Five weeks in America [continued]

Autor(en): Eckenstein, K.E.

Objekttyp: Article

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss

Societies in the UK

Band (Jahr): - (1930)

Heft 455

PDF erstellt am: 11.07.2024

Persistenter Link: https://doi.org/10.5169/seals-693537

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern. Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Ein Dienst der *ETH-Bibliothek* ETH Zürich, Rämistrasse 101, 8092 Zürich, Schweiz, www.library.ethz.ch

regretful sighs when it gradually receded into

the distance.

There is always something poignant and romantic in the sound of music out-of-doors and romantic in the sound of music out-of-doors and on water; and another enjoyable and unforget-table evening was spent going over to the opposite side of the lake to dance. About a dozen of us were wafted across in a motor boat, the only light on the smooth water being the reonly light on the smooth water being the re-flected lamp of our own boat. Our boatman, an Italian, sang all the way, his sonorous voice ringing out over the still waters of the lake. Our intended destination was a little village called Caprino, but as we approached its quay not a light was visible, and concluding the in-habitants had all gone early to bed we went further down the lake to Campione, which is a small piece of Italy thrust into the middle of Swiss territory. In the days before Mussellin's advent, there was a flourishing casino there but Swiss territory. In the days before mission is advent, there was a flourishing casino there but II Duco has put a step to all that. Nevertheless the Italians, as always, looked very gay, their floor and band were excellent, and it was with reluctance that we departed, though we again enjoyed crossing the smooth, dark waters to the accompaniment of our boatman's song. This pleasant excursion was planned by the representatives of Messrs. George Lunn, all very pleasant young Englishmen, ready always to oblige whether one was under their wing or an independent traveller.

A steep climb, and we get to the Engadine and

The Byways in the Bernina. which is again from The Nottingham Guardian, June 25th:

Fine weather in June sends thoughts flying

Fine weather in June sends thoughts flying here, there, and everywhere on holiday bent. Where are you going to this year? "It is a question on everybody's lips just now. Anticipation is quite half the fun of a holiday, and in many a home plans are maturing to make the coming summer vacation the best ever.

The great problem of where to go often takes some solving, particularly by those who find their truest holiday and much needed rest in getting as far away from the beaten track as they can. Other people are much easier to satisfy, for the guide books and tourist agencies can tell them what they want to know. A popular place is a well-advertised place, and its beauties and amenities are widely circulated.

But some of the most enchanting spots, like the nodest violet in its greenland shady bed we learn to in the First Form at school, hide their charms behind a veil of sitence. Some of the loveliest escape the ubiquitous tourist agency and blush unseen, or if not actually that, then anyway seen only by those who have sought for themselves.

Such a one (or shall I be pendantically correct and say an one?) is to be found in eastern

Such a one (or shall I be pendantically correct and say an one?) is to be found in eastern Switzerland, away from the busy tourist centres around Geneva's lake and in the centres around Geneva's lake and in the Berneso Oberland, beautiful though they all are with exceeding great beauty, and attractive to a degree with their nice hotels and their fascinating souvenir shops.

There are three gates to be negotiated before Paradise can be entered. The first is Basle, whose museum houses some fine

xxxxxxxxxxxxxxxxxxxxxx

Five Weeks in America. By Dr. K. E. ECKENSTEIN.

III FLORIDA.

CONTINUED.

Daytona is a town of about 10,000 inhabitants and is a growing winter resort. It is a pleasant town, laid out in blocks in the sual American manner, with wide avenues bordered by trees. It is traversed by the 'Dixie Highway,' which is the main road from the north to Key West in the south and passes through Palm Beach and Miami. Daytona is 90 miles from Jacksonville and 336 miles from Miami. It has developed very considerably during the last ten years and contains numerous well-built houses, it, would be even larger had it not been for the collapse of the land boom. Evidences of this land boom are frequently to be met with in Florida and one often comes across an estate laid out with roads and avenues but devoid of buildings. In America the development of real estate consists in first laying out the roads and then erecting the buildings instead of building the houses and then supplying them with roads as so frequently is the case here. A curious result of this collapse is the position of the hospital at Daytona. It was intended to build a large estate just outside the town and a new hospital was erected for the use of Daytona and the surrounding districts. When the collapse came the scheme was abandoned and so one approaches the hospital by a magnificent avenue passing through a town which idoes not exist. avenue passing through a town which does not On leaving the station one goes for about

on leaving the station one goes for about half a mile until one reaches a wide stretch of water which is known as the Halifax River. Along the banks of this river runs, a wide avenue in which are the principal shops. The river is

