

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: - (1936)
Heft: 759

Artikel: Swiss Observer 17th birthday
Autor: Kyburg
DOI: <https://doi.org/10.5169/seals-692778>

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: 16.02.2026

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

Swiss Observer 17th Birthday.

By KYBURG.

Can you give the answer?

Two Swiss set out by car, one travelling from Zurich, at 32 miles per hour, the other from Berne, going at about 50 miles per hour, just to prove that the famous Bernese slowness is a myth, and the question to answer is:

Where did they meet?

Well, believe me or believe me not, they both met in *London*, both having set out for London originally and got there in due time. Loud laughter!

In the days before nearly everybody possessed or at least made frequent use of a motorcar, when a trip to London was still considered quite a journey, young Swiss had free access to these then happy and hospitable shores and came to the English Metropolis in goodly numbers. Some to stay a year or two, others to make their more or less permanent home and to become established members of our Swiss Colony.

In those days — how far off they now seem! — the Swiss Colony in England was stronger in numbers than now, and I well remember some Saturday evenings when nearly 20 young Swiss from Winterthur alone used to take a glass of Munich beer together at a famous Restaurant in Piccadilly Circus, at a place where now, alas and a lack, a barbers shop holds sway.

I well remember looking forward to Sunday mornings in those early days, because on Sunday morning I used to read through a batch of Winterthurer newspapers which my people used to send me every week, and the couple of hours spent in reading the "home news" formed one of the links between the far-off home-land and the budding "Auslandschweizer."

Later on I subscribed to the "Neue Zürcher Zeitung," for one period also to the "Gazette de Lausanne," but as life went on and my activities increased, as time had to be used more and more to the best advantage possible, I found that it was utterly impossible to read all those Swiss papers and, at the same time, keep myself informed of what the English Press had to say.

You cannot very well make your home in a Country and not read its Press and by and by the N.Z.Z. accumulated and most of the articles I cut out in order to read them by and by, were left un-read.

There arose, therefore, the problem of how to keep myself informed of what was going on at home, without sacrificing too much time which by now had become rather valuable and this problem was, for me, satisfactorily solved by the appearance of

THE SWISS OBSERVER

our London weekly Swiss paper.

Some of you Readers who in reading the above, may have found that you have passed through similar experiences, will no doubt agree with me that the Swiss Observer fills a real want in our Swiss Colony in England. You will not need reminding that the Swiss Observer is for the Colony in England very much like good health is to a person. As long as you enjoy good health, you do not think about it particularly, but when anything goes wrong, when good health disappears, then you begin to realise what a happy chap you were while you had it!

In other words, The Swiss Colony in England is *Happy* in the possession of its Swiss Observer!

In its present form, our little weekly paper gives us quite a lot of value. Snappy little home-news of the kind it would be difficult to find mentioned anywhere in the English Press and which news, or bits of news, yet are more interesting to us Swiss than other information reported in the great Papers.

News of the Colony, News of the various social and artistic activities going on among us Swiss in England, articles dealing with our beloved homeland, articles describing our social functions and, our wonderful speeches made at such affairs, in short, News important for us Swiss and eagerly absorbed by us every week-end.

It would indeed be a sad thing if our Swiss Observer were to disappear. We would be lacking something to which we have got used to, something which is as necessary to our well-being, as is good health. Its absence would make us restless, because we should be wondering and find it difficult to obtain the information we now absorb from it, elsewhere.

A BIRTHDAY ought to be celebrated!

On previous occasions I have asked our Readers to celebrate the Swiss Observer's Birthday by bringing in new subscribers so as to strengthen the venture from the financial point

of view. Again I have asked Readers to send in their "copy" in order that by the infusion of new blood the paper may become more and more interesting. Both recommendations I make anew, earnestly and pro patria!

Three Lusty Cheers for our popular Editor!

Friend A. Stauffer carrying on the work so nobly begun by friend P. F. Boehringer, who, if we Swiss believed in decorations, would long ago have received the appropriate "ruban" for his truly patriotic services, is a very modest fellow. And yet, quite apart from the satisfaction he no doubt derives from conducting our Swiss Paper, he must know how very grateful we Swiss are and how sincerely we congratulate him to-day once again on his achievement and his work, and wish him, personally, every success that he can dream of.

Friend Stauffer also has a most ingratiating manner, making it a real pleasure to work for him. He always manages to give you that exquisite feeling that he would be utterly at a loss for "copy" if one failed him. Naturally, like others who send in their contributions at times, I am much too wise to take such flattery at face-value, but, all the same, I were not human and not a man, if I did not like it and fall for it!

So May the Swiss Observer Flourish!

