

**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:** - (1937)

**Heft:** 800

**Rubrik:** Editor's post-bag

#### **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:** 17.01.2026

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

This all too short visit of our countrymen to this country has been a great success, and they can well be satisfied with their achievement; they have literally sung themselves into the hearts of British people.

From a propaganda point of view this visit must rank very highly, and seems to me an infinite greater value than a number of advertisements in the Daily Press, or some, not always very artistic posters. I do not know who is responsible for this splendid idea of sending this famous choir over here, but whoever it is is to be congratulated on this far-seeing piece of advertising.

ST.

### SWISS ICE HOCKEY TEAM.

The following opinion about the Swiss Ice Hockey Team, published in the Hornsey Journal, might interest our readers:

"On Saturday, Canada and Switzerland played the remaining final pool match and a great game resulted. It was judged by two referees, who kept a very tight rein on both teams, with the result that the match was the best of the tournament. Switzerland recovered from the shock of an early goal by Canada and equalised near the end. During extra time Canada got the important goal and so won the world's championship.

I had to give medals in this tournament. I should award the gold medal to Switzerland. To run both Canada and Great Britain into the final pools was a great achievement. In all their games they have displayed the finest of sporting spirits and have always been a joy to watch.

The silver medal would go to Canada and the bronze to Great Britain, while I would give a special award to the Harringay management for the way in which they tackled a very great task."

### EDITOR'S POST-BAG.

The Editor,

"The Swiss Observer,"  
23, Leonard Street, E.C.2.

Dear Sir,

With great interest I read Mr. "Kyburg's" letter dated 1st instant, published in your edition of last Saturday, and I do not think that ever before have I read a letter which expresses my personal feelings so well.

During the last few days I have talked this matter over with various Swiss friends, and I do think that a good 90% of the Swiss I know are fully in agreement with Mr. Kyburg's opinion, and I sincerely hope that on this occasion the Authorities in Bern will see their way clear to do for Switzerland's "pioneers abroad" what they would like to have done for them.

On the last occasion when this matter was brought forward we heard that Switzerland never sent special representatives abroad for any occasions, which, however, is not quite correct, as we all know that for manoeuvres on many occasions, Swiss officers of high ranks have represented Switzerland, this, even in England.

I hope that before long the English Press will be able to give in its columns the names of the Swiss representatives at the coming Coronation, which will undoubtedly avoid a repetition of what happened a year ago when many of us were asked time after time by English friends why Switzerland was not represented at the funeral of the late King George V.

Hoping to read in the coming edition some more opinions regarding this matter,

I am,  
Yours sincerely,  
S. M. BRUGGESSER.

### THE SWISS INDUSTRIES FAIR AND THE WORLD MARKET.

At the first glance it may perhaps appear paradoxical to connect a strictly national industries Fair with the world's markets, but the contradiction is merely an apparent one for those who are aware that since its inception the Swiss Industries Fair has always aroused lively interest on the part of international trade and commerce. Every year people from some 30 European and overseas countries attend the Fair, and in the last few years their number has averaged 1,500.

The reasons for this great interest in our national fair are easy to understand: they lie in Switzerland's reputation for producing high-grade goods, a reputation which is thoroughly merited. Swiss trade and industry has endeavoured year by year to place on the market only goods of first-class material and workman-

ship. In some branches Switzerland has always led the way; for instance in the watchmaking trade and textile industry, the electrical trade built up on the "white coal" of Switzerland and engine-building. None of these have ever lost their reputation, even in times of trade depression.

No doubt the depression which started with the war and has more or less continued to the present day has struck a grave blow at Switzerland's business relations with other parts of the world, but her economic relations with other countries have never been entirely broken off. It is one of the great merits of the Swiss Industries Fair to keep open the channels leading from our national industries to foreign markets. Every year it is seen at the Swiss Industries Fair that the products of Swiss industry are well able to compete with those of other countries. Moreover, our Fair is a source of attraction for large numbers of buyers and visitors from abroad. The vast halls of the Fair exhibit, so to speak, everything that native industries have to show. The clear and orderly arrangement of the Fair saves the foreign merchant a lot of time and facilitates his selection of the goods in which he is interested. At the same time he has an opportunity of getting personally into touch with manufacturers.

World economics are still far from being normal, but a slow improvement is gradually becoming perceptible. The devaluation of the Swiss franc has no doubt contributed in great measure to the re-opening of former relations. This is all to the advantage of our export trade, on which the country depends to a large extent owing to its peculiar economic position. The Swiss Industries Fair will not fail to carry on its traditions and lend a helping hand to national work.