Holbeins and whose station-restaurant provides the most delicious petit pains in Europe. Every traveller going east from Basle knows the joy of those delectable rolls and butter, that apricot jam, that fragrant coffee in the comfort-able restaurant after a wear some night in the train. And if a vote were taken as to whether the picture of the petit pains were the more popular I know which would head the list, even though we are told that man does not live by bread alone!

bread alone!

The second gate is Chur, the junction for the Engadine, where the heavy long-distance express is left and the voyager boards the electric train which takes him 5,000 feet up among the mountains by a series of loops, tunnels, curves, and perilous-looking viaducts to St. Moritz. The third and last portal is St. Moritz herself, superb and serene with the Moritzersee at her feet and magnificent mountains behind her superb and serene with the Moritzersee at her feet and magnificent mountains behind her. Her charms, especially her winter ones, are known to every sporting enthusiast. Her ice-stadium, her curling rinks, her Cresta toboggan run dashing alarmingly right down to Celerina like a sort of super-watershoot, are internationally famous.

Here the last gate is unlocked, and sophistication and tourist hotels are left behind. If you tell the manager of your St. Moritz hotel you are going on to Alp Grüm he, will ask in his stumbling English if you realise what you are going to. You probably don't, but ask in his stumbling English if you realise what you are going to. You probably don't, but when you have been there a day or two you know very well that you could not dream of changing your unpretentions but comfortable wooden chalet and its kindly signora for his well-appointed hotel, its bedrooms with their acqua correcte and all its other conveniences.

well-appointed notel, its bedrooms with their acqua corrente and all its other conveniences. Italian words come naturally to you, at Alp Grüm, for are you not very near to the Duce's frontier, and do you not hear around you the soft liquid tongue of his fellow-countrymen?

The twisty, snake-like Bernina railway passes through indescribable wonders, past Pontresina and the glorious Morteratsch glacier up to the Hospiz, the highest part of the Bernina Pass, where the dazzling Cambrena glacier bursts with a glistening suddenness upon you. Then comes Alp Grüm, and perched on an Alp-spur which towers above you sits a little wooden chalet-restaurant. On the platform is a Swiss-Italian youth in shirt with rolled-up, sleeves and shorts, wearing a very smart peaked cap, bearing in gold letters the legend. Hotel Belvedere. The cap constitutes his uniform, and thus hatted he is the porter of the hotel come to meet the train by which his patrons are arriving. Without the headgear he is just an awkward country hobble-dehoy of a lad.

Life on this mountain peak is very simple, a lad.

a lad.

Life on this mountain peak is very simple, but very satisfying very exhibitanting, too, for the air is so tonic and your sense of physical well-being is so potent that you feel strong enough to move mountains. Were there ever such lunches as the signora packs up for you to take along on your daily tramps? Do hard-boiled eggs and cheese ever taste like this at home? Can peaches and apricots be so luscious and blooming anywhere but here, or what

crossed by three or four bridges and on the opposite side is a strip of land about half a mile wide, on the further side of which is the famous beach. on the further side of which is the famous beach.

