

History of a famous publishing house

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CITY SWISS CLUB.

Pour déférer au désir qui lui a été exprimé, le Comité se fait un plaisir d'inviter ceux des membres qui désirent prendre part à un 'lunch' en commun le samedi 24 décembre chez Pagani à s'inscrire d'ici à jeudi 22 courant auprès de Monsieur P. F. Boehringer, 23, Leonard Street E.C.2. (Clerkenwell 9595).

Le 'lunch' aura lieu à 1.30 h. et le prix sera de sh. 3/6.

Le local du Club sera à la disposition des membres à cette occasion (avis aux amateurs de "bridge" ou de "jass").

Le Secrétaire.

SWISS CLUB BIRMINGHAM.

On Saturday, the 3rd of December, our first "Sauerkraut Abend" took place at the Grand Hotel, Birmingham.

At 7.30 p.m. a company consisting of about 85 members and friends amongst them Mr. W. Studer from Goole, sat down to partake of our National Dish, which was excellently cooked and consisted of 1 lb. of smoked Rippli, 12 inches of St. Galler Schüblig, one pair of Frankfurterli and 1 lb. of Sauerkraut, and those who were still hungry could ask for a second helping.

Our President, M. Brun, thoughtful as usual remembered that many of our members have the pleasure to be married to English ladies, and that perhaps the latter might not appreciate our National dish, and therefore a delicious Wiener Schnitzel garnie was provided which did full honour to the excellent cuisine of the Grand Hotel. M. Beer, who reigns in those quarters has once again proved that he can spoil his compatriots.

Shortly after 8 o'clock the President announced that he was going to make a speech, and the ladies already looked frightened, but fortunately for them and perhaps for all of us, the speech consisted only of the following words: "Ladies and Gentlemen, I hope you have all enjoyed your supper, and I beg you to kindly adjourn to the Windsor Room where an excellent Dance Band is awaiting you." And Leader as he is, in the real sense of the word, he was the first to have a "swing round," and he did not miss once dance throughout the evening, with the result that he suffered for the two following days with stiffness in his joints.

Mr. Baumann who acted as an M. C. did his work well, and when he called on Messrs Beer and Gattiker to give us one of their celebrated Swiss Yodels the Hall resounded with cheers, and it was really a treat to listen to them, clad in their "Aelpler Tracht," needless to say that later in the evening they had to oblige again; Mr. Percy Owing an entertainer also came in for a good share of applause. After the dancing came to an end, M. Brun announced that the next Annual Dinner and Dance would take place on Saturday, March the 25th, and he expressed the hope that the members would make a special effort to bring their friends along, and he also hoped that a large contingent from London would again make the pilgrimage to Birmingham, for whom special arrangements and reduced prices would be made.

BEOBACHTER — SWISS OBSERVER.

"Beobachter" me das Blättli nennt,
Das i dr Schweiz a jede kennt.
Me gseth, vernimmt dört allerhand
Was vorchunt hie und da im Land.
Es isch kei usgezeichnetes Blättli
Und dennoch isch's liebt im Städtli.
In Stadt und Dorf het's jederma,
Wo öppis uf sich gern tuet ha.
Au mir in England hätte gern
So hie und da selb Blatt vo Bärn.
Mer denke oft wie wär das nätt,
Weme nur dr Beobachter hätt!
Gar villi wüsse ebe nit,
Dass s'da au hier in England git.
Me do ihn "Swiss Observer" nennt,
Und's liebt ihn "awfully" wer ihn kennt.
Er isch a usgezeichnet Blatt,
Und (wie's der Basler nennt) sauglalt.
Drum isch's ä Schand für alli die,
Wo ohni Observer lebe hie.
It's a pity der Observer z'verponé
Sich nach'm Beobachter z'selne.
Zeigt guete Gschmack, Ihr Eidgenosse!
Helft em Observer unverdrosse!
Ae Vaterländische Pflicht isch z'schriebe
Und neue Subscribers here z'triebe.
Bald muess a jede England-Schwyzler
Durchs Band weg si Observer — B'sitzer.
Beobachter darf bald nüt meh si!
Nur "Swiss Observer" in der Kolonie!
Magg.