For Countless Years!

For Our Pleasure, Our Education and the Good of Our Swiss Colony in England and Our Homeland.

BIRTHDAY WISHES TO THE "S. O."

Most people know that birthday "hunch" And wish to celebrate;
No matter if you meet at lunch
Your friends — or stay out late!
However, things impersonal
And papers — last not least —
Perform their own queer ritual,
Parade for such a feast.
You hardly realize, may be,
Reaching for your "S.O.",
Embellished more than usually,
That young lads thrive and grow,
Unboastful, true and constant friend
Rest sure, you have ou'r trust;
Nought may you plucky course impend,
Stand firm for all that's just!

GALLUS.

May 30th, 1936.

ADVERTISEMENTS

for any SWISS NEWSPAPERS
accepted at USUAL RATES.

CITY 3310.

SWISS PUBLICITY OFFICE

(J. J. Pfändler, Swiss.)

24, QUEEN VICTORIA ST., LONDON, E.C.4.



SWITZERLAND CALLING!

SPEND YOUR HOLIDAY IN YOUR NATIVE COUNTRY
and tell your ENGLISH FRIENDS what MARVELLOUS
VALUE the

SWISS HOTEL PLAN

TOURS are.

MONTREUX-TERRITET

From £8.17.6. for 9-day tour.

LAKE OF LUCERNE

From £8.8.6. for 9-day tour.

LUGANO

From £9.4.6 for 9-day tour.

LOCARNO

From £9.11.6 for 9-day tour.

BERNESE OBERLAND

From £8.17.6 for 9-day tour.

THESE "ALL-IN" PRICES INCLUDE:

Return rail ticket from London 3rd class, with 2nd. class on Channel steamer. Reduced rates for special tours, various entertainments etc.

Reserved accommodation on outward journey.

6 nights Hotel accommodation, including 3 meals daily, tips, taxes and transport of baggage from station to hotel and vice versa.

SEASON TICKET for an UNLIMITED number of FREE JOURNEYS on mountain railways and Lake Steamers.

FREE ADMISSION to BATHING BEACHES.

FREE ADMISSION TO KURSAALS.

FREE ADMISSION TO PLACES OF INTEREST.

Full information can be obtained from:

Selfridge Tours, 101 Wigmore Street, W.1; American Express Co., 6 Haymarket, S.W.1 and 79 Bishopsgate, E.C.2; Cox & Kings Ltd., 3 Regent Street, S.W.1; Parry Leon & Hayhoe Ltd., 2 Conduit Street, W.1; Lairdways Ltd., 17 Pall Mall, S.W.1; Charles Rickards Ltd., 12 Spring Street, W.2; Army & Navy Stores Ltd., Victoria Street, S.W.1; John Barker & Co. Ltd., Travel Bureau, High Street, Kensington; and most leading Travel Agencies, or from:

SWISS HOTEL PLAN 6 LOWER REGENT ST., S.W.1
Whitehall 9567.



suggests that he is suffering from shock partly due to his disappointment at the failure of his treatment and partly to the effects of his unnecessary bath in the canal, he is treated by the Professor very much as Dumartin was treated when he dared to suggest the use of his serum.

The Professor orders the unfortunate Dumartin to be taken away to the mental ward and in spite of the fact that he is now almost violent, he is left alone. Naturally he gets up and, as, equally naturally, someone has forgotten to lock the door, he goes on a voyage of discovery in order to try to find himself. In his state of mental confusion, he does not know who he is, but is impelled to find Dr. Dumartin and to ask for the formula.

We now come to the really interesting part of the film, which is an attempt to show what is passing in the subconscious mind of an individual. The background of the scene is misty and is in continuous movement and is an attempt to represent the transitory character of thought although the central idea that he must find Dumartin is always present. He keeps coming up against different obstacles and against a mask. I have not yet decided what the mask is supposed to represent, but perhaps someone who is cleverer than I am, will go to see the film and write to the S.O. to say what it really does mean.

Meanwhile Tschërko decides to try a little forcible persuasion. Wendt tells him that he will not succeed and says that he knows how to cure Dumartin and is promptly told off.

Tschërko carries out his plan but fails. He then decides to suggest to Dumartin that Mrs. Negar is dangerously ill and that his serum alone will cure her. Dumartin is brought into the theatre where everything is in readiness but instead of producing the formula of the serum proceeds to bring out all the arguments which Tschërko had used when refusing to give him permission to use the serum.

Will you take the responsibility? he cries. No! Then I will operate and promptly makes a dash at the unfortunate Mrs. Negar.

