

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: - (1938)

Heft: 859

Rubrik: To our readers

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

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. [Voir Informations légales.](#)

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. [See Legal notice.](#)

Download PDF: 16.05.2025

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

Flight-Captain Heitmanek paid a moving tribute to his former chief, Walter Mittelholzer. He said:—"Mittelholzer's flying career has been a continuous line of success. His pioneering flights rank among the finest exploits aviation has seen. Mittelholzer was first from Bagdad to Teheran and over Mt. Demawend, first over the peaks of Kenya, first over Kilimandjaro, first across the northern heights of Abyssinia, and first to cross Africa in a seaplane. Walter Mittelholzer has gone, but his spirit still lingers with us."

Several slides from Mittelholzer's various flights were then shown, as well as views from the maintenance department at Dübendorf.

After a short interval, a "Hutzi" film, which was supplied by the courtesy of the Swiss Federal Railways, was then shown on the screen; it showed excellent pictures from the remote little valley of the "Kienthal." Mr. A. Tall acted in a very efficient way as commentator. His humorous remarks greatly added to the enjoyment of the audience.

Mention should also be made of the musical entertainment, before and during the lecture, supplied by members of the Swiss Accordion Club, under the leadership of Mr. Gandon.

The meeting ended with the playing of the Swiss National Anthem.

ST.

EDITOR'S POST-BAG.

23rd April, 1938.

The Editor,
"The Swiss Observer,"
23, Leonard Street,
E.C.2.

Dear Sir,

I was invited as a guest by one of my Swiss friends to see some films shown by Swiss Air, at the Conway Hall last week.

As I am a lover of Switzerland and know the country very well and have many Swiss friends both in London and Switzerland, I must say that I was surprised at the poor display of films which was given.

One knows that the Swiss Air is a very efficient and up-to-date concern, but I am afraid if these films were intended for propaganda purposes, any English person present who had never visited Switzerland and hoped to see some wonderful views would have come away feeling very disappointed.

The apparatus used was more like a toy; the screen was too small. I have seen far better Swiss films shown privately, which can be obtained from any of the hiring Agencies. Surely, Swiss Air, with all their facilities, are in a position to give us magnificent views of Switzerland.

The Lecturers did their best with the poor materials available, but the object of the Swiss Air seemed to be to run this show as cheaply as possible.

Here, again, the old saying is proved that "economy is not the best policy," and I am afraid this ship was spoilt for more than a halfpennyworth of tar.

Yours faithfully,

A. H. B. SHAW.

27th April, 1938.

The Editor,
"The Swiss Observer,"
23, Leonard Street,
E.C.2.

Dear Sir,

Upon receipt of the first intimation that "Swissair" were going to give us a Film Show, I made some enquiries and was told to expect something really good. I was not surprised, in fact, to get such an answer, because I have always looked upon the "Swissair" as a most efficiently organised concern. Only a very short time ago one read very flattering remarks in various English trade journals on the efficiency of Swiss aviation.

But alas!

The evening of April 21st certainly did not fulfil my expectations. Not only were the air films disappointing, but a number of other details were also lacking. To mention just a few.

The hat—the first few opening words—the lecturer—the size and condition of the screen—the speed of the machine and its noise—in fact, everything seemed to go wrong that evening. It gave a general impression of being unprepared, and thus contrary to all the emphasis that was laid upon the great care that "Swissair" took in carrying out their flying duties.

No one, I am sure, will contradict the fact that "Swissair" can justly be proud of their achievements, but why not carry that efficiency into their advertising? Advertising "Swissair" was no doubt the prime object of the show, judging, at least, by the lecturer's closing words.

To those who asked their English friends to join them at Conway Hall, the evening was a most uncomfortable one. I would certainly have in-

creased the shower of rather sarcastic remarks made afterwards, had it perhaps not been for the last film and the pleasant manner in which that commentary was delivered, but there again the equipment considerably spoilt the effect.

At this stage I do not want to go into details as it would probably lead too far, but I should like to show you how easily a wrong impression can be given. When a shot depicting a "Nebelmeer" was shown, a friend of mine asked "What is this?" When I replied "A Nebelmeer," he said, "It looks more like the top of a rice pudding!"

