

# **Congratulations : a selection from the many messages received by the "Swiss Observer" on the occasion of its twentieth anniversary**

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

Objektyp: **Article**

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

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

Heft 918

PDF erstellt am: **21.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-693763>

## **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.

# CONGRATULATIONS

A Selection from the many Messages received by the "SWISS OBSERVER" on the occasion of its Twentieth Anniversary.

## AU SWISS OBSERVER.

HENRI MARTIN,

Ministre de Suisse en Pologne, Varsovie.

Varsovie, Juin 1939.

Ayant été en quelque sorte un des parrains du Swiss Observer lors de sa venue au monde en 1919, j'en ai toujours suivi avec la plus vive sympathie les travaux multiples ainsi que ses efforts pour tenir ses lecteurs au courant, pour brandir haut et fier l'étendard de la Patrie et cultiver parmi ses amis le plus pur idéal national.

C'est donc un devoir particulièrement agréable que je remplis en venant aujourd'hui féliciter M. Frédéric Boehringer de l'enthousiasme, de la vaillance, de la patience et de l'amour avec lesquels il a lutté et travaillé pendant vingt ans pour rendre le Swiss Observer digne des grandes et belles colonies suisses de Grande-Bretagne.

Nul n'ignore combien la cause helvétique a été, et sera longtemps encore, servie avec habileté et dévouement par le Swiss Observer, et je suis heureux, en reportant mes regards en arrière vers mon passé londonien déjà lointain, hélas, de lui adresser mes vœux ardents pour sa prospérité et d'envoyer à ses lecteurs mes plus fidèles souvenirs.

Henri Martin.

\* \* \*

## DEM "SWISS OBSERVER" ZUM JUBILAEUM.

DR. A. SCHEDLER,

Swiss Consul, Manchester.

Manchester, Juni 1939.

Meine herzlichste Gratulation dem "Swiss Observer," der heute 20 Jahre alt geworden ist! Nach schweizerischem Gesetz ist er nun volljährig und im Besitze aller bürgerlichen Ehren, Rechte und Pflichten.

Was die Ehren anbetrifft, so ist der "Swiss Observer" bisher kaum verwöhnt worden. Obwohl er sich eine spezielle Aufgabe und ein Vergnügen daraus macht, ehrenvolle Tatsachen oder Ehrenerweisungen deren seine Landsleute teilhaftig geworden, gewissenhaft zu registrieren und weitem Kreisen zur Kenntnis zu bringen, so fällt doch recht selten etwas für ihn selber ab und Redaktor und Verleger haben sich zu trösten mit der selbstverständlichen aber meist unausgesprochenen Anerkennung ihrer Dienste seitens ihrer Landsleute. Heute aber wollen wir ihnen und allen denen, die ihre Zeit, Arbeit und Geschicklichkeit in den Dienst des Unternehmens gestellt, unsern Dank öffentlich bekunden.

Mit der Erfüllung seiner Pflichten hat es der "Swiss Observer" bisher sehr streng genommen und ist sich seiner Verantwortung sehr wohl bewusst gewesen. Wir dürfen voraussetzen, dass dies wohl auch in Zukunft der Fall sein wird.

Hinsichtlich der Rechte dürfen wir schon sagen, dass der "Swiss Observer" in Zukunft mehr Unterstützung beanspruchen darf, als er bisher erhalten hat. Da möchte ich besonders meinen Landsleuten in der Provinz etwas ins Gewissen reden. Es sind derer noch viele, für die es keine Entschuldigung gibt, dass sie sich diese billigste aller Zeitungen nicht zustellen lassen. Niemand hält den "Swiss Observer" um regelmässig das Neueste aus der Welt zu erfahren; dafür liest man die Morgen- und Abendblätter, oder um die letzten Nachrichten aus jenem Teil der Heimat zu erhalten, in dem man speziell interessiert ist. Dafür sind die meisten ihrem "Lokalblättli" treu geblieben.

Der "Swiss Observer" ist das einzige Organ, das den Gedankenaustausch innerhalb und zwischen den Schweizerkolonien vermittelt und das jene, die sich nicht Schweizerzeitungen leisten können, auf dem Laufenden hält was in der Heimat vor sich geht. Unsere Koloniezeitung, auf die wir mit Recht stolz sein dürfen, lebt ausschliesslich dem Dienste ihrer Landsleute. Sie erfüllt dadurch eine grosse und edle Aufgabe und sie verdient daher unsere aufrichtige und tatkräftige Unterstützung.

Diese Unterstützung kann auf verschiedene Art geschehen, durch Einsendungen, Inserate und hauptsächlich durch Abonnementwerbung. Bedenken wir, dass der Nutzen und die Wirksamkeit einer Zeitung in dem Masse wächst, wie ihr Wirkungsfeld sich erweitert, nämlich durch die Vergrößerung der Zahl ihrer Abonnenten und dadurch, dass mehr Gebrauch gemacht wird von der gegebenen Möglichkeit des gegenseitigen Gedankenaustausches.

Auch von einem andern Gesichtspunkt aus verdient der "Swiss Observer" unsere Sympathie. Erinnert er uns nicht an so manche unserer jungen Mitbürger? Da ist er nun, volljährig und

doch jung, geschult und gebildet, sprachkundig und über grosse Erfahrung verfügend und doch hat er Mühe, sich eine feste Stellung und ein gesichertes Auskommen zu verschaffen. Wir alle sind immer bereit, einem bedürftigen jungen Landsmann unter die Arme zu greifen und ihm zu einer erspriesslichen Zukunft zu verhelfen. Lasst uns das Gleiche tun für unsere einzige Zeitung. Das ist zugleich ein Beitrag zur Erhaltung des Schweizerturns im Auslande, ein Weg sein Scherlein beizutragen zur geistigen Landesverfeinerung, von der wir gerade in den gegenwärtigen Zeiten so viel hören.

A. SCHEDLER.

\* \* \*

E. MONTAG,

Swiss Consul, Liverpool

Liverpool, June 1939.

The Editor,

Swiss Observer,

London,

Dear Sir,

To maintain a paper like yours, appealing only to a small community "The Swiss in England" for 20 years is a brilliant achievement on which I congratulate you. I send you my best wishes for your future success.

But this success can only be maintained if you have a dependable list of subscribers. I appeal to my fellow countrymen to remain firm in their support and to extend it.

To the Editor faithful to his task for 10 years. I send my best wishes. I hope his geniality will carry him over all difficulties.

Yours faithfully,

E. MONTAG.

\* \* \*

E. HOFSTETTER,

Swiss Consular Agent, in Scotland.

