

A new publication

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A NEW PUBLICATION.

"Switzerland" (To and Fro) Publication by subscription edited and published by Frederic Medam, 5, Lansdowne Road, Croydon, Surrey.

We have received a forward copy of a new publication entitled "Switzerland" (To and Fro) edited and published monthly by Frederic Medam, one of our compatriots from Basle.

This publication is dealing principally with every aspect of goods and passenger transport to and from any part of the world.

One of the aims of this little booklet, attractively got up, is to advise on the best selection and use of the travel channels and tourist routes, to concentrate on the more difficult problems where goods are not moving as speedily and economically as they should.

Here is an extract of an article which urges industrialists and traders to "Raise Shipping and Despatch to Top-Level Control":

"Until the transport of goods is given consideration at the highest level and the Despatch Department is raised from its Cinderella position, distribution difficulties will continue to be a drag on industry.

Despatch and shipping should begin long before the goods are packed and ready for moving. The problems involved should be high on the agenda of any board of directors. They are part of high-level policy and the person in any firm who should know most about all and every form of transport is the managing-director."

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Another article deals with the subject of a "Postal Library"; as an introduction the editor writes:

"Switzerland is so well spoken of as a holiday centre by returning tourists that others, hearing at second, third and fourth hand of its attractions, decide on a visit with only the vaguest idea of what they are likely to find.

Many an enjoyable holiday in Switzerland would have been much more satisfying had these people sought more detailed information and on it planned their tour in accordance with their own predilections. The country, its towns, customs and amusements vary district by district. Although Switzerland looks small on the map, it is only too easy for the tourist to miss out the experiences which might appeal to him most. There is a lack of detailed information. And there is no space in a journal of this size to give it, but we can offer a service which would go one better than that.

Our thought is to provide readers with a Postal Library on which they can draw first for general information and then for more detailed descriptions of the particular features of Switzerland which would seem to offer most interest.

In accumulating this Postal Library we would seek out the most attractive and useful works from a wide selection of books published on the subject. Swiss publications are, of course, noted for their high standard of colour printing and particularly the illustrated books available to subscribers would, we are sure, be very welcome. But before undertaking this service we invite readers to state their views. If sufficient interest is shown to justify this project, books will be made available on loan to regular readers of *Switzerland* for a nominal subscription."

We feel sure that this publication will be of assistance to many of our compatriots who are interested in the intricate problems of modern transport and travelling questions.

SOPHIE WYSS ON THE AIR.

Appropriately enough the B.B.C. have chosen the Swiss singer Sophie Wyss to broadcast the first performance of Armin Schibler's new work. He has set six of the songs in "Gottfried Keller's "Der Hausliche Psalter" to music, and Mme. Wyss will sing them in the "Third Programme" on Saturday, October 26th, from 10.30 p.m. onwards.

Both words and music radiate a very genuine and intense religious feeling, and should certainly be listened to by all who can do so. It is expected that a performance will be arranged later at the Swiss Church in Endell Street.

Mr. Schibler is a pupil of the distinguished Swiss composer, Willi Burkhardt, who has now regained full health and is teaching composition at the Conservatoire in Zurich. His recovery is no less than an important event in European music.

Mme. Wyss, who has sung the "First Performance" of so many contemporary composers, including those of Milhaud, Kranek, Webern and Benjamin Britten, considers that his cantata "Herbst" to be one of the finest works produced between the wars. She sang it at the Swiss Legation in London in the time of M. and Mme. Paravicini.

Sophie Wyss is broadcasting French folk songs from Bristol on November 21st at 7.15 p.m.