.1. Saturday, December 31st, 1938.

Ever since I attended the Swiss Children's lovely Christmas Party last year I was wondering how I could possibly go there again. Of course, I have a little girl myself but as she is still too young to be taken to parties I really did not know how to get that special "carte d'entrée." And therefore when I was asked to report for the Swiss Observer I thankfully accepted because I knew very well what a marvellous afternoon it would be. There really is nothing like happy children, and those at Victoria Hall last Saturday afternoon had very happy and pleased faces indeed. At the entrance we were met by Pasteur Pradervand, and Pfarrer Bommeli was also there. Santa Claus greeted all the children and I noticed that his voice was not quite as sonorous as last year.

At three o'clock the fun started with the children singing "We're here together again." Mr. Graham Joss was conducting as in previous years and Mr. Steiner accompanied on the piano. There was a tall Christmas tree on one side in front of the stage and the platform was decorated with our own flag and the Union Jack. Two songs came next followed by some games. Mr. Joss is really very good at them and the children were most enthusiastic. The Rev. Pradervand then said a few impressive words and reminded the children of their homeland and their two great friends Pasteur Hoffmann and Pfarrer Hahn who had done their utmost to help them. After these well chosen words Mr. Joss asked the children to call Uncle Charlie which they did very energetically. His name is Mr. Pearson and he put up a wonderful performance as a ventriloquist. He played the part of a teacher and his dummy was a school-boy. The jokes were very good and appreciated by children and grown-ups alike. After another song Uncle Stanley arrived wearing a dashing red silk shirt. His name is Mr. Cable and he is a conjuror. He cooked a cake in Mr. Joss's trilby hat and performed a few amazing tricks with playing cards. The children shouted vivaciously when Uncle Charlie returned as a clown. And together the two uncles did some more astounding tricks and finally ended up by producing a long string of sausages out of a small bit of burning tissue paper. I am sure many of the mothers would have been very glad to know how to perform *this* trick! The children gave the two conjurors three very riotous cheers and then sang the old carol of the shepherd and the flock. Meanwhile the tables had been prepared for tea in the adjoining hall. Most of the children went over and had their tea, munched cakes and pulled crackers. The very tiny ones sat with their parents in the large hall but they all did enjoy the happy atmosphere and the good food. When tea was over each child received a carrier bag with a suitable present and some chocolates (kindly given by Messrs. Kunzle of Birmingham). Very happily they went home, and I even saw a little boy who was quite *unhappy* that the "funny man" had gone for good.

This year there were 274 children and over 80 parents. This is less than last year (311) and considerably below the record of 426 in 1933. But let us hope that there will be many more next year. I myself know a number of children who have never been there. And I think it is such a pity because, as Pasteur Pradervand mentioned in his address, those who organise and help this party love Switzerland and wish these Swiss children in England to realise their connection with their homeland and to be happy at a Swiss party. It is to these untiring workers that the success of these splendid parties is due and thanks to their help and efforts so many children could go home happily on Saturday. I am thinking of all the great lovers of children as those I have already mentioned as well as Mlle. Matthey, the chief organiser, Mlle. Sidler who very ably supervises the catering, Mme. Joss who manages the whole party, well assisted by Mlles. Wyss and Simmen and Mme. Pradervand; also Mmes. Muller, Thomas, Chapuis, Meylan, Barty, Isli, Jobin, Baume, Reber and Mlles. A., I., and Y. Hoffmann; as well as M. Godet as "Father Christmas," Messrs. Zwink (sen. and jun.), Chapuis, Campart, Joss (sen. and jun.), Steiner, Max Schneider, Jaccard, Baume jun., Weber, Nicklaus, Sandoz. I cannot give the names of all the helper as it would lead too far. But they all, old and young, deserve very hearty thanks for their unselfish help.

Mariann.

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.

The first meeting of the year will take place on 10th January, and we understand from Mr. Bingguely that he has been successful in arranging a very interesting conference by a well known French Lady, Madame Champion, who will arrive from Paris on 8th January. She will speak to the members on a most attractive subject "Le rire et l'esprit Français au Théâtre."

Madame Champion's conferences are always exceedingly well attended due to her great sense of humour, and wonderful way in which she recounts the latest episodes of the Paris Theatre, and gives bright details of the amusing side of Paris life. Madame Champion is well known to many of our compatriots who are looking forward to hearing her, and as the meeting will be well attended we suggest that members should make reservation in good time, particularly if they decide, as anticipated, to bring a number of friends with them.