Dumbartonshire, 10th June, 1939.

The Editor,

The Swiss Observer,

London.

Dear Sir,

With great pleasure I learn of the coming festivities for the 20th anniversary of The Swiss Observer.

This Paper is for us Swiss an indispensable message and belongs to every Swiss home in this country, because, through the Swiss Observer, we are kept in continuous contact with the happenings of the great Swiss Colony in London as well as in other towns, and also in contact with our home country. The very high standard of this Paper gives great credit to its Management, and I hope that it will become even more widely circulated amongst the Swiss peoples in Great Britain so that, especially in this very unhappy political situation, a tighter bond of friendship between the Swiss people will result.

With best wishes,

Yours truly,

E. HOFSTETTER.

\* \* \*

C. BENZIGER,

Consul Général de Suisse en Irlande.

Dublin, le 8 juin 1939.

A la Rédaction du

"Swiss Observer,"

Londres.

Monsieur le Rédacteur,

La nouvelle, que le "Swiss Observer" va fêter sous peu le vingtième anniversaire de son existence, a été pour notre petite Colonie suisse en Irlande et pour moi, tout particulièrement, une bien agréable surprise.

Comme le temps passe vite, quand il est utilement employé! Il me semble que c'était hier quand les premiers numéros de votre sympathique publication nous sont parvenus à Berne, nous mettant ainsi au courant de la vie de nos compatriotes en Grande Bretagne. A part de la grande utilité de votre organe pour les Suisses en pays anglo-saxons, votre journal était aussi un précieux nouveliste pour ceux restés en Suisse. Le "Swiss Observer" est devenu ainsi un double lien, toujours plus indispensable aux deux grands intéressés.

Les lecteurs en Irlande ne sont pas nombreux, il est vrai, mais ils sont d'autant plus réguliers et vous pourrez toujours compter sur leur reconnaissante collaboration.

La bonne tradition helvétique, dont le "Swiss Observer" est un si fervent interprète,

mérite, spécialement par les temps qui courent, une amicale appréciation du Pays tout entier, de ses autorités et de tous les citoyens auxquels l'intégrité de notre esprit national tient à cœur. Les grands services, que vous avez rendu ainsi à notre cause commune, seront surtout aussi appréciés à leur juste valeur par ceux qui connaissent les difficultés que vous avez dû surmonter pour arriver au beau résultat d'aujourd'hui. Notre gratitude toute spéciale pour ces généreux efforts vous restera pour toujours assurée!

Je vous félicite très sincèrement de ce beau résultat et je vous salue, aussi au nom de mes compatriotes en Irlande, un croissant succès pour l'avenir — il est pleinement mérité.

Je vous prie de bien vouloir transmettre à nos amis suisses de l'autre côté de l'Irish Sea nos salutations patriotiques et d'agréer pour vous, Monsieur le Rédacteur, l'assurance de ma considération très distinguée.

C. BENZIGER.

\* \* \*

C. CAMPART,

Président des Secours Mutuels des Suisses à Londres.

Londres, juin 1939.

Swiss Observer,

Londres.

Mon cher éditeur.

Vous avez bien voulu vous référer à la plus ancienne société suisse d'Angleterre, à ce passé devenu historique — ces deux siècles — où maintes fois nous retrouvons les noms bien connus de ressortissants des cantons confédérés.

Nous vous en savons gré, vous en remercions et saisissons cette occasion pour adresser de vives et sincères félicitations au "Swiss Observer," le vaillant et indispensable organe de la colonie, à la veille de fêter son 20ème anniversaire.

Vingt ans d'existence! carrière utile et parfois mouvementée — labeur fécond au milieu d'un monde tourmenté — sachant faire face aux difficultés les plus diverses; rappelons que le "S.O." s'est justement acquis un monument de reconnaissance de la part de nos compatriotes de Grande Bretagne, car, semaine après semaine, il est une source de joie et d'intérêt général, que de souvenirs du pays n'évoque-t-il pas en nous!

Il est presque superflu de dire que vos lecteurs forment les vœux les meilleurs pour le trait-d'union de la colonie et n'oublient point son éditeur, ils leur souhaitent une heureuse nouvelle étape et un tirage des plus réjouissant.

De même, sans vous lasser, mois après mois, vous avez convoqué nos membres à leurs séances, certes ce ne fut pas pendant 236 années, notre société datant de 1703!, cependant, vous avez largement contribué à renseigner les derniers venus, remémorant ainsi les artisans qui à la fin du XVIIIème siècle s'organisèrent en "société de Genève" et furent avec la "société des Suisses" d'ailleurs les précurseurs du groupement patriotique actuel.

Quel est le but de la Société de Secours Mutuels des Suisses à Londres? son nom l'indique, celui d'assister ses membres malades et âgés, de resserrer les liens de fraternité qui doivent exister entre les enfants de l'Helvétie! ainsi le disent les statuts et nos traditions en font foi.

Traditions! d'aucuns y voient parfois quelque bénévole banalité puisqu'ils voudraient s'en éloigner, nous, nous y tenons malgré tout, ne serait-ce qu'à ce geste toujours apprécié d'un "marron" ou jeton de présence bien rondelot, portant la croix fédérale, pas de quoi faire des folies! cher "S.O.", oh non, mais pourtant intéressant. Et puis, cette auguste relique de la colonie, ce drapeau suisse, symbole de fidélité donné aux Suisses par le roi George II en 1749 en reconnaissance de l'offre d'un bataillon de 500 hommes, pour prêter main forte lors du débarquement en Ecosse du fameux "Bonnie Prince Charlie."

Le vieux drapeau, souvent honoré aux dîners annuels — à voir le détail amusant de la somme de 2/6. dûment portée en compte pour frais de transport — fut finalement déposé à notre Légation, M. le Ministre en a la garde et nous désirons l'en remercier; nombreux sont nos concitoyens et nos militaires qui faisant acte de patriotisme tout en mettant leur conscience à l'aise, ont en tout le loisir de lui vouer quelque pieux intérêt. Les ans ne l'ont pas épargné, et d'une grande fête suisse à Richmond en 1891 il revint en lambeaux, aussi dès lors fut-il fort soigneusement mis à l'abri des intempéries.

Songez aussi à Georges Forrer, descendant d'une vieille famille de Winterthur, le doyen de la colonie et notre regretté président d'honneur, disparu l'an dernier à 94 ans; il dirigea la société

de 1891 à 1910, établissant très probablement un record et marquant la bienveillance qui existe entre elle et ses officiers, à témoin les fonctions déjà décennales du comité actuel.

