

**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:** - (1931)  
**Heft:** 512

**Artikel:** A "picnic" by car  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-694591>

### **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:** 03.01.2026

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

## NEWS FROM THE COLONY.

SWISS RIFLE ASSOCIATION.  
1st OF AUGUST CELEBRATION AT HENDON.

We are indebted to a member of the S.R.A. for the following.

Swiss from all over London wandered to Hendon and the grounds presented a gay appearance in which young and old—youth, needless to say, predominating—came in for a fair share of fun and the good things that were provided for all and sundry.

The management of the large marquee and the general arrangements were in the capable hands of Mr. Jack Mueller, to whom the thanks of everyone present are due for a great deal of work well and willingly done, whilst the inner man—in so far as his predilection ran in the direction of "Cervelat" and "Landjaeger"—was cared for by Mr. Bartholdi, ably assisted by a competent and obliging staff. Those with a thirst and a desire for a long drink were able to quaff Patzenhofer from the "Fass" under the personal supervision of Mr. Nussle and many were the "Kelche" which were emptied to the last bitter drop. In the Bar adjoining the Marquee the genial host of the Swiss Hotel, Mr. A. Wyss administered on behalf of the S.R.A. to the needs of those on the lookout for something stronger and more "classy" than beer and judging by appearances he did what—in these days of depression may be justly described as really roaring trade.

The side-shows were looked after by Mr. Odermatt and her children and a special compliment is due to them and Messrs. Haesler, G. Lutz, etc., for their insistent and untiring efforts to induce the visitors to invest some of their cash in exchange for the cheap and wholesome fun which was provided by darts, pillow fights, and egg-and-spoon race and "hit the nail" competitions. The latter in particular, a mental offspring of Mr. Odermatt, I believe, and an entertainment which may be justly described as "noch nie dagewesen" proved a great attraction and there was many bold spirit who, after vainly endeavouring to knock four inch nails into the beam in four blows came away sadder and wiser men, after his or her efforts.

The shooting range in charge of Messrs. Odermatt and Ad. Schmid as Chief Range Officers came in for an afternoon of crowded attention and proved as usual a great attraction. The full results of the afternoon's shooting are given below. In the Inter-Society match (Union Helvetia v. Swiss Choral Society) our old friend, Mr. E. Suter scored 55 points out of a possible sixty and thus won for himself a handsome silver cup. The Swiss Choral Society was equally fortunate, which gave rise to much rejoicing on the part of the members of the latter.

About 6 o'clock the choir rendered a couple of songs, which were enthusiastically received by the many compatriots present and shortly afterwards Mr. De Brunner on behalf of the Swiss Rifle Association extended a hearty welcome to the gathering and inter alia expressed the pleasure and satisfaction it had given him and the members of the Association at the success which the invitation of the latter, although not sponsored and advertised as previous 1st of August celebrations, had met with. He added that this merely showed what could be done if the desire was really there to accomplish something. After this speech which was punctuated by hearty applause from those assembled Mr. De Brunner distributed the prizes to the lucky winners in the various shooting events which had taken place earlier in the afternoon. This terminated the official part of the function, and the disciples of Terpsichore retired to the green nearby where dancing, to the tune of a loud-speaker, was soon in full swing.

The whole proceedings were marked by the utmost good humour, "camaraderie" and a refreshing patriotic cordiality giving them the appearance of a real "affaire en famille" and everybody went home well satisfied with the day and grateful to the organisers for what must have been to all of them a most enjoyable afternoon. For the splendid Firework Display the organisers are greatly indebted to Mr. Ed. Brullhardt.

## RESULTS.

## Long range Inter-Club Team competition:

1st. "Swiss Choral Society" aggregate of the 4 best results out of 6 competitors, 171 points.  
2nd. "Union Helvetia" aggregate result of 4 competitors, 161 points.

## Members' Long Range Competition:

1st prize, Captain F. Suter, 55 points; 2nd. prize, Mr. Adolf Schmid, 54 points; 3rd prize Mr. P. Odermatt, 52 points (out of a possible 60).

## Members' 100 yards Small Bore Competition:

1st prize, Monsieur Micheli, 94 points; 2nd prize, Mr. Ed. Brullhardt, 92 points (out of a possible 100).