Daytona Beach is bounded on the land side by sand dunes about six to ten feet high. It is fifteen miles long and is perfectly, straight. The tide comes up to within about ten yards of the sand dunes and goes out for about a hundred yards. Its surface is level and is covered, with fine white sand. A stretch of nine miles has been marked off and is called the Speed Record Course. This course is divided up by posts at the end of each mile, to which are attached loud speakers. Between the fourth and affth mile posts is the measured mile over which, the speed to obtain the mile record is calculated. At the entry and exit of this measured mile two wires are stretched across, the beach so that, a car entering the measured mile, when it crosses the wires makes

across the beach so that a car entering the measured mile, when it crosses the wires makes an electrical contact which is recorded on a machine in the time-keeper's box which is situated near the exit. When the car leaves the measured mile another contact is made and so the speed obtained is calculated from a graphic record. Thus a competing car has four miles in which to get up, seed a mile over which its record. Thus a competing car has four miles in which to get up speed; a mile over which its speed is recorded and four miles to slow down in, for this has to be done with the greatest care by gradual deceleration. Now, although the beach is flat and straight, its surface varies under certain conditions. In order that it may be in such a condition as to permit speeds of over-200 miles per hour it is necessary to have a north easterly per hour it is necessary to have a north easterly gale. The north easterly gales not only flatten out the beach, but cover it with fine white sand which is of such a nature that when the tide goes out, a hard white surface; almost like concrete, is left. The surface is then so smooth and hard that foot marks are hardly visible upon it and the wheels of the Silven Bullet, which weighed nearly five tons, did not sink into it.

makes the cakes and petit fours so much crisper than those you buy in the patisserie shops at home?

home?

What happy days you spend in the valleys on either side of the Pass. There is, for instance, the day you go to Morteratsch walking through woods of fir and larch, past the Bernina Falls foaming and crashing down the mountain-side. And then the amusement of trying conclusions with the glacier itself, an exciting job even with an ice-axe, and as likely as not your legs will slide from under you and you will sit down bump on its lovely gleaming slipperiness, only thankful you are not like the Swiss you have just seen take a toss with a big camera and tripod in his arms!

You can never forget the magic between-

swiss you have just seen take a toss with a big camera and tripod in his arms!

You can never forget the magic between-lights among the mountains, the mysterious twilight-time when behind you the setting sun is a ball of blazing fire and flaming clouds are flung across the sky. On one side of you are the snow mountains topped by frowning Piz Bernina, awful in their unsullied and spotless purity. The Cambrena glacier is in shadow, the cold blue of its iciness showing colder and bluer by contrast with the scarlet-stained heaven above, and below you the Lago Bianco with its opaque whitish water (so curiously white, and not as you expect a glacial lake to be, a bright green) gives amazing reflections of the mountains and the fiery sun. The moon rises brilliantly on the other side of you, while a herd of cows comes pad, pad over the snow in the Pass, the bells around their necks making the softest, sweetness musical jangle in the world.

Yes, stare and stare again, around my room,

Yes, stare and stare again, around my room, where darkness has fallen now, where an empty glass at my elbow half ashamedly tries to look like a full one and where a beloved voice mentions that it is bed time!

But oh, during these minutes of reading all

this, what a glorious, if somewhat condensed holiday we have had!

CITIES OF SWITZERLAND.

The "playground of Europe" is generally regarded as a country depending on its tourist in-dustry. This is because it happens that no other regarded as a country depending of the dustry. This is because it happens that no other country has yet developed that industry to the same extent, and because few countries possess those scenic and climatic characteristics common to the land of the Alps.

But what may be true of the mountainous part of Switzerland in respect to its industrie des ctrangers does not altogether apply to its cities. Some of them do appeal very much to visitors and even to large colonies of residents from other lands, especially England.

The chief cities have important manufactures

lands, especially England.

The chief cities have important manufactures—silks, embroideries, watches, chocolate, condensed milk, etc.—and they send to England over 300 million pounds' worth of goods every year.

These great industrial centres of Switzerland are unfortunately overlooked by the great majority of visitors, whose chief aim is to see the districts where scenery is the attraction.