Veuillez croire, cher éditeur, à nos sentiments les meilleurs.

C. CAMPART.

\* \* \*

L. CHAPUIS,  
President, City Swiss Club, London.

Le 4 juin, 1939.

A la Rédaction du  
"Swiss Observer,"  
Londres.

Monsieur le Rédacteur,

Les membres du City Swiss Club se font un plaisir de se joindre à tous nos compatriotes en Grande Bretagne pour envoyer au Swiss Observer leur félicitations enthousiastes et l'expression de leur sincère reconnaissance à l'occasion de son 20<sup>me</sup>. anniversaire.

Aucune institution de notre Colonie n'a joué un rôle plus patriotique et plus utile que celui que rempli avec tant de persévérance et d'abnégation "Notre Journal."

Nous rendons hommage à son fondateur, M. P. F. Boehringer qui, surmontant tous les obstacles et avec des sacrifices financiers que lui seul connaît, guida les destinées du Swiss Observer pendant ses dix premières années.

S'inspirant de ce bel exemple M. A. Stauffer accepta alors la lourde charge de Rédacteur en Chef et se donna corps, cœur et âme à cette mission patriotique. Par son inlassable activité, son incomparable courtoisie et son admirable dévouement il a conquis l'affection de tous ses compatriotes et gagné des centaines de nouveaux lecteurs pour le "Swiss Observer." Depuis dix ans il est à la tâche! C'est de tout cœur que nous le remercions pour les grands services qu'il a rendus à la Colonie en général et au City Swiss Club en particulier.

Nous unissons dans une même pensée le Swiss Observer et son Rédacteur en Chef, en leur souhaitant à tous deux de longues et belles années de bonheur et de succès.

LOUIS CHAPUIS.

\* \* \*

A. C. NUSSBAUMER,  
President, Swiss Benevolent Society, London.

A. Stauffer, Esq.,  
The Swiss Observer,  
London.

Dear Mr. Stauffer,

I was most interested to be reminded by your recent letter that the Swiss Observer was shortly going to celebrate the 20th Anniversary of its foundation. The occasion is, I think, a most suitable one to express the appreciation of the Committee of the Swiss Benevolent Society for the publicity which the Swiss Observer has given in one way or another during this period to the work which the Society is performing. The Swiss Benevolent Society is well-known to most of the Swiss Colony in London and the charitable work which it does is of so practical and effective a nature that it cannot fail to appeal to the imagination of every individual. It is, however, most essential that its current activities should be regularly recorded and so serve as a reminder to many supporters. It is in creating this liaison between the Society and its subscribers that the services of the Swiss Observer have always proved so valuable.

May I in all sincerity express the hope that the Swiss Observer will long continue to function as the organ of the Swiss residents in London and that the friendly relations which have always existed between it and the Swiss Benevolent Society may long continue.

Yours sincerely,

A. C. NUSSBAUMER.

\* \* \*

G. EUSEBIO,  
President, Unione Ticinese, London.

Londra, giugno 1939.

All'egregio Redattore de  
"The Swiss Observer,"  
Londra.

La ricorrenza del ventesimo anniversario della fondazione dello "Swiss Observer" è un avvenimento di primaria importanza nella vita della Colonia Svizzera.

L'azione ad un tempo culturale, patriottica e sociale che il simpatico foglio ha svolto a getto continuo durante il decorso ventennio — e speriamo continuerà a svolgere — mi ricorda la fontana descritta in un sonnetto dal nostro Chiesa:

"Ma sempre uguale, nella varia prova fontanella perseveri tu, lente l'acqua versando dalla tua sorgente piccola ma profonda, eterna e nuova."

Lo "Swiss Observer" ha ormai superato l'adolescenza, e pari ad un essere mortale ha incontrato le sue difficoltà, ma come un uomo, raggiunto i ventenni, più non temerà la vita ma l'affronterà con coraggio, fiducioso della propria forza.

Sento pertanto di interpretare il sentimento di tutta la Colonia Ticinese in Gran Bretagna nell'esprimere al nostro "settimanale" l'augurio che l'opera sua sia, usando le stesse parole del poeta, eterna e nuova.

Nel formulare questo augurio non voglio mancare di rendere omaggio al fondatore, Sig. P. F. Boehringer, alla cui opera disinteressata e perseverante unicamente è dovuto che la nostra Colonia, certamente una della più numerose dell'estero, abbia il suo "organo ufficiale." Voglio inoltre esprimere tutta la mia ammirazione all'attuale redattore, Sig. A. Stauffer; malgrado costretto ad intervenire a tutte le feste e manifestazioni della Colonia (molte feste divenute tradizionali e frequentate dalle stesse persone) lui trova immaneabilmente qualche cosa di nuovo da dire.

Al suo giornale un entusiastico "ad multos annos," ed a Lei, distinto redattore, e sensi della mia massima stima

Dev. mo

G. EUSEBIO.

\* \* \*

J. J. BOOS,  
President, Swiss Mercantile Society, London.

London, June 1939.

The Editor,  
Swiss Observer,  
London.

Dear Sir,

As one of the original subscribers to our "News from Home," and "News from the Swiss Colony" — the "Swiss Observer" I would like to add my lines of congratulations of 20 years successful life and achievements.

Few of the sponsors; even the Founder, first Editor and Publisher, that genial of all London Swiss, Mr. Boehringer, can have been aware of what joy they would bring during those eventful years since 1919 to the Swiss in England, by introducing the "Swiss Observer."

To the Swiss Colony the "Swiss Observer" is now quite indispensable and if some of us would like to see a much larger paper, much more home news, etc., we all agree that you, Mr. Editor, have done your work truly well under difficult and trying circumstances.

What social or other Swiss function would be complete to-day without the presence of the ever smiling Mr. Stauffer and the fine reports that usually follow such functions in your paper.

We, in the Swiss Mercantile Society, are very grateful for your co-operation with our "aims and objects." Would only that all Swiss in commercial pursuits would join our ranks (there must be still many eligible ladies and gentlemen amongst the Colony who take no interest in our activities) and so make up the loss we have had during the last years, losses that unfortunately cannot be made good permanently by influx of new and younger compatriots because none, or only a few are able to obtain permission for permanent residence.

During these years and times of special "National" desires and ambitions we of the S.M.S. are doing our best to foster a truly Swiss spirit amongst all members, our Students at day and evening classes — we are doing work of really National importance — but we do need all the support from our compatriots to make this Society and its work a success.

