Correspondence

Objekttyp: **Group**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): **- (1927)**

Heft 308

PDF erstellt am: **26.04.2024**

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CORRESPONDENCE.

The Editor is not responsible for the opinions expressed by Correspondents and cannot publish anonymous articles, unless accompanied by the writer's name and address, as evidence of good faith.

To the Editor of the *Swiss Observer*.

Sir,—I feel sure that I am expressing the feelings of every subscriber of this valued and important publication called the *Swiss Observer*. What it does observe is sometimes quite immaterial, although that is just the thing that makes it observed, but for once it does observe something which other papers do not observe—this is the annual close season. It is probably the independent spirit of the owner, or of the times, that makes the *Swiss Observer* observe a non-appearance during that part of the year when every subscriber has more or less time to observe the *Swiss Observer*. Is this a diplomatic move on the part of the owner to prevent him observing a falling off in the subscribers' list of the *Swiss Observer*?

Why such a periodical as the *S.O.* should cease publication for four weeks just because the Editor thinks that he would like to have a holiday is incomprehensible, and only shows that the interests of the public, for which it is supposed to be run, are not studied to the extent they should be, and that the personal interest of the Editor takes first consideration. Now I would not like to make a personal attack on the hard-worked Editor, who no doubt deserves a holiday, but perhaps he would not mind accepting a hint free, gratis, and for nothing, of how he could manage to run his paper the whole year round, inclusive of the summer holidays, and not only double, but increase the circulation ten times with a minimum of labour, and what is a great factor in the newspaper world, a minimum of cost.

There must be any amount of readers here in London who would be willing to make an attempt to get into Fleet Street or the equivalent of it in a Continental place. So if the Editor would put an advert. somewhat after this style in his paper, he would undoubtedly have a large response :—

"SWISS, able to write articles, as improver in Journalism. At the end of six months a certificate will be presented to him calling him a Journalist, which would entitle the possessor to apply as such to any of the numerous papers, giving the *S.O.* as reference."

What a fillip this would give to an Editor in embryo, and what a flow of articles the *S.O.* would have for the benefit of its large circle of readers!

This would enable the Editor to take holidays as long and as often as he likes, and the paper would increase its sale, as everyone who would write for the paper would at least take ten copies so as to be able to show his friends his creation in print!

But if this closing down should happen again, it could lead readers but to two conclusions :

First, that the paper is such a well-paying concern that the Owner and Editor need not study the public (which will prove, incidentally, that all monopolies are a failure), or secondly, that the organisation of it is such a poor one that it could not be run without the Editor being present. The first evil should at once be remedied by launching an opposition paper, which will guarantee not to close down for the holidays (if it lasts as long) and which would make the *Swiss Observer* observe, sit up and take notice.

The second by having a staff capable of handling the work without the Editor (or has he, perhaps, to turn the handle of the printing machine himself? Then a strong office boy could do that).

Whatever may be the case, in the name of all the subscribers, a formal protest against the closing down of the *Swiss Observer* for the holidays is hereby lodged in the hope that the Owner and Editor and Publisher can see eye to eye with

A Well-Wisher.

SACCO DI ROMA.

To the Editor of the *Swiss Observer*.

Sir,—I have the honour to inform you that the Treasurer of the Swiss National Committee for the monument of the Swiss Papal Guard, to be placed on the outside of the Swiss Chapel at the Vatican, has expressed to me his appreciation for the remittance of five hundred Swiss francs as a contribution to this patriotic manifestation of the Swiss Colony in London.

He wishes me to convey through the proper channels his expression of gratitude to the generous donors, and I should be greatly obliged if you would kindly undertake this agreeable task by inserting these lines in the *Swiss Observer*.

Thanking you in anticipation,
I am, Sir,
Yours very truly,
C. R. Paravicini.

PERSONAL.

Mr. F. Huber, the principal of Messrs. Georges Meyer & Co., of 1-3, Australian Avenue, E.C., has retired from business and is now residing with his family at Rüschlikon (Zurich). He entered the firm in 1887, subsequently travelling in China and Japan, and for the last thirty years was directing the firm's business from the London office. Mr. Huber, who was extremely popular amongst a large circle of English acquaintances, will be missed by his many friends in the City Swiss Club, whose annual and monthly dinners he seldom failed to attend.