He is stopped in time by the assistants and Wendt then says he will cure him. He takes him quietly by the arm, leads him up to the door of the room in which Negar had died and tells him that he will find Dumartin inside. He enters, goes up to a bed on which is a body with a mask on its face, removes the mask and finds himself. Once again I did not understand what the mask was meant to represent.

The two Dumartins have a little talk in which the Dumartin on the bed explains to the other one that he has done wrong in not obeying his superiors and in not having the courage of his opinions, etc., the scene clears and we are shown Dr. Dumartin alone, clothed and in his right mind.

He leaves the room, greets his friend Wendt, has a reconciliation scene with the good Professor, and a touching little scene with Mrs. Negar from which we can draw the usual conclusions, returns to his laboratory and his charming assistant and the story ends.

As I have said, I cannot see the point of the film. We are told that the first important film produced by a Swiss unit, Die Ewige Maske, deals with a theme little known to the screen; the use of psycho-analysis in modern medicine. Adapted from a famous work of the same name by Leo Lapaire, a Swiss author, the subject has been brilliantly treated and the film presents an absorbing study of fixation and its cure by psycho-analytical treatment.

But there is no psycho-analysis or at any rate what is usually meant by the term and there are such glaring errors that I am sorry that it has been presented to an English public as a serious Swiss effort. I hope many of the Swiss Observer's readers will go to see the film and if they do not agree with the above remarks will write to the Editor and tell him what they think of

ck.

Prof. BUSER'S Alpine Boarding Schools for Girls

TEUFEN Near the Sents Mountain [via St. Gall.] Sunny Situation.

The only school in German **SWITZERLAND** where Girls may sit for the **ENGLISH SCHOOL CERTIFICATE**. — Cheerful surroundings. Juniors in special house. Chief language: GERMAN. Delightfully situated above **lake of Geneva: "PREALPINA"**

CHEXBRES Chief language: FRENCH. At both Schools all classes (6-18) — commercial diplomas, domestic science. Languages a speciality. State examination for Languages. All sports, **summer, winter**. Excellent health record. **Friendly, happy atmosphere** — Beginning of the school-year in September. **Optional language courses during the summer holidays July — September.**

Again 'OVALTINE' for EVEREST!



The
Supreme Tonic
Food Beverage
has again been
selected by the
Mount Everest
Climbing
Expedition

'OVALTINE' was chosen for the high-climbing ration of the 1933 Mount Everest Expedition. It is significant that it has again been selected by the Expedition of 1936.

The selection of 'Ovaltine' for this and other outstanding tests of endurance is the result of long experience of its unequalled health-giving and sustaining properties.

'Ovaltine' has played an important part in many notable mountaineering feats, including those of the Kamet Expedition, the Swiss Caucasus Expedition of 1934, and the recent Pamir Expedition, which made some wonderful first ascents in the Turkestan range.

Famous explorers, sportsmen, athletes and such record-breaking flyers as Amy Mollison, Tommy Rose, David Llewellyn, Jean Batten, Scott and Black, Jones and Waller, and H. L. Brook have acknowledged their indebtedness to 'Ovaltine' in many memorable achievements.

For maintaining physical fitness and abundant vitality, even under the most arduous conditions, 'Ovaltine' definitely stands in a class by itself. It is the food beverage most widely recommended by doctors throughout the world.

Quality always tells
—insist on 'Ovaltine'

Prices in Gt. Britain and N. Ireland,
1/1, 1/10 and 3/3

P233A

INTERLAKEN

The Alpine Wonderland

is enjoyable from April to October. Swimming Pool
Tennis — Excursions in the Alps and on the Lakes —
Great Variety of lovely walks — Kursaal — Dancing

The Carlton Hotel. - Hotel du Lac

Pension from 12 frs. Pension from 11.50 frs.

These two first class hotels are outstanding for an atmosphere of home and all modern comfort. Quiet Position. Main Promenade. Near Station Interlaken-OST. Grand Garage. Garden.

Please apply to the Proprietor W. HOFMANN.

FRASER & CO. (P. BRUN, Proprietor.)

(HIGH CLASS TOBACCONISTS.)

MOST UP TO DATE GENTLEMEN'S HAIRDRESSING SALOON.

50, Southampton Row, W.C.1.

SHAVE & BRUSH UP 6d. — HAIRCUTTING 9d.

IF YOU HAVE A FUNCTION TO ATTEND, WHY GO HOME?

3 DRESSING ROOMS ARE PLACED AT YOUR DISPOSAL, CHARGE 1/-.

Telephone for appointment Holborn 2709.

Business Hours 8 a.m. to 8 p.m. - Saturday 8 a.m. to 1 p.m.