I appeal therefore, to those Swiss, young and old, who have the qualifications to become active or contributing members of the S.M.S., and to those who are already our members to give us practical support, to attend our meetings, interesting lectures social gatherings, etc., and so further enkindle in all of us the true National Swiss Spirit.

You, Mr. Editor, have been generous in your support of the S.M.S. and our members greatly appreciate this and reciprocation on our part will not be lacking.

Congratulations to the "Swiss Observer" for its glorious 20 past years and best wishes for a still brighter and happier future.

Yours sincerely,

J. J. BOOS.

\* \* \*

A. FRED SUTER,  
President, London Group, Nouvelle Société Helvétique.

London, June 12th 1939.

The Editor,  
"Swiss Observer,"  
London.

Dear Sir,

In tendering the congratulations of the London Group of the N.S.H. to the Swiss Observer on its 20th, and Mr. Stauffer on his 10th anniversary as Editor, I am eager to make it clear to him that we regular readers think very highly of him and his achievement.

A good many years ago — I forget the actual year — it was intended to form a fund which should guarantee the life of the paper. That undertaking failed, chiefly because it was held that a newspaper, like a business undertaking,

should be able to maintain itself. But the Swiss Observer is alive to-day, and has not lost in virility.

Our brave Editor, if he asked for comments and criticism to-day, need not be afraid of the result. Has he not fought all these ten years together with Mr. Boehringer, the Publisher, for a cause which now has become an institution in our colony? I take my hat off to Mr. Stauffer for the achievement of his work; his knowledge of the psychology of the colony; his capacity to make the little Swiss Observer worth the price of the Times; his goodwill towards all and sundry and his equanimity in absorbing banquets for "value to be received" in reports.

Have you ever imagined how our lives would be influenced if we had not a Swiss Observer? Just think of the trouble the "Forthcoming Events" save the officers of the various societies. Just see what time it would take you to cull the essential news from the many Swiss papers each week if you had not got them so neatly arranged on the front page each Saturday. Just consider how few of us have the time to scan the English press sufficiently closely to obtain that valuable information gathered in "What Others Think of Us." And again, who would miss the joy of reading the reports of the functions of the various societies in the colony?

In many ways, we should be the poorer for it if Mr. Stauffer did not devote his many gifts to the service of the Colony and for our delectation. Have you ever tried to edit a journal? If so, for how long, and how did you like it?

All this effort is well worth our support. You, as an individual, cannot very well subscribe for more than one copy, but that one copy you should have weekly. If, however, you are an officer of a Swiss society in Great Britain, you may be able to do a good deal more for the Swiss Observer. You might induce your society to subscribe for a number of copies and have them posted to other Swiss societies or interested friends abroad, or to sick and aged countrymen in England, as a Christmas gift or otherwise. In the London Group of the N.S.H. we have found that by that means a great deal of pleasure and interest is disseminated, that the worthy efforts of Mr. Stauffer are more suitably appreciated, and that by the increased subscriptions to the paper, we ourselves are the greatest gainers.

May the Swiss Observer and Mr. Stauffer prosper in the service of our colony; may they keep that happy combination: — the virility of the youngster with the dearly bought wisdom of maturity! Our best wishes and congratulations are for them both.

A. FRED SUTER.

\* \* \*

W. PELLET,  
President, Swiss Orchestral Society, London.

London, June 1939.

Dear Swiss Observer!

Twenty years of unremitting and patriotic labour amongst a widely scattered colony whom Fate has parted from our dear Homeland! Such, I feel sure, are the sentiments which go out from all of us as we wish you "Many Happy Returns of the Day."

The Swiss Orchestral Society has ever been grateful for all you have done, as no small measure of its success in our Colony is due to the appreciative publicity which it has always received in your columns.

W. PELLET.

\* \* \*

PROF. DR. A. LATT,  
President of the "Auslandschweizer Kommission," and  
First Editor of the "Swiss Observer."

Zurich, Juni 1939.

Mr. Boehringer is the father of the Swiss Observer. He had the idea of it, he took on himself all the risks of a new venture, he decided on the lay-out and character of the paper, and what should be its main features. He organised the whole propaganda, and for years added to the cares of the Publisher and Manager the tribulations of the Editor. To him the Swiss Colony in Great Britain, therefore, owe a debt of gratitude, and to him are due the honours of this festive occasion and our best wishes for the future of the S.O. Mr. Boehringer and the Swiss Observer to most of us are like one.

Yet I cannot help nursing some parental feelings for the S.O. too. I think I was something like its godfather. I have before me a dummy of the paper — then entitled "The Swiss Chronicle" — and I remember how elated I felt when I carried the first number fresh from the printers down to 74, Charlotte Street, where it was laid on a table and duly admired and liberally criticised by many of the eminent members of our Colony who were assembled there for a meeting of the N.S.H.

For about two years before the S.O. was born Mr. Boehringer had conferred with me on the chances of such a venture, on the best ways and means to realize his plan. The position I then held as Secretary of the N.S.H. allowed me to form an opinion of the standard and intel-

lectual needs of our people. It was clear to me that the new paper would offer the Colony a fine platform for the discussion of its aims and aspirations, a means to record its triumphs and its losses, to prepare itself for the greater tasks of community life. First and foremost it might become a permanent and living link between all the members of a numerous and widely spread colony, between the Old Country and its exiled children, and a worker for the better understanding between Swiss and British. I think we are all agreed that the S.O. has made a valiant effort to fulfil most of the expectations of its founders, and if there are some of us who would like to see it better — let them come forward and do their bit!

It would be an exaggeration to pretend that the readers at once took the S.O. to their hearts. No doubt it speaks for the high quality of the paper that the multitude took some time to get used to it and "take it in!" At the present day, of course, no true and patriotic Swiss in England could live for more than seven days without the S.O. and all those who have returned to Switzerland are looking out every week like Sister Ann for the messenger from the clubs they used to belong to, for the faithful recorder of the doings of our dear old friends in London.

Do you Swiss in England realize how many advantages you owe to the S.O.? You would not be so well known, so highly respected as a patriotic and intelligent colony, if there were no S.O. to tell the world who you are and what you do and how. There are much bigger colonies which have no paper of their own. They may well envy you for the S.O. The Swiss colonies in Italy, Germany, Austria, France and Argentina saw many of their papers disappear. You got your own organ just when it was needed, and you have been able to keep it going even during one of the worst periods of economic depression. All thanks to the spirit of sacrifice and solidarity, which has always distinguished the London Swiss Colony.