HISTORY OF A FAMOUS PUBLISHING HOUSE.

Just a hundred and one years ago one of the oldest — and now one of the largest — publishing houses in Switzerland established itself in Berne under the management of its founder, Johann Dalp. At that time business in general seems to have been just about the same as it is to-day — writhing in the throes of a depression which must have meant just as much to our forefathers as the more universal difficulties under which we have to labour.

But Johann Dalp, a young printer and budding publisher who must have had a good deal of business acumen and a mentality decades ahead of his time, stuck to his job through thick and thin, kept an eye on the world beyond the narrow borders of Switzerland, and succeeded in laying the foundation of a business that to-day is known and esteemed over the length and breadth of Switzerland, and far beyond its borders. The battle was not won by mere persistence alone, however, for in the printing and publishing world everything depends upon a knowledge of the public and its spiritual needs, whims and legitimate desires. This knowledge Johann Dalp seems to have possessed to an amazing degree, and it has been passed on, together with a wealth of experience accumulated through the years to his successors, the leaders of Messrs. Francke A. G., Berne, as the firm styles itself to-day. Here the booklover can obtain the pick of the world's literature, both ancient and modern, in his own language. English and American books are stocked in large numbers, and every effort is made to cater for a clientele that has in recent times become as numerous and varied as the books themselves.

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FORTHCOMING EVENTS.

Saturday, December 17th, at 5.30 p.m., at the Foyer Suisse, 15, Upper Bedford Place, Russell Square, W.C.1. — Christmas Celebration of the Swiss Young Men's Christian Association, for their Members, families and friends.

Saturday, January 7th 1933 — from 7 p.m.-1 a.m. Fancy Dress Ball—Swiss Mercantile Society, at the Midland Grand Hotel, St. Pancras, W.1.

Wednesday, January 18th, at 7.45 p.m. — Nouvelle Société Helvétique — Monthly Meeting to be followed by a causerie by Dr. F. Rollier on "Leysin, Héliothérapie et cure de travail" with lantern slides, at "Swiss House," 34/35, Fitzroy Square, W.1. Everybody cordially invited.

Telephone Numbers: MUSEUM 4302 (Fistors) MUSEUM 7055 (Office) Telegrams: SOUPELLE WESDO. LONDON

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6.30 — "Veiller comme les bergers" Luc 2, v. 8. M. R. Hoffmann-de Visme. Service de Ste. Cène.

7.30 — Répétition du Choeur.

Jeu-di 22 Décembre de 6 à 9 h. — Fête de Noël pour les jeunes filles, au Foyer Suisse, 15, Upper Bedford Place, W.C.1. Invitation cordiale à chacune.

Merci à tous ceux qui ont envoyé déjà ou pensent encore envoyer leur contribution...

Pour tous renseignements concernant actes pastoraux instructions religieuses, etc., prière de s'adresser à M. R. Hoffmann-de Visme, 102, Hornsey Lane, N.6. (Téléphone: Archway 1798). — Heure de réception à l'église: Mercredi de 11h. — 12.30.

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(Deutschschweizerische Gemeinde)
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Sonntag, den 18. Dezember 1932. IV. ADVENT. 11 Uhr vorm., Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst, 8 Uhr, Chorprobe.

Mittwoch, den 21. Dezember Nachm. 6 Uhr Weihnachtsfeier des "Schwyzerchränzli" im "Foyer Suisse;" Thee um 5 Uhr.

Anfragen wegen Religions- bzw. Confirmationsstunden und Amtshandlungen sind erbeten an den Pfarrer der Gemeinde: C. Th. Hahn, 43, Priory Road, Bedford Park, W.4 (Telephon: Chiswick 4156).

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