## Pistol Competitions:

Prix d'encouragement: Mlle Zarn, 75 points (out of possible 100).

1st prize, M. Singer, 88 points; 2nd prize, M. Hanchoz, 84 points; 3rd prize, M. Rog. Schneider, 83 points (out of possible 100).

## Non-Members' 100 yards Small Bore Competition:

1st prize, M. Rog. Schneider, 89 points; 2nd prize, M. Hafner, 88 points; 3rd prize, M. Magnin, 88 points; 4th prize, M. Nussle, 87 points; 5th prize, M. Singer, 85 points (out of possible 100).

## Egg and Spoon Races:

Ladies: 1st prizes, Mlle Isenschmid and Mlle Attenhofer; 2nd prizes, Mlle Bieri and Mrs. Fitt; 3rd prizes, Mrs. Hueri and Mlle Nachbur.

Gentlemen: 1st prize, Mr. Bigg; 2nd prize, M. Zingg.

Children: 1st prize, Master V. Winterberg; Master Holliger; and Master Matali.

The President and Committees of the "Swiss Rifle Association London" desire to convey their appreciative thanks to all Members and Friends for the effective help kindly given in making the 1st of August Festival on the Hendon Shooting ground a financial, as well as ethical, success. They gladly record the receipt from several Members of contributions in cash and kind towards the "Prize distribution" and the expenses of the pyrotechnic display. Furthermore the excellent musical arrangements of the day entitle our compatriot, Mr. T. Newman, to laudatory comments.

## A FIRST OF AUGUST MOMENTO.

To mark this year's celebration the Swiss Minister has forwarded to the Presidents of the Swiss Societies and Clubs a personally inscribed copy of a recent official publication containing excellent colour plates of the cantonal escutcheons and Swiss hallmarks.

## A "PICNIC" BY CAR.

The "Picnic" by car, arranged by a few members of the City Swiss Club, took place on Sunday last, and although the participation was a somewhat modest one, owing no doubt to the novelty of such an outing, it proved to be a huge success and all those who had the pleasure to join in this excursion spent a most enjoyable and happy time.

Shortly after 9 o'clock a.m. a small fleet of cars, six in all (which number was increased later on to eight) took the road from Ham Common towards the coast. Those who expected that the journey down to the sea would proceed in a sort of procession met with an early disappointment. I am not an expert as far as motor cars and motoring is concerned, my experience being limited to sitting in it, and let the other fellow do the job, but it soon dawned on me that some of the cars, or their drivers, had somehow different notions as regard to speed. I had hardly sat down in a most comfortable saloon-car when I was casually asked by my generous host, whether I was at all of a nervous disposition, and after having timidly answered in the negative (I did not dare to say otherwise, as I was anxious "to join the party.") We started off at such a rate, that I had considerable difficulty in keeping my breakfast in the allotted place. Remonstrations seemed to be useless, and the affirmation of one of my fellow passengers, who is in the shipping and forwarding line, and thus should be in some ways an expert on "moving" matters, that our "pilot" was a marvellous man on the wheel, quietened my shaky nerves to some extent, and I was able to exchange an apprehensive look with my wife, who, by the way is a bit of a speed fiend herself, conveying to her that I was resigned to whatever our fate might be.

I trust that my fellow members will not accuse me of boasting, when I tell them that we passed almost all of them before I could say "Boo" but I had yet the satisfaction of seeing two of the cars take the "wrong" turn, in spite of the frantic signs and gesticulations which emerged from the car in which the stately Publisher of the S.O. travelled, their ignoring the SOS of one of our past Presidents deprived us of their agreeable company for almost an hour.

The sun bathed villages, green hills and fields of Surrey and Sussex passed by, recalling to many of us unforgettable moments spent in these lovely parts of our adopted country. Shortly after 11 o'clock we arrived at Brighton, which looked in its Sunday best and turning to the left we took the road to Saltdean, the place where our one way journey was going to end. Arriving there the various cars were parked, and heavy loaded with baskets and bags the company moved down to the beach to prepare for a "siesta." Sweet ladies in most alluring beach pyjamas met the eyes of your reporter, unsettling him to such an extent that he dropped one of the baskets containing a most appreciable beverage and earning for himself remarks such as "clumsy" and "why don't you look where you are going?" Not expecting to see so much "life" on these shores, he will for future occasions provide himself with blinkers, thus avoiding such unfortunate happenings.

