

N.S.H. Campaign for the "Swiss Observer" and the "Echo"

Autor(en): [s.n.]

Objektyp: **Article**

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

Band (Jahr): - (1948)

Heft 1083

PDF erstellt am: **25.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-686944>

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N.S.H. CAMPAIGN FOR THE "SWISS OBSERVER" AND THE "ECHO".

As a result of careful consideration of the question of how to help the *Swiss Observer* and the *Echo* to become even more useful links of information and stimulation of patriotic thought, each within its own proper sphere — the *Swiss Observer* as a link within the colonies of Great Britain and with the homeland, the *Echo* as a link between all colonies — the Council of the N.S.H. has addressed the following memorandum to the various societies in the U.K., based on decisions taken by it for its own society and on a friendly agreement arrived at with the Editor and Publisher of the two publications:—

Proposals to strengthen the support of the Swiss Observer, submitted by the Council of the N.S.H., London Group.

The Swiss Observer renders the Swiss Colony of England invaluable services, as purveyor of news from the home-land and as a vital indispensable link between ourselves. The stronger our support is, the better can it fulfil its important and responsible functions. Our support has two forms: readers' subscriptions and active co-operation in the supply of copy and information. We consider that on both counts much more could be done and can reasonably be expected.

The Council of the N.S.H. submits the following suggestions on these counts:— (1) Each society of our Colony should recommend to its members to subscribe to the S.O. and facilitate this by accepting such subscriptions together with the annual subscription of membership of the society; (2) members should be asked to accept notifications in the S.O. as individual notifications from the society, so that they need not be circularised as well, the saving in postage, etc., to be paid into a special fund for the development of the S.O. (only those members not subscribing to the S.O. would then have to be circularised, except where publication of the notification is not deemed desirable).

(3) The Editor of the S.O. should be notified as a matter of routine not only of the activities of each society, but also of interesting personal events, the impending arrival of interesting personalities from Switzerland, etc.

(4) The drive for advertisements might be considerably helped by members of the Colony by encouraging advertisers and referring to advertisements when acting upon them.

(5) Names and addresses of new arrivals or existing members of the Colony, not yet subscribing, should be notified to the Editor, to enable him to send specimen copies.

(6) The arduous work of extracting the most important and interesting passages from English newspapers and books concerning Switzerland and summarising them should at least partly be done for the Editor. The Council hopes in fact to organise such relief.

(7) The Council of the N.S.H. also suggests that, in order to help the "ECHO", the monthly published in Switzerland by the Secretariat des Suisses à l'étranger in French, German and Italian as a link between all colonies and the homeland, to widen its circulation and usefulness, each society should offer its members to accept subscriptions to the ECHO as well as the Swiss Observer, together with the members subscrip-

tion to the society. The N.S.H. would be glad to act as intermediary and receiving agent for Berne. The full subscription is 18s. p.a. for the multi-lingual edition and 12s. for the French edition, but the S.S.E. is prepared to accept 12s. and 9s. respectively, hoping that those who can well afford it will continue to pay the full price.

THE THEATRE.

"Mountain Air," by Ronald Wilkinson (Comedy).

If the author instead of calling his little play "Mountain Air" a comedy of a Swiss Holiday, would have called it a comedy of a Tyrolean or Bavarian Holiday, he would have been nearer the mark.

It should be common knowledge, that Swiss dwelling in the mountain districts do not dress up as Tyrolese or Bavarians, nor do they speak "Hochdeutsch" unless they wish to "show off."

There is very little Swiss atmosphere in this comedy apart from the sounds of some cow-bells which can be heard in the distance.

This, however, does not mean that the play is not amusing, and I can recommend a visit to the Comedy Theatre to all those who enjoy an unpretentious and light entertainment.

The comedy consists of continuous mispronunciations of English words and phrases, intermingled with R.A.F. lingo which completely baffles Herr Doktor Hubermann, the owner of a pretty villa somewhere in the mountain district and proprietor of a chemical factory. The Doctor had invited English guests to help him improve his knowledge of the language.

These holiday quarters also house the Herr Doktor's wife, her pretty young niece and the guests two comic Englishmen demobilised from the R.A.F., a Scotchman who turns out to be the first husband of Frau Hubermann and an English lady doctor.

The Herr Doktor's anxiousness to get to grip with the English language causes some delightful misunderstandings which keeps the audience in roars of laughter.

The play is well acted, and takes place in a singularly delightful setting. ST.

SCHWEIZERBUND (Swiss Club)

74, CHARLOTTE STREET, W.1.

EXTRAORDINARY MEETING

Saturday, February 21st, 1948,

at 4 p.m. sharp, at 74, Charlotte Street, W.1.

AGENDA: Formation of Limited Company
in relation to Club premises.

Members of other Swiss Societies and Friends
of the Swiss Colony are invited.

THE COMMITTEE.