The cities may be called at for a few days or

When, however, a westerly wind prevails, the ocean partially removes this white sand and leaves patches of red sand, and although the beach is still comparatively smooth, undulations are present which cause bumps to cars going at high speeds.

ingh speeds, as at a small small street and aparts from any technical questions, about the car on the -way in which it was driven, about which I am not competent to express any opinion, the beach was never in a condition to permit of speeds over 200 miles an hour, and this has been confirmed by the official report which has recently sheen issued. official report which has recently been issued

The Daytona Municipality made a great splash over the speed record triat. The town was decorated with flags and a shop in the main street was used as Headquarters. The windows contained models of all the cars which had entered in the past attempts and shortly after our arrival one of the Silver Bullet was added. There rival one of the Silver Bullet was added. There were also souvenirs such as the helmet worn by the lare Sir Henry Segrave when he made his successful run. Inside was a room which contained portraits of various competitors and in the middle was a large picture of Kave Don which was lit up at night by a lamp placed some distance away on the floor in that manner beloved by Americans and to which I have already referred. In one corner of the room was a large glass toponed case in which was a reproduction of glass topped case in which was a reproduction of bee Bible's car as it was found immedi-ately after his fatal smash. Around the walls were photographs apparently of all the accidents which had ever taken place on race tracks in America. We often wondered if these rather sinister souvenirs were intended to encourage competitors.

TO BE CONTINUED.

for a night only, but they are all without exception worthy of a visit of longer duration.

Two at least do get very full appreciation—Lausanne and Geneva. The reasons for this are not applicable to such places as Basle and Zürich. Lausanne has for over a century had a large English colony (residential and educational as well as touristic), and Geneva, as the seat of the League of Nations, the Red Cross, the International Labour Office and other things, naturally appeals to a very large cosmopolitan throng.

Geneva, like Lausanne, is also much fre-

Geneva, like Lausanne, is also much frequented by tourists, as it is one of the main entrances to the Mont Blanc country. It is certainly one of the most beautiful towns in the world.

one of the most beautiful towns in the world.

The largest of the Swiss cities is Zürich, which is the chief centre of the silk industry, but also an interesting place of call for visitors to the Engadine. This is not only because it houses the Swiss National Museum, but because of the many other features of interest for the tourist—boating, bathing, golf and tennis.

The next biggest city is Basle, the ancient

The next biggest city is Basle, the ancient Basilea or royal residence of Roman times. As Basilea or royal residence of Roman times. As the most important entrance into Switzerland from the north, and occupying a position in the very middle of Europe, it is a favourite place of call, and most visitors who spend a night or so there make a point of visiting its minster and the Böcklin room in its picture gallery.

Geneva is a busy commercial centre as well as a tourist resort adjoining the numerous mountain centres of the Haute Savoie.

It has also a most interesting history, and is well to the fore as a centre of international con-

well to the fore as a centre of international con-

For the tourist it has many delightful excursions, good boating and sailing, golf, tennis, and most other things that tourists like. As a town it may be compared with Paris on a much smaller reach.

Berne, the capital of Switzerland and the chief town in the most thickly populated canton, has many important industries (machinery, chocolate, agriculture, etc.).

The town contains much interesting domestic

The town contains much interesting domestic architecture of the eighteenth century period and several street fountains.

Its numerous passing visitors en route to or from the magnificent scenery of the Oberland usually have time to enjoy the extensive Alpine panorama from the Kleine Schanze, to wander through some of its quaint arcaded streets and cross the Nydeck Bridge to the Bears' Den.

Lausanne attracts many English people at all seasons, as it has a wide reputation as an education centre. It is also a residential town with a large foreign colony which has been much increased since the opening of the Simplon and the through daily expresses between Calais and Constantinople.

through daily expresses between Calais and Constantinople.

Of the smaller cities of Switzerland mention may be made of St. Gall, with a big linen and embroidery trade, and Coire, the junction for the Engadine resorts.

Also there are Lucerne, the principal tourist centre of the country; Neuchâtel, with chocolate factories and a watch-making industry; Vevey, in the wine country between Montreux and Lausanne, and famous for its milk and chocolate factories; and the two Italian-Swiss towns of Lugano and Locarno, both mainly interested in tourists.

Queen.

CITY SWISS CLUB.

In his account of the meeting of the City Swiss Club at Hendon on July 1st, "ck" committed the unpardonable sin for a reporter namely that of

It was stated that another meeting is to be held next mouth at Hendon and reference was made to the meeting last week being the first summer meeting.