The silvery sea smiled most alluringly on us "Beach Combers" and it was decided that before partaking of lunch, some of the party should take a "dip;" anxious glances were cast towards the few bathing tents, which were unfortunately all

occupied and therefore it was unanimously carried that everybody was to shed their garments on the beach, thus putting a severe strain on the feelings of modesty of some of the company. The ladies viewed this undertaking rather sceptically and the result was that only the male members took to the water, but I am glad to say that after luncheon the ladies overcame their shyness and four of them bravely joined the bathers.

It would hardly be fair on our readers to acquaint them too closely of all the lovely things which came out of the various baskets, nothing was missing, even up to caviar, it still makes my mouth water when I think of it; our late President f.i. had a most wonderful "spread out" and I had an insane wish to throw a stone at that lovely pie which occupied such a prominent position in the centre of the "lay out," and when I saw our popular Secretary uncorking some of the bottles I nearly went green with envy and I felt like hurling my humble flask of coffee in the deep blue sea, but I was glad I did not, as I was not asked to sample their vintage and quite properly so, why should I, and most likely the wine was not at all nice and sour, judging from their faces.

As mentioned previously, some time after luncheon, the majority of the party braved the waves again and it required the persuasion of nearly all the swimmers to prevent at least one member from making an attempt to swim the channel, he graciously suggested that on arrival at the other side he would dispatch a postcard. Our ladies proved to be all expert swimmers and in their bathing attire looked perfectly sweet, one of our friends, an onlooker only, nearly strained his eye sight in admiring their gracious movements, and only a severe look from his wife put him right again, but I since noticed that he has to put glasses on when working.

Various scenes during the "pic-nic" and the bathing were "shot" by our Secretary, who provided himself with a "Pathé Cine" for the occasion, and these pictures will no doubt prove to be a great success, I am informed that the film will be shown at the "Green Hall" Picture Theatre at Enfield, extra excursion coaches being run for members of the C.S.C., bookings can be effected at the offices of the Swiss Observer. The film will be a silent one, but our librarian has graciously consented to give a "running commentary" during the performance.

About 4 o'clock the party started its homeward journey and a tea "al fresco" was taken in Ashdown Forest. Whilst the behaviour of all participants was so far immaculate, as one should expect from members of such an illustrious Club, the same can unfortunately not be said about some of the cars. Shortly before we sat down to tea, a Baby Austin lost its temper completely, running blindly into his bigger brother Morris, who however refused to hit back, treating him with utter contempt, and a brand new Rover car, which as I understood was taken out for his first outing, showed a great dislike to motor-cycles telling them in a rather forcible way to clear out.

A short halt was made at a picturesque Inn in the town of East Grinstead, as various members confessed to be much interested in antiques, and the old weather beaten beams in the ceilings of the lounge were greatly admired, also some old copper-plate engravings were much commented upon, not having the same artistic leanings your reporter adjourned next door to discuss more palatable subjects.

It was now decided to part company, and after many handshakes and good bys the different cars moved on, and once again my host "stepped on the gas"—cars, char-a-bancs, cyclists, hamlets, villages and towns flew by and by the roaring of an excited engine I earnestly began to discuss with my wife as to my wishes regarding the flowers on my last resting place, settling on white lilies. Once or twice I dared to look out of the window and was glad to notice that we were nearing my home which we reached safely; I was, however, rather a wee bit dazed, forgetting thus to ask our gallant driver and host to partake of a loving cup, which since has brought me reproaches from my wife, and I tender herewith apologies and present him in thoughts with the bunch of white lilies, which are mockingly staring me in the face while I am writing.

This our first outing was indeed a great success and everyone thoroughly enjoyed himself, and it is hoped that it will be repeated in the near future.

ST.

ADVERTISEMENT  
IS THE MOTHER OF  
NECESSITY

In other words, if you advertise insistently you will CREATE a market for your goods. Well executed Printing is essential if your advertising is to possess the necessary "punch." Therefore send along your enquiries for Leaflets, Circulars, Folders, Price Lists, etc., to

**The Frederick Printing Co. Ltd.**

23, LEONARD STREET, LONDON, E.C.2.  
Telephone - CLERKENWELL 9595.