

**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:** - (1930)  
**Heft:** 461

**Artikel:** A Swiss Lido  
**Autor:** D.M.  
**DOI:** <https://doi.org/10.5169/seals-694644>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 04.02.2026

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

## THE ROYAL DUBLIN HORSE SHOW.

We are delighted to acquaint our readers with the glad tidings that the Swiss team consisting of Major C. Kuhn, Lieutenant F. Dätwiler and Lieutenant O. Dégalier, have won the Aga Khan trophy for the third and last time.

It is interesting to recall the fact that the winning team were mounted altogether on horses bred in Ireland and it is a tremendous success for our riders, as well as for the Swiss cavalry as such, to have won the Aga Khan Cup for the third time, and the victory enhances greatly the international prestige of the Swiss, as they have beaten the crack teams of the most brilliant horsemen in the world, the Italians, the French, the English, the Irish and the Belgians.

For Colonel Ziegler, the famous captain of the team, who has led the Swiss cavalrymen to victory in the great international contest more than once, this crowning success is not only an official but also a personal triumph. He is known all over Ireland as one of the best judges of horses, horsemanship and horse breeding.

Through the courtesy of the Swiss Legation we are able to publish the exchange of congratulatory telegrams between our Minister and His Highness the Aga Khan:

Son Altesse Aga Khan,  
Villa Gorizia,  
Deauville.

A la nouvelle de la victoire troisième et définitive de l'équipe Suisse à Dublin Mme. Paravicini et moi tenons exprimer, aussi au nom de nos compatriotes, notre joie et gratitude pour superbe coupe généreusement offerte par Votre Altesse. Respect

PARAVICINI, *Ministre Suisse.*

"His Excellency the Swiss Minister,  
Swiss Legation, London.

Many thanks for your Excellency and Madame Paravicini's Telegram. I am particularly delighted and happy that Swiss Team won my cup at Dublin. Will you please convey my congratulations to the Team who so gallantly represented Switzerland. During last thirty years I have spent several months every year happily in your glorious country which I love almost like a Swiss. AGA KHAN."

The final placings were:—Switzerland first, the trophy and £50, 17 faults; Italy second, £30 21 faults; England third, £20, 22 faults; Ireland fourth, £10, 26 faults; France fifth, 36 faults; and Belgium sixth, 36 faults.

The Aga Khan has intimated that he will replace the Aga Khan Cup for international military jumping at the Dublin Horse Show. The Cup is a massive gold one and is very valuable. Since the competition started most of the European countries have competed for it.

## Five Weeks in America.

By DR. K. E. ECKENSTEIN.

V. INIER ALIA.  
CONCLUSION.

I suppose no account of a visit to America would be complete without some reference to Prohibition. I would have liked to have left the subject alone, but apparently it seems to raise more interest than almost anything else and, even in America the two questions which one is constantly asked are: What do you think of America? and, What do you think of prohibition? Personally, I consider that it is one of those questions of domestic politics which do not concern a foreigner and about which it is very difficult to form an unbiased and accurate opinion.

The question is more complicated than would appear at first sight. For one thing the Volstead Act or the Eighteenth Amendment to the Constitution of the United States of America is more than a new law for, being an Amendment, it is now an integral part of the Constitution and this at once creates complication number one, because, as an American explained to me, every citizen who takes office has to swear allegiance to the Constitution and it is therefore somewhat of a contradiction for a man to take the oath and then immediately proceed to break it. Now the Constitution is a very real thing to many Americans who consider it, as Mr. James Beck described it in a lecture he gave in London, to be "the most wonderful document ever written by the hand of man."

The next point is that it is difficult for a foreigner to appreciate the size of the United States. One has got to realise that the unit is the State and that for many purposes each State is autonomous. This, of course, is more easy for a Swiss to appreciate than for many other people. One State alone may be the size of France and there are 47 others. It was a revelation to me to learn that New York is farther away from San Francisco than it is from England and yet I suppose I should have realised this when learning geography.

