An appeal to the Swiss colony

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Eidgenoessisches Schuetzenfest Luzern 1939.
Tir Federal Lucerne 1939.
Tiro Federale Lucerna 1939.
Tir Federal Luzerna 1939.

AN APPEAL TO THE SWISS COLONY

by the Organising Committee for the collection of Donations, under the Patronage of the Swiss Minister, Monsieur C. R. Paravicini.

(Committee: Chairman: L. Hilpert, Manager, Grosvenor House Park Lane, W.1; Vice-Chairman: C. H. Willi, 26, Eaton Avenue, N.W.3; Secretary: P. Hilfiker, 18, Montagu Place, W.1; H. Senn, 55, Telford Avenue, S.W.2; A. Stauffer, 23, Leonard Street, E.C.2.)

Dear Compatriots,

Lucerne, the old town on the Lake of the Forest Cantons, the cradle of our Homeland, is to be the site of the

EIDGENOESSISCHES SCHUETZENFEST 1939,

which will be held from June 16th to July 3rd.

Our compatriots from the towns, villages, alpine valleys and from the remotest parts of the land, will gather there to prove their skill in shooting, our important national sport, which is pursued with so much love, energy and untiring zeal by young and old. The festival will be in the nature of a national demonstration.

Lucerne has arranged a reception for the compatriots coming from abroad (Auslandschweizertag), and has invited the Swiss Colony in London to take part therein. The London Swiss Rifle Team have already decided to accept this invitation, and to represent us in a worthy manner by sending a strong contingent of its best shots to Lucerne. Each member will pay his own expenses. This is a splendid gesture of patriotism.

Lucerne's invitation also contains an appeal to all patriots, living in the British Isles, to subscribe to a special fund to defray the cost of the numerous prices. For the old traditional custom demands that the marksmen be rewarded for their skill, and encouraged for their endurance and the sacrifices made in our national interest.

This heavy financial burden cannot be carried alone by the festival town, and voluntary contributions are necessary. We, the undersigned, have formed a committee to start the Swiss Colony in Great Britain's Fund to assist the festival authorities in Lucerne in this patriotic cause.

Will you help us to ensure the success of our collection by sending a donation? By this token you will renew the spirit of affection and solidarity for your country.

We would take this opportunity of greeting you cordially and of thanking you for your kind support.

Yours faithfully,

For the Organising Committee:

(Sig.) *L. Hilpert,* Chairman.

C. H. Willi, Vice-Chairman.

P. Hilfiker, Secretary.

Donations to be sent to Swiss Legation, 18, Montagu Place, Bryanston Square, W.1. Cheques to order, "Swiss Legation, Lucerne Fund."

MUSIC IN THE COLONY.

You have no doubt seen in recent "Observers" the little notice under forthcoming events where it says that you are going to hear a Swiss Concert on March 29th next. I would like to talk to you about the people connected with this Concert; I want to interest you and want you to attend this Concert. We try very hard to please our audiences; if you look back a little you will find that we have always brought something new, engaged new artists, some entirely new to London. If I say we, I mean particularly the Swiss Orchestral Society. They gave you a classical concert last November which befitted a soloist like Miss de Siebenthal. This time, on March 29th, we arranged for a lighter programme in keeping with another soloist new to London, a Swiss Lady-Yodeller, — forgive me if I prefer the term Swiss Yodlerin, — whom we found through the good offices of the New Helvetic Society and who was specially recommended to us as a fine artist.

For many months now we have been trying to arrange a joint concert with the Swiss Accordion Club. The introduction by the N.H.S. of our Solo Yodlerin has made this possible and so both societies are happy in the thought that on the 29th of this month their wish will become reality.

The Accordionists need little introduction; most of you have heard them here and there, — but never yet on a Concert platform! They have a leader who realises the difference between playing up for dancing and concert-playing; our compatriot Mr. A. Gandon has taught his Accordionists, rehearsed them and brought them up to scratch; he is a wonderful teacher and, of course, himself an expert accordion player. On the 29th instant Mr. Gandon is going to show you Accordion Concert-playing. You will hear character pieces like "Waldnixlein," a pretty and delicate little piece, also a well known serenade, which, however, is arranged for quartette and will be played by the four aces of the band.

