

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: - (1951)
Heft: 1163

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: 22.02.2026

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

Swiss Were "Serene".

These early English tourists, like the millions more who were to follow them later, revelled in showing the foreigners they were English and proud of it. The Swiss, they observed, used to watch their proceedings, as they dallied around, with an air of calm serenity.

And they touched on a prophetic note that was soon to become only too true when they remarked: "We were probably looked upon as the advance guard of a troop of English tourists who would, bye and bye, swarm down upon them from Europe and America."

Yet, although the Swiss tourist industry, destined to become the most highly-powerful in the world, was at that stage only in its infancy, they found that the Swiss were far from insular.

On their way down from the excursion to the Rigi they saw something that "well tickled the fancy of those who noticed it". It was an immense sign outside a picturesque and otherwise unspoilt mountain chalet proclaiming in English to all and sundry that "GRUB IS BALM".

The tour was a huge success and was a topic of conversation for years. So successful was it, in fact, that people began to call the Manchester Touring Club the "Matrimonial Bureau".

The writer of the tour's log observed: "The title was fully justified. Can it be denied that opportunities for arriving at a closer intimacy with others of the party did not occur daily? And were not many of the 'unattached' ones on the lookout for whatever contingencies might occur? And as a result was not the Tour a success in many other ways? Oh yes."

EDITOR'S POST-BAG.

63, Cornwall Road,
Cheam, Surrey.
14th, July 1951.

To the Editor,
Swiss Observer,
London, E.C.2.

Dear Sir,

Death Traps in Switzerland.

Mr. Berenger has all my sympathy but I cannot understand why he did not adopt the obvious course of bringing an action for damages against the Hotel Proprietor whom he accuses of negligence. (*We understand that a claim has been made and duly met.* Ed.)

His sweeping statements and his references to "Death traps", "deplorable state of affairs", "unsatisfactory situation" and to the "good many English visitors who had suffered similar accidents" would make it appear that the Swiss Hotels are most dangerous places to visit. I wonder what the Swiss Hotels Association have to say if Mr. Berenger's letter is brought to their notice.

Highly polished floors can, of course, be a source of danger anywhere. I myself, last winter, slipped on a by no means flimsy rug in a bedroom and suffered from bruising and shock. When later I thought the accident over I came to the conclusion that I alone was to blame, I should have been more careful.

Anyway, I wish Mr. Berenger a speedy and complete recovery.

Yours faithfully,

J. SCHAD.

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 and Reserves s.f. 209,000,000



NEW YORK AGENCY
15 NASSAU STREET.

BASLE • ZURICH • ST. GALL • GENEVA • LAUSANNE
LA CHAUX-DE-FONDS • NEUCHÂTEL • SCHAFFHOUSE • BIENNE