Yours very truly,

T. A. SEIFFERT.

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 MENSUELLE

aura lieu Mardi 3 Mai au Restaurant PAGANI, 42, Great Portland Street, W.1. et sera précédée d'un souper à 7h. 15 précises (prix 5/-).

ORDRE DU JOUR:

Procès-verbal.

Démissions.

Admissions.

Divers.

Pour faciliter les arrangements, les participants sont priés de bien vouloir s'inscrire au plus tôt auprès de Monsieur P. F. Boehringer, 23, Leonard Street, E.C.2. (Téléphone: Clerkenwell 9595).

Le Comité.

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

MISCELLANEOUS ADVERTISEMENTS

PARLIAMENT HILL FIELDS. Light and compact s/c. 1st floor Flat to let in modern style private house. Four Rooms with tiled kitchen and bathroom. Veranda. £95 p.a. incl. Garage available. Write Box No. 7, c/o Swiss Observer, 23, Leonard Street, E.C.2.

FORTHCOMING EVENTS.

Tuesday, May 3rd (Dinner 7.15 sharp) — City Swiss Club — Monthly Meeting — at Pagani's, Great Portland Street, W.1.

Wednesday, May 4th, at 7.30 p.m. — Société de Secours Mutuels — Monthly Meeting — at 74, Charlotte Street, W.1.

Wednesday, May 4th at 8 p.m. — Swiss Mercantile Society — Meeting of the Philatelic Group at "Swiss House, 34/35, Fitzroy Square, W.1.

Thursday, May 5th at 8 o'clock — Nouvelle Société Helvétique — Lecture by Major Paul de Vallière on "Comment la Suisse est née. — Premières Luites. Le Secret de sa vitalité." at Conway Hall, Red Lion Square, W.C.1. (Entrance free).

Wednesday, May 11th at 7.45 p.m. — Monthly Meeting, followed by a lecture on "The European Situation" by Dr. G. P. Gooch, M.A., at Swiss House, 34/35, Fitzroy Square, W.1.

Sunday, May 15th — The Symphonic Social Choir — Concert and Dance — at the Brent Bridge Hotel, Hendon.

Thursday, June 16th — "Fête Suisse" at Westminster Hall, W.

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. : :



To SWITZERLAND in
3 HOURS by SWISSAIR

Daily Service,

Stewardess on board, Luxurious Air Liner.

13.45 dep. CROYDON arr. 12.50
16.45 arr. BASLE dep. 9.40
17.25 arr. ZURICH dep. 9.00

At Basle and Zurich train connections to and from all parts of Switzerland.

Booking by any travel agent or Imperial Airways (General agent) tel. Victoria 2211 day & night, or Swiss Federal Railways, 11b, Regent Street, S.W.1.

Divine Services.

EGLISE SUISSE (1762).

(Langue française).

79, Endell Street, Shaftesbury Avenue, W.C.2.

(Near New Oxford Street).

Dimanche 1er Mai 1938:

11h. — Prédication: Mr. le Pasteur Garin (McAll Mission de Paris.)

11hh. — Ecole du Dimanche.

7h. — Culte: Mr. le Pasteur Garin.

Baptême: le 24 avril 1938.

Jennifer Anne Stuber, née le 4 octobre 1937 à Hayes, Mddx., fille de Fritz Emile Stuber, originaire de Sommswil (Soleure) et de Dorothy, née Solly, originaire de Canterbury.

SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

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

(near General Post Office.)

Sonntag, den 1. Mai 1938.

11 Uhr morgens, Gottesdienst und Sonntagschule.

7 Uhr abends, Gottesdienst.

8 Uhr, Chorprobe.

TRAUUNG.

Am 25. April wurden getraut:

Hans Walter Benz von Zürich (Stadt) und Ursula Leonie Bay von Klosters (Graubünden).

Anfragen wegen Religions-bezw. Confirmandenstunden und Amtshandlungen sind erbeten an den Pfarrer der Gemeinde: C. Th. Hahn, 43, Priory Road, Bedford Park, W. 4 (Telephon: Chiswick 4156). Sprechstunden: Dienstag 12-2 Uhr in der Kirche.

Printed for the Proprietors, by THE FREDERICK PRINTING Co., Ltd., at 23, Leonard Street, London, E.C.2.