

# Der Journalist

Autor(en): **W.R.S.**

Objektyp: **Article**

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

Band (Jahr): - **(1936)**

Heft 776

PDF erstellt am: **24.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-695511>

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such a course of action would prove too costly an undertaking and would take too much time and bind too many forces.

The Swiss Government to-day have no funds at their disposal to draw upon and they must therefore appeal to the people to entrust them with the necessary means to achieve their aim. I think that this appeal does not only concern the people at home, but also the Swiss in foreign countries, and it is addressed to those who are still proud of being citizens of an ancient and free Democracy and who have the possibility of taking part in this financial mobilisation.

This appeal, if it is not made in vain, will have the same significance as a Popular Vote, showing that the Swiss people, at home and abroad, consider the existence of Switzerland as worthy of being defended, and showing foreign peoples that it will indeed be defended.

I hope that of the Swiss population the Swiss Colony in Great Britain will take the same place as they have so splendidly taken on similar occasions in the past.\*

Ch. de JENNER.

\* Subscription forms and prospectuses of the Swiss Defence Loan can be obtained from the Chancery of the Swiss Legation (18, Montagu Place, W.1.) and from the Swiss Bank Corporation (99, Gresham Street, E.C.2 and 11c, Regent Street, S.W.1) as well as from the Secretaries of the different Swiss Societies in London.

## NOUVELLE SOCIÉTÉ HELVÉTIQUE

(London Group).

Monthly Meeting and Lecture by  
Dr. Gottfried Keller.

The London Group of the Nouvelle Société Helvétique held its customary Monthly Meeting, on Friday last, at the "Foyer Suisse," 15, Upper Bedford Place, W.C., at which about 50 members and friends were present, amongst them Dr. C. Rezzonico of the Swiss Legation.

This meeting was preceded by an excellent little dinner, after which the current business of the Society was dealt with. One feature of the meeting might well be mentioned here, namely the fact, that the members present voted with acclamation a donation of £21. 0. 0 towards the Relief Fund, which was started by the "Swiss Observer" for our compatriots in Spain.—

The main object of this gathering, however, was to listen to a *causerie* by Dr. Gottfried Keller, London representative of the "Agence Télégraphique Suisse" on *Printing Ink, Newspapers, Journalists and all that ...*

Mr. Campart, who presided over the gathering, in the absence of Mr. A. F. Suter, President, introduced the *conférencier* to the audience.—

There are times when an editor is terribly "hard up" for copy, there are other times when week after week articles have to be shelved for lack of space. Unfortunately for our readers we are unable to publish the *causerie* of Dr. Keller *in extenso*, owing to the fact that the "Front page" of this week's issue has been booked by a "higher authority."

Our readers are unquestionably the losers, because the clever *exposé* of Dr. Keller would have well warranted a complete rendering. Bowing, however, to circumstances "beyond control," we shall only be able to give an abridged report of the lecture in question.—

The first part of the *causerie* was devoted to the description of the work of an editor of a Swiss Newspaper, and according to what was said, nobody would envy the job of an editor. It is a matter of "all work and no play," and undoubtedly the English Newspapers with their extensive staff of editors and sub-editors are in a much more enviable position than their colleagues in Switzerland. The lecturer's plea to sympathise with an editor, will undoubtedly find an echo in some of the "bosoms" of his hearers.

Dr. Keller then gave us an exhaustive resumé of the work of a foreign correspondent abroad, and much to the amazement of some of the "Uneingeweihte" he related that the principal part of his work is done between 1 a.m. and 3 a.m. when he dictates over the telephone the news to the New's Agency in Berne. Just fancy, when most of us enjoy the second part of our "beauty" sleep, our friend is busy acquainting our countrymen in Switzerland with the latest news.

He certainly has my deepest sympathy, it so happens that my editorial duties keep me up sometimes to this "ghastly" hour, as he termed it; the difference, however, between he and I is, that he has finished by 3 a.m. dictating, whilst the "dictating" starts with me soon after this unearthly hour.—

The audience greatly enjoyed the very interesting *exposé* of the League of Nations Council sitting which took place at St. James's Palace early this year, reviewing the arrival of States-

men from many countries. Having been an "outside" onlooker on that memorable occasion it brought back vivid remembrances to me; and some consolation too, as it seems that I saw as much, as some of my more fortunate colleagues who were provided with entrance cards.

For the majority of the audience, the most important part of the *causerie* was undoubtedly the one dealing with the English press, and for the benefit of the readers of this paper we publish this part *in extenso*.—

"In a third and last part of my 'causerie,' I am going to sum up in a few words the impressions I have of the English Press. Such a review has, of course, to start with *the paper*: The Times. For the Times seems to me to belong to England as much as does the Crown. You may think that such a comparison is exaggerated, but I dare say that the Times is something like a king among the English newspapers. Its size, its paper, its print, its prize distinguish it from the rest of the papers. The Times can afford to charge 2d. a copy, for it has tradition and might, has a name and a lot of influence. The Times is a might that makes its own policy, not depending on any party or concessions whatsoever. The Times is, of course, conservative in its policy, but, as I say, independent of the conservative party. All the articles are unsigned, for the idea is that the name of the paper shall give it its name and authority, shall make the article valuable, not the name of the contributor, even if the contributor happens to be a cabinet minister or a professor or some other big noise. He who can afford to study the Times gets the best information in the world, for the system of information the Times has cannot possibly be beaten.