The Secretary asks us to remind the members to try and show at the first meeting that they have made the good resolution of attending in large numbers throughout 1939.

SWITZERLAND AT THE NEW YORK WORLD'S FAIR.

Preparations for Switzerland's part in the World's Fair are being made with increasing speed as the time between the present day and the opening of the exhibition grows shorter. The Swiss Federal Council has appointed Dr. Victor Nef, Swiss Consul General in New York, as Commissioner General. Dr. Nef consequently took advantage of a holiday spent in Switzerland in the course of last summer to come to an agreement with the Swiss Office for the Development of Trade concerning the programme for the exhibition, and to get into touch with the different Swiss circles whose collaboration is necessary for the carrying out of the said programme. Mr. William Lescaze, one of the two Swiss architects in New York who have been entrusted with the building and the fitting up of the Swiss pavilions, also crossed the Atlantic in order to complete his plans in perfect agreement with these same circles. The contracts have now been drawn up and building has begun. Before long the exterior of the building of the Swiss section will have been erected on the space allotted to them in Flushing Meadow Park, whereupon the winter months will be devoted to the completion of the interior, in order to have everything ready to receive the exhibits by the beginning of spring. The exhibits themselves are being prepared with the utmost care, intense activity prevailing in those branches of trade which are to represent Swiss work and manufactures.

In the parts of the country engaged in watchmaking there is keen competition as to who will be able to produce collections of works and of finished watches that will best illustrate the state of perfection reached by manufactures which have won undisputed fame for the Swiss precision industries during the last 3 centuries. These costly collections will be shown in accordance with a new scheme, arranged in a way that will interest specialists and will, at the same time, attract large numbers of visitors. Every effort will be made to help the uninitiated to understand how the different parts of a watch work and by what technical methods it has been possible to attain absolute precision and reliability.

Specialists, who are at the same time clever artists, have designed cases for these works, which are made of materials of different kinds, with the result that each separate watch, from the simplest to the most luxurious, is a gem in itself.

In close co-operation with the most prominent makers of fashions Swiss textile industries have succeeded in producing tissues that will charm even those that are hardest to please and which will make this irresistibly attractive to women. Side by side with the far-famed goods made by St. Gall weavers and embroiderers there are silks, linens and knitted garments. In addition to these we see articles in leather and braided straw which serve to illustrate the progress made in a branch of Swiss industries less known to the general public.

The group entitled "Facts About Switzerland" aims at making Swiss life in all its aspects more widely known. It will illustrate and explain democratic principles as they are known and applied in Switzerland, and to which this country owes her original institutions and her strength. The character of the nation, its manner of life, the work done by Swiss men and women at home and abroad, will be shown in a series of suggestive pictures, which will form a practical and picturesque treatise on history and geography. The Tourist Section, finally, will not confine itself to praise of the scenic beauty of Switzerland. Its aim will be to give each in-

dividual visitor valuable information on all that Switzerland offers for the satisfaction of his personal wishes and requirements: every kind of climate, every form of sports, sanatoria and spas, all her centres and methods of education, means of access and modes of conveyance. Il will endeavour to give visitors from other countries an idea of the unspoilt picturesqueness of life as it may be met with in every part of Switzerland in consequence of the habits and customs of a people profoundly attached to its work and its country.

It is too early for further details, but one thing is certain, that no visitor to the World's Fair will ever regret having paid a lengthy visit to the Swiss section. This certainty gives us much pleasure in inviting you to come and see us at home at Flushing Park Meadow at any date from April 30th, 1939.

S. J. & T.

WINTER WILL BE A SPARKLING SEASON IN SWITZERLAND.

Switzerland, where dreams come true for all lovers of Alpine winter splendour and winter sports, promises a programme replete with exciting attractions from end of December well into April. Among these doings, ski-ing, easily learned and permitting unrestricted freedom, quite naturally heads the list. Every important winter resort has its own ski-school, where the Swiss standardized technique is uniformly taught. The method is simple and easy to understand and those who adopt it are able to master every kind of terrain without falling. Beginning of December is the opening date of these popular establishments and there are classes for beginners, moderately experienced and expert skiers. Instructors are men thoroughly trained and licensed by the State. Fees range from 1-3 Francs per half-day class lesson. As proficiency increases carefully graded ski tours become available to the pupils.

