**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:** - (1950)

**Heft:** 1127

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:** 02.08.2025

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

#### EDITOR'S POST-BAG.

The Editor,
"The Swiss Observer,"
London, E.C.2.

Dear Sir,

## Union Jack and Swiss Flag.

The beautiful photograph of the general view of the Banqueting Hall of the Dorchester Hotel, taken on the occasion of the City Swiss Club's annual banquet, which appeared in the last issue of "The Swiss Observer" is beyond praise as regards quality of reproduction and clarity.

To anyone conversant with the rules of precedence, this photograph gives the impression that it was taken in Switzerland according to the arrangement of the flags displayed on the wall.

It is an accepted rule of etiquette when two flags of different countries are to be placed side by side to give precedence to the country where the occurrence is taking place by displaying its flag on the dexter side, *i.e.* the right side facing the spectator.

Perhaps, to most people, this may seem a mere detail and of little importance but, in consideration of the distinguished British guests present at this important function, more thought should be given to this question of flags.

Knowing how my compatriots are striving to do things correctly, I feel certain that I shall be forgiven for my pertinent remark.

Yours faithfully,

PIERRE SAVOIE.

5th January, 1950.

To the Editor,

Swiss Observer,

23, Leonard Street, London, E.C.2.

Dear Mr. Stauffer,

Whilst listening to the "Landessender Beromünster" on New Year's Day we heard to our delight special New Year greetings being sent to our compatriots at home, on behalf of all the 13,000 Swiss in the British Isles, by the Swiss Minister in London and our Consular representatives in Manchester, Liverpool and Scotland. These messages were broadcast immediately after the New Year address of the President of the Swiss Confederation.

We have since learned that the initiative for this broadcast came from Mr. Theodor Haller, the London representative of the Swiss Broadcasting organisation. We should like to congratulate Mr. Haller warmly on his very happy idea, for we feel sure that these greetings caused great pleasure to the listeners at home.

At the same time, may we express our thanks to the Swiss Minister and our Consular representatives in the North for having included us all in their messages.

Yours sincerely,

G. Senn.

E. G. Stauber.

J. Bürgin.

#### BOOK REVIEW.

"Swiss Bakery and Confectionery."

Translated and edited by Walter Bachmann.

Maclaren & Sons, Ltd., 57s. 6d. (58s. including postage.)

"The Caterer and Hotel Keeper," in their issue of October 15th, 1949, wrote the following about this book, which, we are pleased to report, has been much appreciated in trade circles and has found a ready sale.

"Swiss Bakery and Confectionery translated and edited by Walter Bachmann, is a most comprehensive work, covering all the most important aspects of the bakery and confectionery trade. The original Swiss work consisted of three volumes, included commercial practice and historical notes, etc., of a character which might not appeal to readers in Britain. Mr. Bachmann has found it possible to omit this material and bring together the practical work into one very useful volume.

It deals impressively with every stage of its subject, from raw materials to finished products. The 32 beautifully coloured plates illustrate all types of Swiss Confectionery craft to the full, giving inspira-

tion for many new and novel lines.

Among many and varied hints, the author states that if a carrot is included with the foods put into the pan for frying, all impurities in the fat will be deposited upon the carrot and the fat remain light and clean for some time.

My goodness! My carrot! It looks as though our frying fat will last twice as long now!"

Why not FLY to

# SWITZERLAND

Direct

Swissair Services

Special return fares, valid for 23 days, are available until 31st March 1950.

LONDON — ZURICH . . . . . . . £24. 0 LONDON — BASLE . . . . . . . £23. 0

LONDON — GENEVA . . . . . . £23. 0

MANCHESTER — ZURICH . . . . £29. 5



For reservations please apply to

your LOCAL TRAVEL AGENT or

British European Airways, Swiss Bookings,
Dorland Hall, Lower Regent St., S.W.I.

Phone: Gerrard 9833

and Airways Terminus, St. Peter's Sq., Manchester.
Phone: Central 8331