It takes, as you know, hours to study the Times carefully. There is, therefore, only a small and select number of readers who regularly read the Times: bankers, industrialists, government officials. The circulation is relatively small; it is believed to be round about 100,000, whereas the big sensation papers like Express and Mail have a circulation of 2 millions.

Daily Express and Evening Standard are papers, which, as you know, belong to Lord Beaverbrook. The Express addresses a class of people who want to get their information in big headlines. Headlines that you look at and forget quickly, comments that are written in somewhat sloppy style. Much news of the law-courts, much sensation, much society-talk and sport. The Express is *the paper* for the Underground: during the half hour you travel, you get all the sensation you want and you get something to talk about during your lunch-time. As far as politics are concerned, the Express, as well as the Standard, believe in Splendid Isolation. Both papers are Lord Beaverbrook's gramophones, the Standard addressing a class of readers which are perhaps a bit more intelligent than the regular Express-readers.

Morning Post and Daily Telegraph do not differ very much from the Times. They are both well made up, nicely printed, of good appearance, solid, English. Both papers are very well informed, the Telegraph being well connected with the City and through Mr. Gordon Lennox with the Foreign Office. The Morning Post is considered to be more or less the official conservative paper. Their route and direction, as far as politics are concerned, is, more or less, a constant one. As far as authority and name are concerned, I would place the Daily Telegraph and Morning Post in the rank of cardinals, giving the Times the rank of the pope.

Among the big provincial papers I should like to mention the Manchester Guardian, which can be compared with the Frankfurter Zeitung as it used to be before Hitler came into power. There is tradition there too and authority. The Manchester Guardian is the main paper of a rich industrial town, liberal-democratic, not anti-semitic.

News Chronicle and Star are the two liberal papers, that at one time were under the influence of Lloyd George. They are now under the influence of Lord Reading and are both backed by Jewish capital. News Chronicle has become well known abroad by its attitude during the Abyssinian war and by the very combantant but cleverly written articles of its diplomatic correspondent Vernon Bartlett.

The Daily Mail is a chapter by itself. Brought into being by the late Lord Northcliffe, it was thought to give to the people what they want: sensation and plenty of it. The Mail is even more of a sensation-monger than is the Express. Its headlines that sometimes are nearly as big as half a page kill the interest of the reader. He reads what the Mail gives him and does not want more. The Mail is one of the best paying papers in the world, for one has to admit that it is well written and quite cleverly made up for its purpose. Its level, in my opinion, is lower than the level of any Paris Boulevard paper. Everything with the Mail is tendency, sensation. In its kind I would nearly call it genial, for it flatters the masses and their sometimes low instincts. Reading it is no work and no profit,

neither does it need any brain. Reading it is comparable to reading a thriller of Edgar Wallace's.

Papers like the Daily Herald (labour) have difficulties in existing, for they want to be serious. They cannot afford to charge more for a copy than the Mail does and yet they do not want to deal in sensation only. No wonder that one often hears about financial difficulties of this type of paper.

The same man who created the Daily Mail, also created the illustrated papers like the Daily Mirror, Daily Sketch, and so on. They address a public that can neither read nor think; a public that is only able to look at pictures. They are the papers preferred by ladies and landladies, by women who travel to town for shopping. They contain, what most women want; fashion, society chat, recipes for cooking, advice on how to make a nice pullover for Grandpapa. They inform their readers about the latest hat that has been created by the Duchess of Kent, about the frock that Lady Somebody wore on occasion of such and such a ceremony. They also show pictures of the Prime Minister in slippers, of the King in plus-fours and they know that the masses simply love these things. They cater, like Lyon's for rather low-brow, people.

A lot more could, of course, be said about the English Press. I ought to mention the system of the letters to the editor, which is a very good and clever sort of exhaust valve that enables the readers to let off steam, and which at the same time does not hurt anybody. I ought to mention the Sunday Press, particularly the valuable papers like Sunday Times and Observer, I ought to speak of Garvin and Scrutator. Furthermore, I ought to speak about all the magazines like Strand Magazine, like Tatler, Bystander, Vogue, about serious periodicals like New Statesman, and Nation, like Spectator, about the rather comic ones like the Saturday Review of Lady Houston ..... but I am afraid it is impossible for me to go into all these details.