Downhill ski-ing is at its best in Switzerland and the very mention of the Parsenn at Davos, the Corviglia at St. Moritz, the Diavollezza at Pontresina, the Titlis at Engelberg, the Eiger and Aletsch Glaciers in the Jungfrau Railway region, the Männlichen above Grindelwald, the Hahnenmoos at Adelboden, the Hornberg at Gstaad and the Gornergrat and Blauherd at Zermatt, thrills a true skier.

Ski-jumping, the sport of skiers skilled and unafraid, is made possible on 57 fine ski-leaps, each of which is constructed according to very definite standards and calculations. Jumps registering some 270 feet are not uncommon.

During the forthcoming season big ski events will follow each other in rapid succession. Several resorts will be the scene of ski-jumping contests on New Year's Day, and Slalom Ski Races for visitors will give guests of Pontresina an opportunity to demonstrate their skill on January 7 and 28. In the same month important ski races will also be seen at St. Moritz, Davos and Gstaad.

A Giant Slalom contest for the "Weisse Wiesel" trophy is to be a feature at Pontresina on February 12. At Gstaad the Combined Wispillen Cup Ski Races are scheduled for February 11-12, and St. Moritz will have its combined downhill Slalom Ski Races for the White Ribbon of St. Moritz on February 14-15. The annual Flying Kilometer Race on skis at St. Moritz is set for February 17. Directly afterwards, i.e. on February 18-19, the Grisons Combined Ski Races and elimination for the Swiss Ski Championship will be decided at Pontresina, with Downhill-Slalom contests on the same days at Arosa. A Ski Carnival will strike a merry note at Pontresina on February 25. February 24 has been set aside for a Giant Slalom Ski Race at Davos, and February 26 is the day when the XIVth Parsenn Ski Derby at Davos will bring together the élite of all skidom.

March, too, looms importantly with the Xth Diavolezza Ski Races at Pontresina on the 12th and the distinguished Kandahar Races at Murren on the 18th and 19th.

In Switzerland mountain railways, ski-lifts and cable-sleighs eliminate strenuous ascents, enabling skiers to enjoy several extra downhill runs.

Ski-ing is undoubtedly the most popular snow sport in Switzerland, but Tobogganing and Bobsleighing also have a host of enthusiastic adherents. The upkeep and constant improvement of these courses is a matter of personal pride in the respective resorts, with the breadth-taking, mile-a-minute Cresta Toboggan Run at St. Moritz a shining example. Races for both types of vehicles are on the calendar throughout the season. The Cresta Run Skeleton Tobogganing Race for the Curzon Cup is usually held middle of January and the Grand National in the first half of February. Outstanding events of the coming Swiss winter season will be the Bobiet Grand Prix at St. Moritz on February 4-5, and the two-seater Bob World Championship in the same resort on February 8-9.

Another feature of the Swiss Winter are the Horse Races on frozen lakes. At St. Moritz, where the annual International Horse Races will be held from January 29-February 5, the great sheet of snow-covered ice is fenced in to form an exceptionally fine course. Immense grandstands, a totalisator, a band and crowds of fashionably clad visitors contribute to the perfection of this unique horse racing picture. Winter horse races are also seen at Gstaad, Lenk, Les Diablerets, Arosa, Montana-Vermala and other resorts. Programs include ordinary flat-racing, for which the horses are specially shod in order to gain a firm foothold on the white "turf." There are trotting and sleigh races also, as well as ski-kjöring events, in which not only the speed of the horses, but the skill of the skiers holding on to them from behind are decisive factors.

Switzerland's steady temperature in winter is ideal for sports on the ice. Many resorts boast not only one, but several rinks, so that devotees of all pastimes on the ice have ample space for their respective activities. Biggest ice-rink in the land, and in Europe for that matter, is at Davos. It covers an area of over 7½ acres and has separate sections for speed and figure skating, hockey and curling. Here, on January 28-29, the Davos Ice Festivals, with International Skating Contests, will be held. Fêtes on the ice, in daytime, or with artificial illuminations at night, are a highlight of all Swiss winter playgrounds; among them, Pontresina, in the Upper Engadine, promises such events for February 4 and March 4.

Wherever there is ice there is also Ice Hockey. In the series of International Ice Hockey Tournaments scheduled for the Christmas holidays are a contest at St. Moritz, from December 25-27, for the St. Moritz Trophy; a contest at Davos on December 27, for the Aspang Cup, and again at Davos, a contest from December 27-31, for the Spengler and Hanseaten Cups. On January 14-15 Gstaad in the Bernese Oberland, will see an Ice Hockey Match for the Rosey Cup, and on February 3-12 Ice Hockey World Championships will be decided at Zurich and Basle.