I am a friend of the *Swiss Observer* not only because of my personal association with its origin and with your Colony — men like Dr. Lang, Dr. Egli, "Kyburg" and A. Stauffer have done much more for it than I could do — but because I know the importance of a well-written paper for all sections of a community in a foreign metropolis. It was in fact the example of the S.O. and the experience gained in London which served me as the chief encouragement when, a few years ago, I accepted the editorship of the "Echo Suisse." I think I cannot do better than to try to make this monthly Review as useful to all the Swiss abroad as the S.O. is to your Colony. In associating itself with your Jubilee, the "Echo," through its Editor, wishes the *Swiss Observer* good luck for the next decade. May the Future be worthy of the Past, and Editor and Readers have cause to keep smiling!

DR. A. LATT.

DEM "SWISS OBSERVER."

DR. W. IMHOF,  
Auslandsschweizerwerk der N. H. G.

Bern, Juni 1939.

Freudig benützen wir die Gelegenheit des 20-jährigen Jubiläums des "Swiss Observer," um diesem in so echt vaterländischem Geiste redigierten Blatte, seiner Redaktion und seinen Mitarbeitern, unsere herzlichsten Glückwünsche auszusprechen.

Der "Swiss Observer" ist ohne Zweifel ein kraftvoller Ausdruck des Schweizertums in Grossbritannien und eine der wertvollsten Stützen der Kolonie. Das gesamte Auslandsschweizertum und mit ihm unser ganzes Land dürfen auf diese Schweizerleistung stolz sein. Die Mission, die Ihr Blatt seit 20 Jahren unermüdlich und mit vorbildlicher Treue erfüllt, ist in den Zeiten die wir durchleben, bedeutsamer als je. Die Pflege schweizerischen Geistes und die immer neue Besinnung auf unser geschichtliches Erbe, muss heute jedem Eidgenossen am Herzen liegen. Die beispielhafte Haltung mit der der "Swiss Observer" diese Aufgabe erfüllt, ist für alle, die ihn kennen, eine tiefe Ermutigung.

Im Namen des Vaterlandes danken wir dem "Swiss Observer" für seine unermüdliche Arbeit im Dienste des Schweizertums, und wir wünschen ihm noch lange Jahre fruchtbarer Wirkens und eine kraftvolle Zukunft. Möge er unerschütterlich wie bisher an seiner grossen Aufgabe weiterarbeiten zur Ehre der Schweizerkolonie in Grossbritannien und zum Ruhme des Vaterlandes.

AUSLANDSSCHWEIZERWERK DER NHG.

PASTEUR MARCEL PRADERVAND,  
Egliste Suisse.

London, le 12 juin 1939.

Monsieur A. R. Stauffer,  
Rédacteur du "Swiss Observer,"  
London.

Cher Monsieur,  
Au moment où le *Swiss Observer* célèbre son vingtième anniversaire, je tiens à vous apporter mes félicitations et mes meilleurs vœux.

Vous avez accompli une œuvre bien utile déjà au cours de ces 20 premières années, et les Suisses de Londres peuvent vous en être reconnaissants.

Mais vous n'en resterez pas là. *Plus que jamais*, à l'heure où nous sentons le besoin de serrer les cordes, le *Swiss Observer* a une grande tâche nationale à remplir, et je suis certain qu'avec l'appui des différents milieux de la Colonie, vous arriverez à en faire toujours plus "notre journal suisse," aimé et respecté de tous nos compatriotes vivant dans ce grand pays ami.

Avec mes sentiments dévoués.

MARCEL PRADERVAND.

\*\*\*

DR. ERIC KESSLER,  
London Correspondent, "Neue Zürcher Zeitung."

Ein Journalist sieht Zeitungen — namentlich die anderen — mit besonderen Augen an, und wenn er in die Lage kommt darüber ein Urteil zu fällen, so fragt er sich erstens einmal, was sie bieten will und dann, ob sie das, was sie sich vornimmt, auch erreicht. Die Herausgeber des *Swiss Observer* haben sich, wie mir scheint, von jeher die Aufgabe gestellt, ihre Landsleute über die festlichen und anderen Ereignisse der Londoner Kolonie auf dem laufenden zu halten, und sie tun das mit dem kleinen Staff von Mitarbeitern, der ihnen zur Verfügung steht, aufs akkurateste und was noch mehr ist, in unterhaltender Weise. Es ist wahrlich nicht leicht Jahr für Jahr über die gleichen Höhepunkte im Leben einer Kolonie zu schreiben, und ich bewundere die an neuen Einfällen stets reiche Berichterstattung des *Swiss Observer* aufrichtig und sie bereitet mir mehr als nur berufliches Vergnügen. Nicht minder überzeugend ist die Auswahl der Home News, die der *Swiss Observer* wöchentlich seinen Lesern vorsetzt, und ich habe den Eindruck, dass diejenigen, die aufgehört haben, das ehemalige Leibblatt des Vaters und Grossvaters zu lesen, in jenen Spalten stets das antreffen, was die Gemüter zu Hause am meisten bewegt, ob es nun Politik oder "faits divers" seien und das ist bei der Knappheit des Raumes eine respektable Leistung. So erfüllt der *Swiss Observer* das, was er sich zum Ziel gesetzt und ich wünsche ihm neue Erfolge auf dem Gebiet, das er sich ausgesucht hat.

ERIC KESSLER.

\*\*\*

FROM ONE WHO WAS HIMSELF AT THE HELM.

DR. H. W. EGLI,  
Late Editor of the *Swiss Observer*, London correspondent of the "Bund."

London, June, 1939.

Twenty years *Swiss Observer* and ten years editorship in the hands of a man not brought up in the journalistic profession — two truly worthy jubilees! As a constant reader of the little Saturday morning reminder of what a wonderful country we come from, as a former editor of that said sheet myself, as a professional noting with green envy the far greater success of a one-time amateur intruder in the world of the press, and above all as one who is deeply convinced of the importance of the *Swiss Observer's* mission on behalf of our country and ourselves — I tender my most respectful compliments to all concerned for their competent and untiring execution of this mission. I am not given to flattery and superlatives where I am not convinced of their justification. But here is a selfless job of work loyally and well done by a handful of *dévotés* for a patriotic ideal, an achievement the worth of which it is our duty publicly to acknowledge on such an occasion. It is the pressman's lot to hear from his readers

Telephone Numbers :  
MUSEUM 4302 (Visitors)  
MUSEUM 7055 (Office)  
Telegrams : SOUFFLE  
WESDO, LONDON

Established  
OVER  
50 Years.

"Ben faranno i Paganis  
Purgatorio C. zio. Dante  
"Venir se ne dee glu  
tra" miei Meschini."  
Dante. Inferno. C. xxii.