Another fact which brings home the independence of the various States are the law notices in

## LONDON HOSPITALITY AT ITS BEST

R. S. Winstanley writes in *Town & Country News* a very interesting article about the GOWER HOTEL, which is excellently managed by our compatriot M. E. Brullhard and we have much pleasure in giving herewith a short extract of same.

\* \* \*

When visiting a town or city for the first time it is important to know where you will be certain of hospitable accommodation in congenial surroundings at prices within your means. London today has a wealth of hotels which can offer visitors comfortable quarters providing their purses are long, but only a limited number that combine the desired amenities on reasonable terms. Among the latter, the admirably situated Gower Hotel, Euston Square Station, N.W.1, can be confidently recommended both on the score of economy and excellent accommodation.

This admirable hotel is under the very able management of Mr. Edward Brullhard, who, in addition to being an experienced and capable organiser, is an interesting personality, and a very agreeable host, who made many friends during his management of well-known London and Continental hotels. The entire establishment has recently been redecorated, and furnished with very pleasing results and amongst other amenities two full-sized modern billiard tables by Thurston have been provided. No expense has been spared to ensure the perfect comfort of guests, and the very latest conveniences have been installed, including a passenger lift to each floor; hot and cold baths, for which no extra charge is made, and lavatories on each bedroom floor; the latest gas fires in the bedrooms. There are one hundred bedrooms in the hotel.

From the point of view of accessibility the Gower Hotel should prove equally convenient whether one is bent on pleasure or business. It is close to the main line termini, Euston, St. Pancras and King's Cross Stations, and four tube stations, thus making it equally convenient for the City, the West End or the principal theatres.

There is an unique and very pleasant personal touch in the service of the Gower Hotel. The Manageress is Mrs. Brullhard, whose extensive experience is invaluable for the successful running of the domestic side of the establishment. The staff has been well chosen and trained, with the result that efficiency is combined with courtesy. The restaurant is open to non-residents for all meals and at charges which make them most remarkable value. Indeed, the hotel tariff generally is, without exception, the most moderate in London. The hotel is fully licensed and the choicest wines and spirits can be obtained. Thus, both epicure and gourmet are well served at the Gower.

In addition to being a very delightful residential hotel, this excellent establishment is also

the newspapers. Instead of "The High Court against Mr. A.B." for instance, one reads "State of Florida against Mr. A.B." Moreover, since prohibition came into force, great vested interests have grown up which have to be taken into consideration. I think the problem also varies in the different States.

During our stay, the newspapers were full of the subject.

Apparently a referendum had been taken and readers asked to express their opinion as to whether the Volstead act should be repealed, or modified or left untouched. The results were not altogether satisfactory as both 'Wets' and 'Drys' interpreted the results to their own advantage and satisfaction. Such are the glories of statistics.

I must confess that as far as I could see there did not seem to be any insuperable difficulty in obtaining supplies. Of course, drink is expensive, but so is everything in America with the exception of silk socks. Gin is a favourite, partly, I believe, because it is colourless. I was introduced to a 'Florida cocktail.' This is made by taking a juicy orange, and it must be juicy, making a hole in it and pouring in some gin. The orange is then sucked and more gin added from time to time *secundum artem*. Rare and marvellous brands of whisky are met with and one continually hears stories of traffic in bottles and labels which do not truly represent the contents.

\* \* \*

In the preceding articles I have endeavoured to give an unbiased account of my visit to America and I can only repeat that I do not consider I am entitled to do more. As I said in my first article I went there with the determination to learn and to avoid making comparisons with Europe. It is so easy to go there with the "British Best" or "Swiss Supreme" complex and one is easily led into making unfair statements. Things are so different and yet one has not got the feeling of being so completely in a foreign land as one has when visiting a non-English speaking country.