Now that winter has become a favourite vacation season the lure of the season of white in Switzerland is oll the more irresistible. A short and restful ocean trip, then a swift journey by rail or air, and lo and behold the traveller finds himself on the threshold of a fairyland with a canopy of sapphire-blue stretched above diamond-strewn snowfields and mountains. Here the air is pure and invigorating; ills flee, cares are forgotten, and playtime reigns supreme. It is the miracle of Switzerland under snow.

COSMOS FREIGHTWAYS
AGENCY LIMITED.
43/45, Great Tower Street, E.C.3.
Managing Director: W. BECKMANN, (Swiss)
Offer a reliable, complete transport & customs service for
HOUSEHOLD REMOVALS
and private effects, to and from Switzerland.
LOWEST QUOTATIONS AND FULL INFORMATION GIVEN ON APPLICATION.

FORTHCOMING EVENTS.

Tuesday, January 10th, 1938 (Dinner 7.15 sharp) — City Swiss Club — Monthly Meeting, at Pagani's, Great Portland Street, W.1.

Saturday, January 14th, at 3 p.m. — Song-Recital by Madame Nina Nüesch, at Aeolian Hall. (See notice in this issue) (Tickets at Box Office, Aeolian Hall.)

Friday, January 20th, at 8 o'clock, (Supper at 3/- to be served at 6.30 p.m. sharp) — Nouvelle Société Helvétique — Annual General Meeting — at Foyer Suisse, 15, Bedford Way, Russell Square, W.C.

HAVE THIS YEAR
APPLE GOLD
ON YOUR XMAS TABLE
IT'S SWISS APPLE JUICE - NOT CIDER
LITER BOTTLES (1¾ pints) 1/6 + 3d. deposit
CRATES OF 25 BOTTLE 29/2 + 6/3 deposit
Obtainable from:
BARTHOLDI'S 4, Charlotte Street, W.1.
Tel.: MUSeum 3762,
"APPLE GOLD,"
18, Finsbury Street, E C.2
Tel.: National 1076.

SWISS BANK CORPORATION,
(A Company limited by Shares incorporated in Switzerland)
99, GRESHAM STREET, E.C.2.
and 11c, REGENT STREET, S.W. 1.

Capital Paid up s.f. 160,000,000
Reserves - - s.f. 32,000,000
Deposits - - s.f. 1,280,000,000

All Descriptions of Banking and Foreign Exchange Business Transacted

: : Correspondents in all : :
: : parts of the World. : :

Telephone: MUSeum 2982
Telegrams: Foysuisse London
FOYER SUISSE
12 BEDFORD WAY,
RUSSELL SQUARE,
LONDON, W.C.1
Quiet position in centre of London.
Central heating and hot & cold water throughout.
Continental cooking.
Management:
SCHWEIZER VERBAND VOLKSDIENST.

Divine Services.

EGLISE SUISSE (1762).
(Langue française).
79, Endell Street, Shaftesbury Avenue, W.C.2.
(Near New Oxford Street).

Dimanche 8 janvier 1939:

8h.30 p.m. Culte de fin d'année, avec le concours du Chœur et d'un violoniste. L'arbre sera rallumé. Message de fin d'année. M. M. Pradervand.

Dimanche 1er janvier:

11h. Culte M. M. Pradervand.

11h. Ecole du dimanche.

6h.30 Culte M. M. Pradervand.

Mardi 10 janvier, à 3h. Réunion de couture au Foyer Suisse, 15, Bedford Way, W.C.1.

Service funèbre.

Le vendredi 30 décembre, Marie Jeanne Boujon, de Carouge (Genève), décédée le 24 décembre à l'âge de 75 ans.

SCHWEIZERKIRCHE
(Deutschsprachige Gemeinde).
St. Anne's Church, 9, Gresham Street, E.C.2.
(near General Post Office.)

Sonntag, den 8. Januar.

11 Uhr morgens: Gottesdienst. Pfr. E. Bommeli. Sologesang von Frau Nina Nüesch.

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

Töchterverein, Schwyzerchränzli: Jeden Mittwoch Nachmittag.

Jeden Donnerstag abend 7 Uhr Versammlung Christlicher Verein junger Männer, 28-29, Bedford Place. W.

Anfragen wegen Religions — bezw. Confirmanden Unterricht und Amtshandlungen sind erbeten an Herrn Pfarrer Ernst Bommeli, 12, Bedford Way, W.C.1.

Printed and Published by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.