PAGANI'S  
RESTAURANT

GREAT PORTLAND STREET, LONDON, W. 1.

LINDA MESCHINI } Sole Proprietors.  
ARTHUR MESCHINI }

THE WEST END  
FANCY BAKERY Co. Ltd.

Established 1903 — Managing Director : W. BACHMANN

THE LEADING  
PASTRYCOOKS,  
KENSINGTON,  
PUTNEY AND  
EAST SHEEN.

"KENCAKES"  
REG.

Branches at

- 262, High Street, Kensington, W.8.
- 174, Earl's Court Road, Earl's Court, S.W.5.
- 128, Gloucester Road, Kensington, S.W.7.
- 55, Old Brompton Road, South Kensington, S.W.7.
- 54, Dawes Road, Waltham, S.W.6.
- 179, Upper Richmond Road, Putney, S.W.15.
- 591, Upper Richmond Road, East Sheen, S.W.14.

Head Office :

48, 50, 52, 54, DAWES ROAD  
Phone : FULHAM 2000 and 6000. S.W.6.

Dibiani Restaurant  
(A. Eusebio)

122/3 NEWGATE STREET  
LONDON  
E.C.1.

Best  
Continental Cuisine

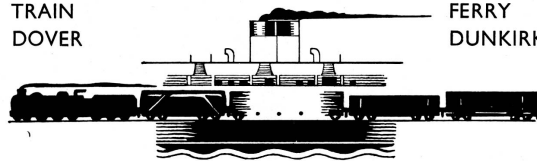
All Swiss "TASTES" catered for.  
The Rendez-vous of Swiss Citymen.

ACME - GOTH SERVICES

FOR SPEED AND RELIABILITY

TRAIN  
DOVER

FERRY  
DUNKIRK



OFFICIAL AGENTS

ACME TRANSPORT Co. Ltd.

Head Office: 20, WHITECROSS STREET, LONDON, E.C.1  
Also at : BRADFORD - DOVER - PARIS.

GOTH & Co. BALE - ZURICH - ST. GALL - GENEVA.

FASTEST DAILY EXPRESS, G.V. & GROUPAGE SERVICES  
TO & FROM SWITZERLAND.



almost exclusively only when something or other has roused their displeasure or when some small mistake has crept into print. So let us seize this occasion of the 20th jubilee of the paper itself and the 10th of its present editor to give them the much needed encouragement for carrying on their good work.

The proof of the pudding is in the eating. If there is any reader who would hesitate in subscribing to our praises I would ask him or her to ponder the question whether his palate is not superfatigued and apt to lose sight of the real function of his diet: to provide wholesome nourishment. Of course, the *Swiss Observer* with its slender resources cannot even aspire to tickle your jaded nerves the way your "Mail" or "Herald" does its daily trick on you, of course, it cannot offer you the variety of entertainment or enlightenment you would expect from the "Picture Post" or the "Times." Of course, its style gets tedious at times and monotonous and the three pages of text are probably dearer at a penny each than anything else in print you buy.

But where else could you get the nourishment of your patriotic soul, without which your heart and even your individuality among your English friends would die slowly but surely; where else the weekly bird's-eye review of events from home, the steady information about your country to enable you to answer intelligently inquiries about it from among your British acquaintances, thus fulfilling the highest task set us Swiss abroad with self-respect? Where else could you make sure of not missing the most important English comments on our country and, last not least, how else but through the medium of the *Swiss Observer* could you keep in touch and *au courant* with the life in our Colony? You would have to read several Swiss newspapers to replace page one of the *S.O.* and feverishly scan every English periodical to replace the invaluable extracts or reprints in the *S.O.* of "What Other People Think of Us." You would in the absence of the *S.O.* go without the reports of functions in our Colony altogether and have to rely on tedious circulars, so easily mislaid, for all announcements and official intimations. Without the *S.O.* you would get engaged, married, become a father, make some success, suffer misfortune and die unsung and unlamented. You could not even advertise your wares or services with any reasonable certainty of catching the eye of even one of your compatriots. I ask you if that weekly "thrumpence" is not the best bargain for any Swiss in London? Our friends Boehring, Stauffer and their all too few helpers give us as children of Switzerland our daily bread, with the essential ingredients, tolerably baked, perforce occasionally a trifle stale. Let the baker be thanked, once in a while, for his labour of love and let him not be thoughtlessly criticised for not providing all your favourite menus as well with non-existent wherewithals.

DR. H. W. EGLI.

\* \* \*

GOTTFRIED KELLER,  
London Correspondent, "Basler Nachrichten" and  
"Agence Télégraphique Suisse."

London, 29th May, 1939.

The Editor,  
The Swiss Observer,  
London.

Sir,

It gives me great pleasure to accept your invitation to write a few lines of congratulation on occasion of the 20th anniversary of the *Swiss Observer*. To start with I should like to wish the *Swiss Observer* very many happy returns of the day!

Is there any need to stress that the *Swiss Observer* has proved itself a very important liaison between the numerous members of the Swiss Colony in Great Britain? I do not think so. But furthermore it is, in my opinion, also a means of liaison between the Colony and our native country. I am quite sure that there are ever so many Swiss in England who do not, as I have to do, read 5-6 Swiss newspapers a day. For them the *Swiss Observer* is one of the best means to keep in touch with affairs at home and to be informed of the most important happenings in Switzerland, political or otherwise. May I also mention that in anxious times full of tension and uncertainty, like the present ones, the *Swiss Observer* can play a very important part in communicating facts and opinions of our authorities, represented by the Swiss Legation, to the members of the Colony.

One of my birthday-wishes for the *Swiss Observer* is that it may soon be its lot to inform its readers of happier and less anxious days ahead.

I am, Sir,

Yours very sincerely,  
GOTTFRIED KELLER.

W. BRETSCHER,  
Editor-in-Chief, "Neue Zürcher Zeitung" Zürich.  
Zürich, 15. Juni 1939.

An die  
Leitung des "Swiss Observer"  
London.