* * *

Sincere sympathy is felt throughout the Colony for Mr. and Mrs. A. P. Rosselet-Droux, of 4, Patten Road, Wandsworth Common, S.W.18, in the loss of their only child Yvonne, who died suddenly on August 12th at the age of 7 while staying in Paris; the burial took place at Chatellerault-Vienne.

SUBSCRIPTIONS RECEIVED.

(The figure in parentheses denotes the number of the issue on which the subscription expires.)

Mrs. R. Homberger (328), Miss E. A. Bosshardt (355), O. Bastadin (330), Henri Jenne (356) A. Muller (330), Mrs. L. Seiffert (per H. Jenne) (356), C. Berti (357), V. Cima (359), A. Finger (358), G. Hafner (358), A. Steiner (332), H. W. Egli (358), J. H. Berger (329), J. Pfaendler (358), Mrs. A. Apitzsch-Ott (355), Max Grether (347), R. Brand (330).

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*Das Juniheft des Basler Vereins für Verbreitung guter Schriften enthält das Lebensbild Benjamin Franklins von J. Strebel. Franklin, der Mann, der bis in sein achtzigstes Jahr mit bewusster Kunst an seiner Selbsterziehung arbeitete, hat gerade unserer Zeit recht viel zu sagen. Was am nordamerikanischen Volkscharakter gesund und tüchtig ist, das war in Franklin verkörpert.

Prices include postage; in ordering, simply state number or series, remitting respective amount (preferably in ½d. stamps) to Publishers, *The Swiss Observer*, 23, Leonard Street, E.C.2.

SWISS BANK CORPORATION,

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CITY SWISS CLUB.

Messieurs les membres sont avisés que la prochaine

Assemblée Mensuelle

aura lieu le MARDI, 6 SEPTEMBRE au Restaurant PAGANI, 42, Gt. Portland Street, W.1 et sera précédée d'un souper à 7 h. (prix 6/6).

Pour faciliter les arrangements, le Comité recommande aux participants de s'annoncer au plus tôt à M. P. F. Boehringer, 23, Leonard St. E.C. 2. (Téléphone: Clerkenwell 9595).

Ordre du Jour :

Procès-verbal. | Démissions.
Admissions. | Divers.

The Publisher will be pleased to forward free specimen copies of "The Swiss Observer" to likely subscribers whose addresses may be supplied by readers.

Divine Services.

EGLISE SUISSE (1762), 79, Endell St., W.C.2
(Langue française.)

Dimanche, 21 Août, 11h.—M. R. Hoffmann-de-Visme.

Pour tous renseignements concernant actes pastoraux, etc., prière de s'adresser à M. R. Hoffmann-de Visme, 102, Hornsey Lane, N.6 (Téléphone: Mountview 1798). Heure de réception à l'Eglise: Mercredi 10.30 à 12h.

SCHWEIZERKIRCHE
(Deutschschweizerische Gemeinde)
St. Anne's Church, 9, Gresham Street, E.C.2.

Sonntag, den 21. Aug. 1927.—11 Uhr vorm: Predigt.

Die Abendgottesdienste finden erst wieder im kommenden September statt.

Sprechstunden: Dienstag 12—1 Uhr in der Kirche. Mittwoch, 3—5 Uhr, im Foyer Suisse.

Anfragen wegen Amtshandlungen etc., an den Pfarrer der Gemeinde C. Th. Hahn, 8, Chiswick Lane, W.4. Telephon Chiswick 4156.

FORTHCOMING EVENTS.

Tuesday, September 6th, at 7 p.m.—CITY SWISS CLUB: Monthly Meeting at Pagani's Restaurant, 42, Gt. Portland Street, W.1.

SWISS CHORAL SOCIETY.—Rehearsals every Friday evening. Every Swiss heartily invited to attend. Particulars from the Hon. Secretary, Swiss Choral Society, 74, Charlotte Street, W.1.

Printed and Published for the Proprietor, P. F. BOEHRINGER, by THE FREDERICK PRINTING CO. LTD., at 23, LEONARD ST., LONDON, E.C. 2