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J. SCHÄD.
75 Years Old.

It is my privilege and pleasure to acquaint my readers with the fact that Mr. J. Schäd, of 63, Cornwall Road, Cheam, Surrey, a good friend and close collaborator of many years standing, will on the 30th of this month celebrate his 75th birthday.

Many amongst the readers of the "Swiss Observer" will, no doubt, recall some of the numerous interesting articles, translations of Swiss folklore songs into English, and above all his brilliant reviewing of books signed with the initials J.J.F.S.

If this paper has in the past received some recognition and appreciation in the Swiss Colony, it is in no small measure due to our friend Schäd, and although knowing his reluctance for publicity, I would not like this opportunity to pass without expressing to him the appreciation of our readers, and my personal thanks for all he has done for the Colony's official organ.

J. Schäd was born in Basle where he received his education at the "Realschule". After a five year's stay in France, he came to this country in 1904. Hard work, coupled with a keen intelligence, and a shrewd business mind, gained him in time the Manager and Directorship of an important rubber concern in the City, from which he has only recently retired. It might be mentioned here, that Mr. Schäd is the only Swiss who ever reached the position of Chairman of the Rubber Trade Association of London. He has also been a member of the City Swiss Club since 1904.

The Schäds are well-known in the "Baselbiet" where they have been peasant small holders for generations past; one of them named Uli Schäd, became famous as one of the leaders of the peasant rebellion in the 17th century, the rising was suppressed and Uli was executed in Basle in 1653. His memory, and that of the ring-leaders is perpetuated by a monument, the "Bauerndenkmäl" in Liestal.

Our friend has certainly not inherited the rebellious strain of his ancestor, his field of conquest has taken him to a more peaceful sphere. He is an intellectual, widely read, with a predilection for history and the classics. Poetry too appeals strongly to him. Some real gems of his own verse, sonnets and essays have appeared often in our paper.

J. Schäd is a happily married man and father of two sons, and a daughter. His oldest son, a Hockey International, is a B.A. of Oxford University, and is teaching mathematics at Whitgift College Croydon, the second son is a Minister in the Presbyterian Church, and is about to go to Malaya as a Missionary, and his daughter holds a secretarial post with Vogue, the fashion magazine people.

May I wish our friend a happy and carefree eventide, after a full and interesting life, and may I thank him once more for many years of friendship and help for which I am deeply grateful to him.

ST.

PETITES CHOSES QUI FONT PLAISIR.

Le Sheppard's l'hôtel universellement connu du Caire, vient d'être reconstruit et la fourniture de la lingerie a été confiée à l'industrie suisse du lin. Les laboratoires américains de l'hôtel Hilton ont reconnu de leur côté que la qualité des tissus de lin suisses est insurpassable.

Des experts ont démontré que l'invention de la presse à imprimer en fer n'est pas due à l'Anglais Lors Stanhope, mais au Balois Wilhelm Haas-Münch, fondateur de caractères, qui l'a construite en 1772.

A propos de notre communiqué sur le gaz rare argon (gaz protecteur dans des procédés de fonderie), nous ajoutons qu'il est aussi fabriqué par une maison de Berne-Liebfeld, au moyen d'une installation étudiée et montée par elle-même.

Les chronométrages des championnats du monde de cyclisme 1955 ont été effectués avec des chronomètres suisses d'une fabrique de St-Imier. Avec l'appareil Chronolinegines, l'image et le temps d'arrivée sont enregistrés au 1/100ème de seconde. En 4 ans, cette maison a assuré le chronométrage de plus de 5,000 concours sportifs dans les 5 continents.

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