Sehr geehrte Herren,

Die "Neue Zürcher Zeitung" hat dem Wirken der Auslandschweizer und ihrer Organe stets lebhaftes Interesse entgegengebracht, und wir freuen uns heute, anlässlich des Jubiläums des "Swiss Observer" feststellen zu können, mit welcher Konstanz und auch mit welchem offensichtlichen Erfolg das offizielle Organ der Schweizer Kolonie in Grossbritannien seine Aufgabe als Sprachrohr der grossen und angesehenen Zahl von Schweizern, die auf dem britischen Inselreich eine zweite Heimat gefunden haben, seit zwei Jahrzehnten erfüllt. Wir bitten Sie, unsere herzlichen Glückwünsche zu diesem Jubiläum entgegennehmen zu wollen, die begleitet sind von dem Ausdruck unserer Ueberzeugung, dass Ihr Wirken weiterhin dazu beitragen wird, die Bande zwischen den Schweizern in Grossbritannien und der alten Heimat, besonders in der heutigen schweren Zeit, enger zu knüpfen und damit dem gemeinsamen Vaterlande zu dienen.

Mit vorzüglicher Hochachtung  
W. BRETSCHER.

RICHARD AMSTEIN,  
Editor, "National Zeitung" Basle.

Basel, 18. Juni 1939.

An die Redaktion,  
"Swiss Observer,"  
London.

Sehr verehrter Herr Kollege,

Fast unglaublich will es mir erscheinen, dass der von Ihnen redigierte *Swiss Observer*, dem ich schon zu seinem zehnten Geburtstag einige Zeilen widmen durfte, nun bereits wieder zehn weitere Jahre auf seinem Lebensweg erfolgreich zurückgelegt hat. Mein Jugendfreund Paul F. Böhringer von Basle, der offenbar von seinem unvergesslichen Vater, Prof. Paul Böhringer, Freude und Leichtigkeit in Wort und Schrift geerbt hat, war ja der Gründer dieses gehaltvollen und so erwünschten Wochenblattes in London gewesen, das sich inzwischen auch unter Ihrer Ägide zum offiziellen Organ der Schweizerkolonie in Grossbritannien ausgewachsen hat. Auch in seiner weiteren Entwicklung überrascht Ihr *Swiss Observer* durch die stete Reichhaltigkeit seines Stoffs, dessen Heimatnotizen in konzentrierter Form aus angesehenen Schweizerblättern von Ihnen so geschickt verarbeitet werden. Mit Vergnügen konstatieren wir auf dem Festland, dass das britische Schweizerblatt auch eindrucklich auf alle grossen Schweizer Veranstaltungen hinweist, wie die eidgenössischen Feste, die Landesausstellung und die jährliche Mustermesse in Basle, an denen der Besuch von Auslandschweizern mit besonderer Freude vermerkt wird. Aber auch Ihre oft bildgeschmückten Berichte von geselligen Veranstaltungen der Schweizer in London interessieren uns, wie auch die manchem Inlandschweizer so wertvollen Hinweise auf ein gutes Restaurant oder Hotel in London oder am Meere.

Vielleicht habe ich Ihre Zeit etwas zu sehr in Anspruch genommen; aber es lag mir daran, Ihnen wieder einmal Kenntnis zu geben von der Freude, die mir als altem, bald 35 Jahre im Dienst der Presse stehenden Journalisten die wöchentliche Zusendung Ihres *Swiss Observer* bereitet, den ich nie ungenessen auf die Seite lege.

Gestatten Sie mir darum, Ihnen nicht nur herzlich zu danken für den zehnjährigen Genuss, den Sie mir mit Ihrem Blatte neuerdings bereitet haben, sondern Ihnen auch zehn neue Jahre friedlichen und für die Schweizerkolonie Londons und Grossbritanniens gedeihlichen und erfolgreichen Weiterschaffens zu wünschen.

In Hochachtung und mit herzlichen Grüßen an Sie und alle Mitschweizer und Mitschweizerinnen in London und im grossen britischen Reich bin ich wie vor zehn Jahren.

Ergebenst Ihr

RICHARD AMSTEIN.



**Switzerland's  
GRUYERE  
CHEESE**

"As Popular in  
ENGLAND  
as it is in the  
OLD COUNTRY"

"UNEQUALLED in FLAVOUR"  
"EASILY DIGESTED"  
"RICH in VITAMINS"

SWISS CHEESE UNION BERNE, SWITZERLAND



Ask for  
**KUNZLE**  
"City"  
-they're  
delicious

There's just no doubt about it, these delightfully smooth chocolates with the exciting centres are the brightest choice you can make—try some of them to-day!



**Kunzle**  
FIVE WAYS,  
BIRMINGHAM, 15.

16 1/2 lb.  
3' per lb.

QUALITY  
KUNZLE  
BIRMINGHAM



In 3 hours to  
**SWITZERLAND**  
by  
**SWISSAIR**  
or **IMPERIAL AIRWAYS**  
LUXURIOUS AIR LINERS. Stewardess on board.

Daily Service:  
14.00 dep. CROYDON arr. 12.40  
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) Airways House, Buckingham Palace Road, (Tel Victoria 2323) - day & night, - or Swiss Federal Railways, 11b, Regent Street, S.W.1.

## BANQUE FEDERALE

(Société Anonyme)

Zurich, Bâle, Berne, Genève, La Chaux-de-Fonds, Lausanne, St. Gall, Vevey

Toutes opérations de Banque à des conditions avantageuses

**GASTON BRIDEL,**  
Editor-in-Chief, La "Tribune de Genève," Geneva.  
Genève, Juin 1939.

A la Rédaction du  
"Swiss Observer,"  
Londres.

Monsieur le Rédacteur,

Pour une revue comme le Swiss Observer, 20 ans c'est une longue existence. Faire subsister et faire progresser l'organe d'une colonie suisse à l'étranger n'est pas une petite affaire et M. A. Stauffer n'a pas eu trop de tout son dévouement et de tout son amour patriotique pour accomplir cette belle œuvre.

Nous nous sentons pressés d'adresser au Swiss Observer à sa rédaction et par eux à tous nos chers compatriotes fixés dans le Royaume-Uni, nos vives félicitations et nos vœux chaleureux. Nous souhaitons que vive et prospère toujours plus leur brillante revue, ce lien indispensable qui les attache à leur patrie.

GASTON BRIDEL.

\* \* \*

**MLLE. D. DU BOIS,**  
London Correspondent "La Suisse."

Londres, juin 1939.

Monsieur Stauffer,  
Rédacteur en chef du  
Swiss Observer,  
Londres.

Monsieur,

Permettez-moi de venir féliciter le "Swiss Observer" à l'occasion de son vingtième anniversaire. En disant que ce journal est le bienvenu dans chaque intérieur suisse de Londres, je crois me faire non seulement l'interprète de mon propre sentiment, mais aussi de celui de beaucoup de mes compatriotes ici. Si sa mission en tant qu'organe de liaison avec le pays natal est belle, son rôle d'informateur des différentes activités et manifestations de la Colonie suisse est précieux.

