

**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:** - (1967)

**Heft:** 1534

**Rubrik:** The "Swiss Observer" thirty years ago

#### **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**

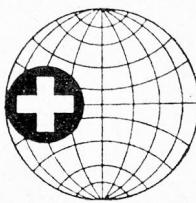
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées 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>**

**"FIFTH SWITZERLAND"****WHY NOT?**

In the last issue of the "Swiss Observer", we published the ABC of the Solidarity Co-operative Fund, the self-help institution which the Swiss living abroad have created. We have often recommended the scheme and given ample reasons for joining.

Today we ask: why not? The Swiss amongst you who are not already members, and that, unfortunately applies to most, will have received a letter from the Ambassador, setting out the advantages of membership. We trust that you have read it with interest, and that you have made up to join straight away. Should you lose your means of livelihood, you would be insured. If you can enjoy your working undisturbed to the full, you get your contributions back to a large extent. And what's more, you can pay in sterling, but payments are made in Swiss francs. If you make the lump-sum contribution, it is a one-time effort which insures you fully, and you are entitled to get the whole sum back after three years.

So ask yourself conscientiously: Why not?

The Swiss Old-Age pension scheme (AHV) pays out 50 million Swiss francs every year to Swiss citizens living abroad, whilst collecting only about 7m. from them. The Solidarity has already paid out over 3m. francs in compensation to overseas Swiss abroad who have lost their livelihood. This is where our sense of responsibility should come in, and where we should feel we ought to join for reasons of solidarity, even if we feel today that we shall never be in a position where such an insurance would be a lifeline.

So why not join now? **WHY NOT?**

*P.S.—Should you not have received the Ambassador's appeal, please apply to the Swiss Embassy, 77 Gloucester Place, London W.I.*

**THE "SWISS OBSERVER" THIRTY YEARS AGO**

On 4th September, we read that the Rigi Railway was to be electrified. Sir Malcolm Campbell broke the world water speed record on the Lago di Maggiore, and British suffragettes lent a hand to women in Geneva who started a drive for votes for women. The mother of President Roosevelt had left Switzerland after a prolonged stay in Lucerne. There was an appreciation, reprinted from the "Manchester City News", of Dr. A. Schedler, prominent Swiss chemist, Managing Director of Clayton Aniline Company, and Swiss Consul in Manchester. An article on "The Royal Family of Egypt in Switzerland", another on "The Game of Hornuss" and one on "Where Cow-Bells tinkle at Sunset" filled the remaining pages.

In the next issue, the report on the Assembly of the Swiss Abroad appeared, covering exactly seven lines, though there was an article in German by National Councillor Ph. Schmid-Ruedin "Das Problem der Auslands-schweizer". Well over a page (twice today's size) was

taken up by an obituary notice with large photo of The Rev. R. Hoffmann-de Visme who had died on 6th September after many years of faithful service at the Eglise Suisse.

The two Swiss Church Communities published messages for the Federal Day of Prayer in the following issue. There was news of a further 35-million-franc credit for the assistance of public work to help unemployment. A report of the Memorial Service to Monsieur Hoffmann appeared on the centre page.

The last issue in September told of an issue of a Defence "Fünfliber" (Fr.5.—) and of a successful stage performance in Zurich of John Knittel's "Via Mala". More about Monsieur Hoffmann and a "Letter from Switzerland", which told of marked improvement in the economic situation.

On 2nd October, we read of total black-out rehearsals in various parts of Switzerland, and that the Municipal Council of Berne presented the City of Berlin with a bear. Three more appreciations of Pasteur Hoffmann were published, also an article by Prof. William Rappard on "Switzerland and Democracy".

The following issue brought reports of the Unione Ticinese's "Festa Familiare", of a concert by the N.S.H. and the Swiss Orchestral Society "La Suisse qui Chante".

On 16th October, we read that Minister Dr. Walter Stucki was appointed Swiss Minister in Paris, and that Switzerland was to spend £6m. on defence, mainly on strengthening the air force. St. Andrews University awarded an honorary doctorate to Prof. Karl Barth. There was a report on the Farewell Dinner to Counsellor of Legation Monsieur W. de Bourg (who is still a faithful subscriber to the S.O.). Captain Sir Malcolm Campbell wrote an article on a journey by car across the Continent, from London to Locarno over the St. Gotthard Pass. More appreciative notices of Monsieur Hoffmann were published.

The next issue reported on the funeral of Balz Zimmerman, the Managing Director of Swissair and prominent aviation pioneer. The Liverpool Swiss had met to celebrate the tenth anniversary of the appointment of Mr. Emil Montag as Consul. A photo of Mr. A. Steinmann, President, headed a lengthy report of the Annual Banquet and Ball of the Swiss Mercantile Society at the Trocadero.

The last issue in October 1937 carried a report on the Assembly of the Swiss Abroad in Berne; it was written by the President of the London Group of the N.S.H., Mr. A. F. Suter.

**SWITZERLAND CALLING**

The programme schedule of the European and Overseas Services of the Swiss Broadcasting Corporation has just been published. It is available free of charge in German/English or French/Spanish, or Italian/Portuguese, or Arabic. Please apply to European and Overseas Services of the Swiss Broadcasting Corporation, CH 3000 Berne 16, Switzerland. It gives all the details of programmes, wavelengths and times. There will also be a contest "Do you know Switzerland?". Information regarding this will be available from the same address.