

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: - (1966)

Heft: 1514

Artikel: An institute in Geneva for the teaching of languages by audio-visual methods

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-696755>

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: 13.03.2026

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

"FRED'S DO"

On 21st June 1910, Mr. Paul F. Boehringer founded the Frederick Printing Company. More than half a century later, the firm have now held their first Dinner and Dance at which Directors, Management and Staff met for an evening's carefree entertainment. A party of over 200, members, their respective wives, husbands, sons, daughters and friends gathered at the Abingdon Suite in the Old Church House, Great Smith Street, S.W.1, for "Fred's Do" on Friday, 4th November.



Mr. O. F. Boehringer (Managing Director) and Mr. N. B. Hayman (Chairman)

And "Fred's" it was from the well-designed and expertly printed menu to the highly significant terms used to describe individual dishes — terms *no cordon bleu* has ever heard of: "Minestrone Compositrone", "Clerkenwell Turkey", "Heidelberg Sprouts" and "Jarvis Sauce". None but the initiated could have guessed that "Tabernac" stood for a white wine from the Garonne district. It reminded us that the Company's premises are in the old Whitfield Tabernacle, a former church building now housing "Heidelberg" printing machines and other modern equipment.

It was "Fred's Do" from the loyal toast given by the doyen of the staff, Mr. Edgar Neate, linotype operator who has 39 years of service in the Company to his credit, to the competent speech made by Mr. Alan Bennett (Litho Section) and the able and witty reply by the Company's Chairman, Mr. Neville B. Hayman, F.C.A. Talking of senior staff, it is proper to note that three other members have been with the firm for twenty and more years: Mr. Ralph Overall who is in charge of stores (23), Mr. William Macdonald, Composing Room Manager (21) and Mr. George Jarvis, Warehouse Manager (20).

At the other end of the scale, there were the youngsters, pretty typists and dashing young apprentices. But when it came to dancing, it would have been difficult to classify age groups or different sections of the staff, for the degree of expert dancing by all was surpassed only by the masterly performance of the "Temperance Seven Band" whose eccentric get-up was no indication at all of their inimitable and skilled musical showmanship. It was

not only the attractive spot prizes which produced some surprises; who would have thought that the Works Director, Mr. R. W. Moulder or the Studio Director, Mr. Freddy Lloyd could be so nimble of foot! But there they were, dancing away with their partners for all they were worth, and with them dozens of other couples thoroughly enjoying themselves. The onlookers, too, evidently had a good time, and I am sure I was not the only one reflecting on the past, on the hard work and tremendous effort, the loyalty and devotion which has gone into Frederick Printing Company in the course of the 56 years of its existence to make it what it is today. The Managing Director, Mr. Oscar Boehringer, and his wife acted as hosts in their usual genial way, but their thoughts, too, must have been going back over the years musingly, and perhaps they, too, saw the founder, "the old man", nod his wise head approvingly, and his lively eyes twinkle the way I remember so well from my first encounter with him 34 years ago. He would have been pleased with the results of "Fred's Do", and he would have seconded the sincere thanks to the organisers, mainly Mrs. Hilda Matthews (Women's Overseer), Mr. Pat Canavan (Deputy Machine Room Manager) and Mr. Derek Nathan (Associate Director) who had worked so hard to make the evening a success.

My own direct connection with the Company is not even five years old, but I feel proud to be part of it and look forward to another such happy get-together in the future.

MM

AN INSTITUTE IN GENEVA FOR THE TEACHING OF LANGUAGES BY AUDIO-VISUAL METHODS

During the last few years, everyone has heard of the new audio-visual methods for the learning of languages. It is interesting to know that a laboratory, where these methods are put into practice, has been working successfully in Geneva for nearly a year. In the first eight months of its existence, "Tutor" — the first audio-visual language centre in Switzerland — already trained 400 people belonging to thirty different nationalities. A growing clientele of international organisations and business companies comes to "Tutor". For example, a certain number of foreign diplomats were able to learn French in three months of intensive study. Other special courses have been organised or are being prepared (such as: technical language for chemistry, for education, etc.), for various Swiss and foreign institutions. After the presentation in class of a text spoken in the foreign language, accompanied by the projection of fixed or animated pictures, the students go to the laboratory. Here, they each sit in a sound-proof cabin where, by means of ear-phones, they can hear again the lesson recorded on magnetic tapes. The students repeat this lesson until the moment is reached when their repetition is perfect. The teacher, from his control desk, is in constant communication with the students, to answer their questions, to make all necessary corrections or to give additional information concerning the lesson. The complete course of study which lasts 200 hours gives a vocabulary of approximately 2,000 words in daily use in the language studied. More especially, the course enables the student to speak the new language correctly and in a natural manner. The possibility of repeating each sentence for as long as it is necessary and the complete absence of inhibitions which may be caused elsewhere by shyness are important points in favour of this method.

[O.S.E.C.]