En formulant mes meilleurs vœux pour l'avenir du "Swiss Observer," je vous prie de croire, Monsieur, à l'expression de mes sentiments les meilleurs.

D. DU BOIS.

**CITY SWISS CLUB.**  
15th June, 1939.

Just think, over 100 members and guests turned up at the last meeting which is the largest monthly meeting that one can remember. They sat under the cheerful chairmanship of our beloved President Louis Chapuis.

City Swiss Club members are beating all records — some say it is due to the 'beating of the big drum.'

The real reason of this success, however, is due to the fact that a most interesting talk had been promised and was given by M. Gilbert Carr on European Affairs as seen from America. M. Carr excelled himself and gave a most comprehensive survey of the political and economical situation in Europe. He explained the favourable reaction of the United States towards co-operation with peaceful nations.

A great number of guests honoured the meeting by their presence. M. Lardy, one of the oldest members of the Colony in London, now living in Switzerland, was a conspicuous figure. M. de Jenner, an old friend of the Club, came and gave the usual patriotic support of the Legation. The Mayor of Lausanne, M. Addor, gave an oration which filled everybody with enthusiastic patriotism. He made us all realise that, whilst Switzerland is animated by the friendliest of feeling, she is ready to fight should she be attacked. Capt. Bernheim, also from Switzerland followed on this oration by giving technical details of the preparedness of the Swiss Army.

These speeches were so convincing as to the Motherland's ability to defend herself honourably, that an atmosphere of complete gaiety and serenity prevailed as it made us all feel safe, or at any rate prepared for any emergency.

M. Robert Moseley, a well-known American in London and personal friend of a good many members of the Club, was brought along by Mr. Boehringer, and confirmed the very friendly feelings which exist between the two sister democracies.

The speeches were so good, and the feeling ran so smoothly, and the talk of M. Carr so absorbing, that there was very little time for the meeting to discuss any business. A few resolutions were passed unanimously, amongst which a decision to give whole-hearted support to the 1st August celebrations. A donation of £5. 5. 0 was unanimously voted.

Our dear President, Louis Chapuis, had made a really special effort to attend before entering a nursing home where he is undergoing very serious treatment, to regain perfect health. All members to whom he has been such a good friend made a point of turning up to wish him God speed and a very prompt return among us.

As the Meeting finished M. Louis Chapuis was cheered to the echo, and we are glad to know that he carried with him the happy memories of one of the most successful meetings of the City Swiss Club.

M. de Jenner thanked M. Carr for his most interesting talk, and also our Swiss guests for their patriotic speeches.

Very reluctantly the members dispersed at about 11 o'clock, delighted with an evening well spent.

The committee are very gratified that their ambition of passing the 100 mark for a monthly meeting has been reached. That is the sort of encouragement they needed to devote the summer months in preparing a most attractive winter season.

We now look forward to a bumper meeting at Hendon. Bring your friends — it's bound to be a success — the ladies will be there at their best. Reserve the 27th inst! Our last meeting before the summer recess. Phone to-day Clerkenwell 2321 and make sure of your seat. You know the accommodation is limited, and we have a surprise in store for you!

Bcc.

**SCULPTURE EXHIBITION BY  
GINETTE BINGGUELY-LEJEUNE.**  
15th June, 1939.

The Private View of Madame Ginette Binggely-Lejeune's Exhibition of Sculpture took place on Tuesday the 13th inst. at the Fine Art Gallery, Bond Street.

Our Minister, Monsieur C. R. Paravicini, had kindly consented to open the Exhibition irrespective of his many engagements which are particularly heavy during Ascot week.

The opening of the Exhibition was very well attended.

Lord Nuffield, whose bust is the main exhibit, attended the Private View personally, a great compliment to the Artist.

Many important visitors were there, including members of the Diplomatic and Consular corps, and distinguished Artists, the Swiss Colony was also well represented.

The room where the ceremony took place was a magnificent sight, not only for the splendid Sculpture exhibited, but also for the masses of flowers which were continually brought or sent by Madame Binggely-Lejeune's numerous friends and admirers.

Space unfortunately does not allow us to give full details of this very successful Private View, but we will give a full report in our next week's issue.

IT'S QUITE LIKE HOME. . . .

**MAGGI'S  
SOUPS**

The Maggi Co. are pleased to announce that their famous Swiss made soups enjoy an ever-increasing popularity in English homes. Ask your grocer to-day for Maggi's Soups in fifteen varieties. If you have any difficulty in obtaining them, write to the Sole Agents: Marber & Co. 1, Stanhope Street London, N.W.1.

**BALLY'S SHOES**

OUR SPECIALITY

**THE LONDON SHOE CO. LTD.**

116-117 NEW BOND STREET, W.1  
21-22 SLOANE STREET, S.W.1  
260 REGENT STREET, W.1

**WE OFFER THE FINEST SELECTION OF :**  
Swiss Wines, Liqueurs, etc., also "OBI"  
Fruit Products, viz:

**WINES:**

"AUX VIEUX PLANTS DU VALAIS":  
Fendant, Muscat, Johannisberg, Rhin,  
Amigne, Hermitage, Malvoisie, Dôle.

"PUR LAVAUX":  
Dézaley-Médonette, Dézaley,  
St. Saphorin.

"CAVES DU PALAIS": Neuchâtel.

**LIQUEURS:**

Kirsch de Zoug, Cherry Brandy,  
Appenzeller Alpen-Bitter, Apéritifs,  
Enzian, Wochholder, Crèmes assortis,  
etc., etc.

"OBI" Fruit Products:

Apple and Pear Concentrates, Apple  
and Grape Wines, "Senza" Apéritif.  
(Non-alcoholic products). Fruit  
Vinegar, etc.

All the above are exclusive Swiss Products of guaranteed pure quality and renown!

**KELLER & CO. (Wines) LTD.**

34, Greville Street, Hatton Garden,  
LONDON, E.C.1.

Phone: HOLBORN 9367.

(Our friends are cordially invited "à une dégustation.")

Prices on application.

**SAFE MILK . . .**



Milk that is pure is full of blessings. Doubtful milk is a menace. With Nestlé's, care and cleanliness begin at the very beginning. Not only the farms but the feeding is sternly supervised. In the snow-white condenseries down in the shires, the fresh meadow milk is handled like something precious. Rich with all its cream and goodness it is sealed beyond reach of danger. No harm, seen or unseen, can come to it. It is milk as it should be — utterly pure. Safe, sealed, signed with a name you can trust.

**NESTLÉ'S MILK**