This is not correct.

There will be no meeting next month.

Only one meeting will have been held at Hendon this

Thus has the Committee in their wisdom de cided and from their decision there can be no

However, grave as "ck's" fault has been and for which he makes humble apology, there is some excuse. Doubtless the wish was father to the thought, because the evening was so enjoyable and "ck" was looking forward with pleasant anticipation to next month. Alas, another disappointment. Moreover, "ck" will not be able to get any more practice as a fashion reporter and he will have forgotten all he learnt before the next inderellas, nor will he be able to study those bidding romances which he imagined he saw to be in the making. However, grave as "ck's" fault has been and

Swiss Gramophone M. T. Newman, Proprietor (Swiss) Salon 2. Lower Porchester St.. Connaught Street, W.2.
Off Edgware Road 4 mins. from Marble Arch

allest and area

NEW SWISS YODEL TICINESE, FRENCH ITALIAN RECORDS Received Weekly Open Saturday till 6 p.m.

SUBSCRIPTIONS RECEIVED.

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

E. Beutler (494), E. Martig (498), O. Ray (492), Mrs. T. Andreoli (458), J. Reutter (490), H. Epprecht (498), P. Walser (497), P. Casparis (497), O. Braga (467), J. B. Brutsch (497), P. Casparis (497), J. G. Bachmann (498), A. Kunzler (495), Schweizerbund (497), C. W. Guignard (497), W. C. Gattiker (498), Swiss Y.M.C.A. (497), H. Steiner (472), J. C. Rathgeb (498), F. Schmidt (492), F. Kienast (497), O. Walchli (497), J. C. Nussle (498), J. J. Smith (458), F. Heinrich (496), W. Bachmann (498), J. J. Smith (458), F. Heinrich (496), W. Bachmann (498), A. Bolla (499), J. Tache (472), H. Wintsch (499), R. J. Bickel (496), N. Battislane (498), A. Brauen (499), F. A. Brawand (499), A. F. Clemence (498), H. Schaellibaum (498), H. S. Dennler (473), H. Schmid (470), A. Ryser (499), C. E. Frefel (502), J. W. Reber (472), Miss A. Gaudard (462), J. Torrent (502), F. A. Haeberlin (498), F. E. Caspar (499), S. Jeker (497), L. Meotti (461), Mrs. Werner-Merky (495), R. de Cintra (498), B. Rahm (463), Miss B. Rahm (463), E. Schweizer (468), J. C. Haefeli (498), Adolf Schmid (527), E. Langmeier (492), E. Lunghi (474), A. Herdan (500), M. Golay (493), J. Derfenne (501), A. Dufour (495), A. Blaser (465), L. Schaer (502), C. Buhrer (461), L. Rueff (498), E. Marchesi (497), A. M. Roquette (464), G. E. Bacher (475), W. Beckmann (499), F. Haegler (478), V. Fehr (504), Dr. A. Brunner (504), W. Krucker (498), Alph. Steiger (499), Fr. Kibiger (504), S. Dreyfuss (498), R. Finsler (503), E. Moser (465), E. Widtmann (477), L. Forrer (504), L. H. Musy (504), F. Gettsch (504).

PERSONAL

Sur l'ordre du médecin, Monsieur le pasteur Hoffmann-de Visme a dû se rendre en Suisse cette semaine pour une période de repos prolongé. Madame Hoffmann-de Visme est aussi au pays pour sa convalescence. Nous espérons que ce séjour contribuera à rétablir sa santé si sérieusement ébranlée.

Monsieur Marcel Pradervand assurera la marche de l'Eglise jusqu'à leur retour en Septembre.

OBITUARY.

ALDO GENONI.

The sad news of the death of Aldo Genoni reached me early this week. Although not widely known among the Swiss in general the Ticinese Colony loses a patriot and the Unione Ticinese a very valuable Honorary Member. It has been my privilege to know him intimately and more than once I have had occasion to verify his generosity. Very many patriotic appeals were responded to most generously by him and never have I known him to decline an appeal. A real, good and true Swiss has thus departed.