Before expressing an opinion about a country one should learn to understand the mind and view-point of its inhabitants, and obviously I was not long enough in America to do this.

renowned as the headquarters of various lodges, and for its catering for parties, conferences, etc. There are a number of rooms set apart for this purpose and several Masonic Lodges hold their regular meetings there.

## A SWISS LIDO.

To their staple industries of yodelling, making watches, and helping Americans to spend their incomes the Swiss have now added "Lido-mania."

In respect of beaches, of course, Switzerland starts under the slight disadvantage of having no sea. But it can boast a very good line in lakes; and it is these super-Serpentines which the Swiss have developed in a manner calculated to turn Mr. Lansbury a light green.

I have just returned from Lausanne, whose plage, situated at Ouchy, on the shore of Lac Léman, daily presents an aspect which I had always imagined to be exclusive to the undressing resorts on the French and Italian Riviera.

German, French, Swiss, English, and American backs are bared, American, English, Swiss, French, and German pyjamas glitter and gleam. And the five Powers hold international tea parties beneath the umbrella awnings which surmount the tables of the café at the side of the "plage."

It is distinctly odd, this fresh-water bathing from a beach whose sand has been largely "laid down" by Swiss navvies. It is odd, too, to have the mountains of Savoy as an horizon, in place of the usual sky, seagulls, and tramp steamers. But what I particularly liked about it was the absence of tides.

In the case of the open main, it is impossible to sit at the water's edge. Either the wretched stuff recedes and a forest of deck-chairs springs up in front of you, or else you become suddenly aware that an arm of the sea has taken a liking to your legs.

As it was, I was able to discuss unemployment with a beautiful brunette from Philadelphia (Pa.), what time infinitesimal waves lapped not three inches from our toes. Oo, la, la! D.M.

## Au ciel s'il y a de la place!

Un imprimeur de Caen recevait un jour la commande d'imprimer sur le ruban d'une couronne mortuaire cette dédicace:

"Repose en paix! Au revoir!"

Deux heures après, le donateur de la couronne télégraphiait à l'imprimeur:

—Prière d'ajouter "au ciel," s'il y a encore de la place.

Et le lendemain, jour de l'enterrement, lorsque la couronne fut déposée, sur son ruban déployé, les assistants purent lire:

"Repose en paix! Au revoir, au ciel s'il y a encore de la place!"

And yet, superficially at any rate, there are many paradoxes.

Someone has said that America is an organisation and not a civilisation, and if by this it is meant that she is not so hampered by tradition as European countries, it is perhaps true. It is no doubt very nice to be able to talk about 'the glorious traditions of the past,' but it does not necessarily follow that what was a good thing in the 16th or 17th century is suited to present day needs, and there is no need to quote instances where the most simple and obvious reforms have been held up because a certain thing had been done in a certain way for ages and any suggestion of a change has been met with the invariable remark that 'it always has been so.' In some respects America has the advantage as she can often go ahead with ideas which would be held up elsewhere. Of course this does not prevent Americans from expressing an exaggerated veneration for ancient customs or from removing to their own country as many relics of the middle ages as they can lay hands upon.

They are undoubtedly efficient, almost too efficient, and yet their organisation at times is bad.

The papers are filled with uplift and yet their boxing and wrestling matches are distinctly brutal in character.

They pride themselves on hustle and conciseness and yet they talk about "elevators," and call a "typist" a "stenographer."

They pour out money like water to build a movie palace like Roxy's or Paramount and yet the show is about on the level of a second rate music hall in Europe.

They build magnificent buildings with marble halls and inlaid wood doors and yet even Broadway is badly paved and tawdry.

Nevertheless, as I saw the sky-scrapers gradually disappear when the steamer left the docks, I felt glad that I had been to America and felt that I understood things in a way I had never done before.

THE END.

*Dr. Eckenstein has embodied the impressions gained during his recent tour in the U.S.A. in this series of articles which he has kindly placed at our disposal for publication in the "Swiss Observer."*—Ed.