**MAGGI'S SOUPS**  
TASTE GOOD - AND DO YOU GOOD!

14 DELICIOUS VARIETIES 2d PER TABLET.

If not Satisfied by your Grocer, apply to  
MARBER & CO., Sole Agents of THE MAGGI COMPANY,  
1 STANHOPE STREET, LONDON, N.W.1

**ELITE HOTEL ZÜRICH**

For your stay in Zurich.  
The CARLTON-ELITE!  
Prop. Hugo E. PRAGER.  
Manager : Theo KIND.

Drink delicious Ovaltine  
at every meal-for Health!

**VITALITY - HEALTH - LIFE**  
FROM PURE  
SWISS ALPINE HERB PRODUCTS  
"HERBONIA"  
Nutritive Herb Juice, Herb Teas for various  
complaints, pure Juniper Syrup or Extract,  
Vitamin-Mineral Dietetic Specialities.

Full particulars from :  
E. RAPP, Vitathree Specialities,  
36, CAMOMILE STREET, LONDON, E.C.3. -

### MISCELLANEOUS ADVERTISEMENTS

S. DEVON. DARTMOOR HOTEL, BOVEY TRACEY. Ideal sit., sea and moors. Golf, riding, fishing locally; excellent cuisine; h. and c. running water. Under personal supervision of prop. Jacques Dubs. Phone: Bovey Tracey 11.

### FORTHCOMING EVENTS.

Saturday, April 10th — Swiss Club Birmingham — Swiss Rally and Annual Dinner and Ball, at the Midland Hotel, Birmingham. (Reception 6.15 p.m., Dinner 6.45 p.m.).

Friday, March 19th, at 8 o'clock — Nouvelle Société Helvétique — Monthly Meeting — with lecture by Dr. H. P. Zschokke, Central-President of the N.S.H. on "Schweizerische Selbstbehauptung in heutiger Zeit," at the "Swiss House," 34/35, Fitzroy Square, W.

### SWISS BANK CORPORATION,

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.  
and 11c, REGENT STREET, S.W.1.

Capital Paid up £6,400,000  
Reserves - - £1,560,000  
Deposits - - £39,000,000

### All Descriptions of Banking and Foreign Exchange Business Transacted

: : Correspondents in all : :  
: : parts of the World. : :

### 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.

### Divine Services.

#### EGLISE SUISSE (1762).

(Langue française).

79, ENDELL STREET, SHAFTESBURY AVENUE, W.C.2.

(Near New Oxford Street).

Dimanche 14 Mars 11h. — "Venu pour servir"

Math. xx, v. 28.

11h. — Ecole du Dimanche.

6h.30 — Culte et prédication — réunion de prière.

7h.30 — Répétition du Chœur.

Dimanche 21 Mars — Jour des Rameaux, Ste Cène matin et soir.

#### MARIAGE.

Paul E. Lequint de Givrins (Vaud) et Hildegarde Liebmann de Horb am Neckar (Würtemberg) le 4 Mars 1937.

M. R. Hoffmann de Visme reçoit à l'église, 79, Endell Street, W.C.2, le mercredi de 11h. à 12h.30 et sur rendez-vous à son domicile, 102, Hornsey Lane, Highgate, N.6. S'adresser à lui (téléphone: ARChway 1798) pour tous renseignements concernant les instructions religieuses, les mariages et autres actes.

#### SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.

(near General Post Office.)

Sonntag, den 14. März 1937.

11 Uhr morgens, Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst.

8 Uhr, Chorprobe.

Mittwoch, den 24. März 1937.

6.30 Uhr abends. Passionswochendienst und Feier des Heiligen Abendmahl.

Anfragen wegen Religions-bezw. Confirmandenstunden und Amtshandlungen sind erbeten an den Pfarrer der Gemeinde: C. Th. Hahn, 43, Priory Road, Bedford Park, W.4 (Telephon: Chiswick 4156). Sprechstunden: Dienstag 12-2 Uhr in der Kirche.

#### ST. BONIFATIUS KIRCHE.

47, Adler Street, Commercial Road, Aldgate, E.1.

Katholisch-Deutscher Gottesdienst während der Fastenzeit.

Sonntag, den 14. März, 7h. Abends Fastenpredigt, gehalten von Pater Dangelmaier von Fribourg.

Printed for the Proprietors, by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.