Aldo Genoni died on the 29th June last at his

Swiss has thus departed.

Aldo Genoni died on the 29th June last at his Villa Marza in Massagno near Lugano at the comparatively early age of 60. Thirty-seven years ago he founded, in George Street, Plymouth, a restaurant bearing his name. Perseverance and his untiring energy made this establishment one of the best-known in Plymouth. But long years of assiduous work left its mark upon his health which was consequently somewhat shaken. About 6 months ago he decided to give up his business and return for good to his beloved Switzerland to enjoy a well earned rest. Alas! fate decided otherwise and his family and friends mourn him.

Aldo Genoni's memory should be cherished by all who had the pleasure of knowing him as he is gratefully remembered by Oscar Gambazzi.

********************* Restaurant - Charcuterie - Delikatessen

BARTHOLDI

4, CHARLOTTE STREET, LONDON, W.1.

Telephone: Museum 3762

THE Genuine Swiss Charcuterie

All kinds of Sausages made exactly as in Switzerland
Presh Daily

English Meat only used

Large Choice of Swiss Delicatessen

Conserves, Teigwaren, Soups, Chocolates, etc. \$



and address to the state of the state of the state of the content of the content

SWISS BANK CORPORATION.

99, GRESHAM STREET, E.C.2. and 11c, REGENT STREET, S.W. 1.

> Capital Paid up £6,400,000 Reserves - £1,960,000 Deposits - £43,000,000

The WEST END BRANCH opens Savings Bank Accounts on which interest will be credited at 3 per cent. until further notice.

Drink delicions Ovaltine at every meal-for Healt!

Swiss Rifle Association

Headquarters: 1, Gerrard Place, W.1 Shooting Range: Opposite Welsh Harp, Hendon



Open to all Swiss 300 metre and 100 yards Targets now in progress

Shooting every Saturday afternoon & Sunday

FOYER SUISSE, 15, Upper Bedford Pl., W.C.1

Sunday, July 13th. GIRLS' AFTERNOON EXCURSION

Hampstead Heath

Meet 4 p.m., Hampstead Heath Tube Station.

Leaders: Mr. & Mrs. J. Scheuermeier.

Divine Services.

EGLISE SUISSE (1762), (Langue française.) (Les services ont de nouveau lieu à l'église, 79, Endell Street.)

Dimanche 13 juillet, 11 h. M. Marcel Pradervand. 7 h. M. le pasteur Frank Christol.

Heure de réception à l'église : le mercredi de 10.30 à 12 h. et le dimanche après le culte.

SCHWEIZERKIRCHE

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

Sonntag, den 13. Juli 11 Uhr Morg.: Gottesdienst und Sonntagschule.

Während der Ferien des Gemeinde Pfarrers wird Wahrend der Ferien des Gemeinde Pfarters wird Herr Pfarrer Walter Pfenninger aus Zürich ihn vertreten. Anfragen wegen Amtshandlungen sind an Herrn Pfarrer Pfenninger, Foyer Suisse, 15, Upper Bedford place, zu richten. Die Abend Gottesdienste fallen wächrend der Mönate Juli und August aus.

FORTHCOMING EVENTS.

Friday, August 1st, from 3 to 9 p.m.—FIRST of AUGUST CELEBRATION, at the Rifle Range, Hendon.

Range, Hendon.

Wednesday, August 6th, at 7.30 p.m.—Societe de Secours Mutuels: Monthly Meeting at 74, Charlotte Street, W.1.

Thursday, August 28th, at 8p.m.—Nouvelle Societe Helvetique and Swiss Mercantile Society: Lecture by Professor Dr. C. Schröter of Zurich with over 100 coloured lantern slides on "Naturschutz in der Schweiz und der Schweizerische National Park," at King George's Hall. Admission free.

Swiss Rifle Association: Shooting Practice every Saturday and Sunday at the Range (see advert),

Printed for the Proprietors, by The Frederick Printing Co., Ltd., at 23, Leonard Street, London, E.C.2.