Frau Aus-der-Au, our Soloist, hails from Weinfelden, is well-known to concert audiences in all important Swiss towns as well as to the Swiss Radio listeners and has had engagements by the Swiss Clubs of many foreign towns. From the Swiss Colony in Brussels I have the following notice under date of August 1st, 1937; allow me to quote:

"Das Bouquet des Programms war die von Weinfelden hergereiste Jodelsängerin Frau Aus der Au. Ihre heitere Stimme, die wunderbare Aussprache unseres Schweizerdialekts, die schönen Jodelklänge gingen unsern Auslandschweizern stark ans Herz. Viele hatten Tränen in den Augen. Immer wurde sie wieder zurückgeklatscht um neue Lieder vorzubringen. Die Schweizerkolonie spricht der Fraus Aus der Au ihren heissen Dank aus."

Under date of January 23rd, 1938, I have another tribute:

"Eine überaus glückliche Ergänzung des Programms waren die Darbietungen der Schweizer Jodler-Sängerin Frau Aus der Au von Weinfelden. Es war ein hoher Genuss, ihre Vorträge anzuhören. Mit ihrer weichen Altstimme, die aber auch in den höhern Tonlagen voll und kräftig klingt, trug sie bei einwandfreier Aussprache prächtige Proben aus ihrem Reportoire vor. Ihre Darbietungen bewiesen, welche grosse Freude die einfachen, ernsten wie heitern Volksliedchen auslösen können. Alle ihre Jodel-Lieder wurden vom Publikum mit begeisterndem Applaus verdankt."

From a concert given at the Tonhalle St. Gall (7.11.1937) I find the following notice:

Einen warmen, heimeligen Ton brachte Frau Aus der Au, die Einzeljodlerin, in das Konzert. In bodenständiger Tracht, mit ihrem herzigen "Handörgeli" trat sie schlicht und gewinnend auf die Bühne, zeigte eine reiche Färbung ihrer schönen Stimme, sehr viel Herz und Gemüt im Vortrag. So verfügte sie neben einer frischen, gesunden Keckheit, wie sie zu unsern Dialektliedern gehört, auch über den weichen heimwehrischen Ton, der besonders in ihren Liedern vom "liebe Müetti" zur Geltung kam."

Now do you think we have found a really sweet Swiss Yodlerin? —

I must just say a word of where this grand concert may be heard. We have made a change and booked the Concert Hall of the Y.W.C.A., Queen Mary Hall, situated in Great Russell Street, W.C.1, almost opposite the King George's Hall of the Y.M.C.A. Building, — one minute from Tottenham Court Road Tube Station. Queen Mary Hall is a new Hall, very comfortable, splendid acoustic, adjustable platform for large or small Orchestras, — in fact an ideal Concert Hall, I am sure you will like it.

Now last, but not least, I must say a word about the Orchestra. We also have a lighter programme, with the exception of the Overture "Rienzi" by Richard Wagner, which, of course, is our *pièce de résistance* and opens the second half of the Concert. The Orchestra has been working hard and hopes to give you full satisfaction on March the 29th. — We are proud to be able to share the concert platform with the Accordion Club and to have the privilege of introducing to you Frau Maria Aus-der-Au for her first appearance in England. —

The full programme will be sent to you by the courtesy of the Swiss Observer, — next week. Kindly note the date and the address of the new Concert Hall, time 8.15 p.m. sharp, cost 2/- a ticket (incl. tax). We are looking forward to a full house; it may happen, you never know, so please book early and avoid disappointment.

E.P.D.

SWISS PIANIST IN LONDON.

We wish to direct the attention of our readers to a concert to be given by M. Adolf Joskin, who is well-known in Switzerland under the name of Adolf Jacobskind, at the Aeolian Hall, New Bond Street, W.1, on Wednesday, March 22nd, at 8.30 p.m.

Adolf Joskin is 28 years old and is a Swiss citizen. He started to play the piano in his very early childhood and finished his studies in Paris. Joskin has given concerts in all the larger towns of Switzerland where he has achieved great success. This young pianist has recently completed a tour of Italy. The press described him as a "technical phenomenon" and as a "virtuoso of great style." This young artist has also composed and arranged a number of works, three of which he will play at this recital.

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