

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: 1170

Rubrik: Our Next Issue

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: 31.07.2025

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

Paul Basilius Barth (70), a well-known painter of Basle.

Mme. A. C. Wehrle-Keckeis (70), known by her great work for prisoners of war, during the last two wars. [A.T.S.]

American tourists spent more than 5,522,870.—Fr. in Switzerland last year.

The Swiss Football Federation has decided not to send a soccer team to the Helsinki Olympic Games next year.

A Yugoslav airliner from Ljubljana with a crew of five and 22 passengers landed at Zurich instead of Belgrade. The flight had been arranged by two pilots who wanted to leave the country with their families and they were granted asylum by the Swiss authorities. Another Yugoslav airliner returned to Belgrade with the other occupants.

Swiss troops accidentally shelled the village of Fully, in the Valais Alps, damaging two farms and a vineyard.

OUR NEXT ISSUE.

Our next issue will be published on Friday, November 30th, 1951. We take the opportunity of thanking the following subscribers for their kind and helpful donation over and above their subscription: E. Forster, G. Senn, Th. Erb, J. J. Brutsch, O. Brullhard, A. R. Tissot, W. Allenspack, A. Diethelm.

"ROUNABOUT SWITZERLAND" TUNES TO THE SHORTWAVE SERVICE AND SAYS — Swiss Radio Needs More Imagination.

For the last three months this column has been tuning in regularly to the Swiss Shortwave Service in Berne, but it regrets to report it has found it a rather disappointing experience.

When, on November 1st, the programme schedule made a number of important changes, I hoped it would have meant some improvement on what we have been hearing up to now. But if the first few days are anything to go by, the mixture is basically the same as before.

In my opinion the English programme put out by the Shortwave Service during the Summer showed slipshod organisation. There were many small mistakes so irritating to listeners. For instance, at the beginning of one programme the announcer promised us a talk by Pierre Cordey in the "Behind the Headlines" series, but 15 minutes later when the talk began we found the speaker was Jean Seitz.

The programme seems to rely far too much on recordings, which lead to numerous errors. At 7.45 on October 6 listeners in the United Kingdom and Ireland tuned to Switzerland for the nightly programme and to their surprise were first greeted with "Switzerland calling South-east Asia and Japan". Then, a few minutes later, a woman announcer said: "Good evening, friends in the United Kingdom and friends in Ireland". What happened was that someone substituted by mistake the introductory record used to welcome people in S.E. Asia and Japan when the identical programme is beamed there at 1.45 p.m. each day. The same error was repeated on October 12th.

Even the administration seems to be just as inefficient. On July 25 I wrote to Berne with a few suggestions which I thought might be of interest to the people concerned. It was 69 days later before I received an acknowledgement!

Why? Why? Why?

Listening to Berne day after day made me want to ask a number of questions, like:

Why repeat "Home News", now heard originally at 6.50 every evening in the U.K. transmission, eight times during the next day. Surely listeners in other parts of the world who listen to it in turn during the following 24 hours would like to hear the latest news, not a recording of items that are quickly becoming history as the hours flash by.

Why permit the Press review to show such a complete lack of imagination? It is just a string of quotes, read one after the other, without any attempt being made to join them together into a lively five-minute summary of what Switzerland thinks of the outstanding events of the day.

Why lump together 15 minutes of typical Swiss music and songs under the bald statement: "Here are some Swiss discs", instead of telling us what they are called. I mentioned this point in my letter of July 25th. I cannot say whether that had anything to do with it, but shortly afterwards someone started finding a number of different ways of announcing the "discs", varying from "typical Swiss melodies" to "popular



SWISS KNIGHT CHEESE

Distributed by NESTLÉ'S

Obtainable from all good class grocers in 6 oz., 4 oz. and 2 oz. boxes.