

**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:** - (1946)

**Heft:** 1055

**Artikel:** Swiss business in England

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-692320>

#### **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:** 14.01.2026

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

## CHOOSING THE MALE.

The Editor has recently been asked by one of our lady readers if he could give her some "hints and tips" on the subject of choosing a husband, and whether it would be of any use to advertise in the columns of our paper.

Here are a few suggestions:

Try to see him early in the morning when his hair has not undergone the refining influence of a brush, and his chin is reminiscent of a miniature porcupine.

Note his choice in pyjamas. If, for instance, having red hair, he dons a vivid salmon pink, think for a moment what effect this colour scheme will have on you in the early hours of the morning, especially if your digestion tends to be weak.

Have breakfast with him, and observe what chances you have against the newspaper. You will probably find that your main function is merely to replenish his empty cup, while he searches the columns to discover the winner of the 2.30.

Go walking with him and note how he regards the more favoured of your sex. If his glance lingers in their direction before marriage, the habit will certainly develop with great rapidity afterwards.

Observe him dressing for dinner, and try to accustom your ear to the exotic choice of language when his favourite stud cannot be found or escapes his fingers to roll away and remain hidden. Listen to his polite remarks about the laundry when it has forgotten to return his favourite shirt, although a dozen similar specimens are submitted for his choice.

Be there when he opens a present from the female members of his family. He will be saying just the same about the ties you have spent a morning choosing for him, this next year, although he is probably wearing an atrocity you have recently inflicted on him. Heroics don't last!

Invite him to dinner. If he pronounces your Charlotte Russe "good, but somewhat dry" suspect alcoholic tendencies and beware!

Play Bridge with him. If he simply smiles when you trump his trick, it is a bad sign. Such passivity will bore you a year hence. If, on the other hand, it takes both your opponents to hold him down, rejoice, for here is the cave man of your dreams.

Finally, introduce him to his prospective mother-in-law, and, if he is truly charming to her, accept him, for you really have found the right "long-suffering male". By that time, however, he will probably have such visions of matrimonial shackles that not even that "Spring feeling" will make him relinquish his bachelorhood, and you will find you must start your quest all over again.

## SWISS NEWSPAPER SUBSCRIPTIONS!

NEUE ZUERCHER ZEITUNG — DIE WELTWOCHEN  
ANNABELLE (French & German editions) SIE & ER  
SCHWEIZ. ILLUSTR. ZEITUNG — ILLUSTRE.

Orders accepted in £ by:—

SWISS PUBLICITY OFFICE,  
35, FITZROY SQUARE, LONDON, W.1. — MUS. 6693.

## SWISS BUSINESS VENTURES IN ENGLAND.

In order to make the "Swiss Observer" as attractive as possible to all classes of our readers, we are perfectly willing and even anxious to publish descriptive accounts of individual or collective business ventures of members of our Colony. For several excellent reasons we think we are justified in devoting a part of our columns to this kind of information.

Firstly and foremost, we believe that our supporters will be interested to hear of the business activities of their compatriots in this country, almost as much as they are interested in our reports of the social events of the Colony or in the home news.

Secondly, it should be of value to them in so far as they might wish to patronise the businesses of our compatriots if only they knew or remembered where they are to be found. Conversely, of course, we are aware that in some cases our accounts may be helpful to the owners of the businesses described and we sincerely hope they will be.

Naturally we can indulge in this kind of publicity only under conditions of strictest impartiality and fairness to all. Those are absolutely guaranteed. In the first place we offer to report on the business of every Swiss in Great Britain, without distinction, who cares to give us particulars, to permit a trusted representative of the "Swiss Observer" to inspect their factories, etc., and whom we deem to be doing honour to the high traditions of quality, craftsmanship and integrity of our home country. In the second place we wish to make it clear that the accounts we intend to publish will, of course, not be influenced in the slightest degree by the advertising side of the "Swiss Observer." Whether a firm is advertising in the paper or not, our reports will be strictly impartial and objective. Lastly, we declare emphatically that no remuneration in any form is either demanded or accepted for these reports by the "Swiss Observer" or its representatives.

By strict adherence to these conditions, which are really a matter of course, we think that we can render a real service to our readers as well as to the business community of our Colony. As we have stated before, we believe that the members of our Colony could assist Swiss imports into Great Britain once the cumbersome restrictions are lifted, as well as Swiss enterprise in this country, very considerably by persistently patronising such enterprise and demanding Swiss goods whenever practicable and obtainable. If our reports prove to be helpful in this sense, the "Swiss Observer" will be able to show another justification for its existence.

We should be glad if all Swiss businessmen in this country would help us, by communicating with us, to get together a really comprehensive series of reports on their various ventures.

## ALBERT FERBER.

A large and enthusiastic audience filled the Wigmore Hall almost to capacity at the piano recital by Albert Ferber, on October 11th, 1946.

His perfect technique and richness of tone was especially noticeable in Brahms Variations on a Theme by Paganini; he played three Preludes by Debussy with great feeling.

Albert Ferber gave a first performance of Lennox Berkeley's six Preludes.

A most enjoyable evening.