

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: - (1940)

Heft: 961

Rubrik: Swiss Benevolent Society

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: 21.01.2026

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

Mr. Tall treated the audience to the première of a coloured film under the title of "Air France Challenge Cup." The film was taken at Villars in January 1939 and was sponsored by Mr. Jack Banford, London Manager of the "Air France." A silver cup presented by the "Air France" is competed for every winter at Villars and this competition formed the main theme of the film which was shot by an amateur, Mr. Archibald, now Flying Officer with the Royal Air Force. The lecturer himself took a leading part as skiing expert, displaying his skill in numerous exhibitions and assisting the cameraman whenever the latter made personal appearances.

Although the film had the usual titles and descriptions, the lecturer's running commentary greatly enhanced its showing.

The adventure started with "dry ski-ing" classes in London for business men who are not used to the vigours of this sport. The classes were held by courtesy of Messrs. Lillywhites on their own premises. The participants are then shown boarding the luxurious "Bloch 220" aeroplane of Air France at Croydon. This aeroplane is in appearance and performance not unlike the "Douglas" of "Swiss Air" fame. The first stop was made at Le Bourget, thence on to Lyons where the travellers boarded a different aeroplane for the last stage of the flight — Geneva. According to the lecturer these stops were very pleasant as brandy is cheap in France. The travellers then reached Villars after a few hours pleasant journey by train. Villars, the lecturer pointed out, is a really first-class ski-ing and all-round winter sports centre. The film, in the latest colouring process, depicted the beauty of the Swiss landscape, showing the marvellous views and mountain scenery as seen from Villars and the higher viewpoints above. There were numerous shots in slow motion, actually some of the first taken in a coloured film. This has been rendered possible by the brilliant sunshine in the Swiss alps.

We saw beginners on their first day of ski-ing experience, as well as some of the best Swiss experts at work, with demonstrations of the Swiss ski technique by the lecturer.

The Air France Challenge Cup Competition, which is an all day affair, was photographed from start to finish, with the Slalom races in the morning and the down-hill racing in the afternoon. The remarkable fact is that the Chamoseire/Villars run, called the Bouquetin, is made at an average speed of 50 miles per hour, with maximum shots of 70 miles. The whole run has a drop of 4,000 feet and is over three miles long.

There were, furthermore, scenes of figure skating on the Palace Rink, an ice-hockey match between Cambridge and Villars, curling, etc.

We as Swiss feel that a word of thanks is due to Mr. Jack Banford, the London Manager of Air France, and his Company, for the marvellous propaganda film they made for our native country. The cameraman, though a member of the Royal Photographic Society, is, as already pointed out, an amateur and now serving with the R.A.F. "somewhere in Europe," and in his arduous duties and dangerous work we wish him good luck — Archie.

Mr. Tall, at the close of the film show, was accorded a hearty vote of thanks and this concluded a very pleasant evening at Swiss House.

W.B.

SWISS BENEVOLENT SOCIETY.

The Committee of the Swiss Benevolent Society gratefully acknowledges the receipt of the sum of £71. 6. 6 from the organising Committee of the Tea-Reception held at The Dorchester Hotel on March 2nd to welcome the Swiss Minister and Madame Thurnheer. The great success of the Reception, producing this very useful contribution, is entirely due to the efforts of the organising Committee and their kindly thought for our poor is warmly appreciated. Sincere thanks are also hereby expressed to all those who by their presence at this function have helped their less fortunate countrymen.

TO SWISS FRIENDS.

Not once or twice we met,
Shook hands.
To-day between us all expands,
A sheet of rumbling waters wide,
A sea by many yet untried,
Vague with the thought of beauteous lands.

Time — like a seashore speeds its sands:
The gentle waves on sun-tanned hands;
We walked, we talked by mountain side
Not once or twice.

What makes a friend? what silky strands
Are these that turn to metal bands?
What knot is this so firmly tied
That naught but God can now divide?
Ah, these are things one understands
Not once or twice.

Mary E. Brandwood.

FORTHCOMING EVENTS.

Saturday, May 25th, from 2 p.m. — Swiss Church Bazaar — at the "Foyer Suisse," 15, Bedford Way, Russell Square, W.C.1.

Divine Services.

Dimanche 21 avril 1940: à l'Eglise Suisse, 79, Endell Street, W.C.2.
11h. Culte M. M. Pradervand.
11h. Ecole du dimanche.
6h. Culte au Foyer Suisse, 15 Bedford Way, W.C.1.

Pour tout ce qui concerne le ministère pastoral, prière de s'adresser à Monsieur le pasteur Marcel Pradervand, 65, Mount View Road, N.4. (Téléphone Mountview 5003). Heure de réception à l'église le mercredi de 11-12h.30.

Sonntag, den 21. April 1940: in der Schweizerkirche, 9, Gresham Street, E.C.2.

11 Uhr. Gottesdienst.

6 Uhr. Gottesdienst in Französisch im Foyer Suisse.

Für Amtshandlungen u. alle Anfragen wende man sich an Pfr. Stutz, 23, Womersley Road, N.8. (MOU. 4649).

Printed and Published by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.