I may add, that finally enough, England and Switzerland are the two countries where there is proportionately the biggest number of newspapers. Whether this is an asset or not, I leave it to you to decide. In Switzerland the number of dailies is more than 400, in England more than 3,000. The number of weeklies, periodicals and illustrated papers, I have not been able to ascertain exactly, but I know that the same applies to these as to the dailies: Switzerland and England have got the biggest number of them.

There is a saying, that every country has the press it deserves. Whether this is true or not, I cannot say. All I can say is that press work is interesting, though sometimes trying work and having tried to explain to you the difficulties under which we sometimes work, I think I may ask you in the name of all my colleagues to be lenient when passing sentence on a paper."

The last sentence of the title of this lecture closes with the world "and all that" which gave an opportunity to one of the members present, and a good friend of mine, Mr. W. B. Sigerist, to sum up with a very clever impromptu speech, the impression he gained by listening, first to the speaker, and secondly to the various persons who took part in the discussion.

Mr. Sigerist has no doubt decided ideas about journalists in general, because he recited one of his own poems dealing with this much maligned profession, although perhaps his conception is none too flattering it well deserves publishing if only for his subtle wit. Here it is:

### DER JOURNALIST.

Wer sitzt bei jedem Gala-Feste  
Mit weissem Schlips und weisser Weste  
Im tadelloß geschnittenen Frack  
Mit einem Freibillet im Sack  
Am Platz wo es am schönsten ist?  
Der Journalist.

Wer rennt und rast und rettet, sieht,  
Wie Schiller das so schön gedichtet,  
Vom morgen früh bis Mitternacht,  
Wo er sich schwarzen Kaffee macht  
Bis dass ihn seine Muse "kissed"?  
Der Journalist.

Wer hat ein Hirn, das so phantastisch  
Gewandt, gerieben und elastisch  
Die Wahrheit knettet, siebt und windet  
— Was es nicht weiss dazu erfindet —  
Bis dass der Brei verdaulich ist?  
Der Journalist.

Wer weidet sich an Konferenzen,  
An Streik und Krieg und Pestilenzen?  
Wer spitzt den Bleistift voll Entzücken  
Wenn sie Europa neu zerstückten  
Der Nazi und der Bolchevist,  
Der Journalist.

Wer wäre meistens auf dem Hund,  
Wenn nicht vom lieben Völkergund  
Die Herren mit den satten Mägen  
Sich ständig in den Haaren lägen,  
Woraus ihm Milch und Honig fliesst?  
Der Journalist.

# SPLENDID RESPONSE TO OUR APPEAL

When some three weeks ago we launched an Appeal to the Swiss Colony in the British Isles, for our countrymen in Spain, we were convinced, that owing to its nature, this Appeal would find a sympathetic reception.

We are glad to say, that this assumption met with no disappointment, quite the contrary, we are delighted to report that so far, our endeavours to lighten the burden of our unfortunate comrades, have met with an undeniable success.

Especially gratifying are the large donations of some of the Swiss Societies and Swiss business houses. The youngest members of the Swiss Colony, i.e. the students of the Swiss Mercantile College too, have given a splendid example of patriotism by sending a large contribution. —

The amount collected by M. Montag, Swiss Consul in Liverpool, from the Swiss Colony in Liverpool and District is magnificent.

The Federal Council has in the meantime allotted a sum of 100,000 Frs. for the Swiss in Spain, and the "Auslandschweizer Sekretariat" has collected some 30,000 Frs.; although these are substantial amounts, they are at present totally inadequate to meet the requirements, as nearly four thousand of our comrades have to be supported, most of them who are absolutely destitute.

We are publishing in this number an article dealing with the Swiss Colony in Spain, which will no doubt be of interest to our readers. —

We do not intend to make further Appeals in the Swiss Observer, as we have sufficiently dealt with the merit and the urgency of the matter, but

we shall keep the subscription list open for another week or two.

On this occasion we would like once more to appeal to the generosity of the Swiss living in this country. —

Before many weeks are over, we shall once again celebrate Xmas, the festival of joy, which is accompanied with a feeling of kindness and generosity towards mankind. We expect to celebrate this festival once again in the intimate circle of our family and friends. Let us just visualise for a few moments what this Xmas means to thousands of our comrades, who had to leave their homes, penniless and in dire need of even the smallest of comfort.

We still have our homes, we still can afford to spend this happy festival in comparative comfort, might we not then make already now a small sacrifice for those who will have to spend these days with a heavy and sad heart, just to prove to them that they are not forgotten and that their anxieties are shared by their fellow countrymen.

It will make their Xmas a little less sad, and our Xmas a happier one, because we know we have done our duty in trying to help to alleviate some of the distress our comrades are suffering.

### WILL YOU HELP?

ST.

(All subscriptions received will be acknowledged, week by week, in the columns of the Swiss Observer, cheques and P.O.'s should be made out: "Swiss Observer, Relief Fund.")

Previously acknowledged	... £180 8 1
Swiss Colony of Liverpool and District with Consular District Subscriptions	... 40 0 6
<i>(Individual subscriptions will be published in next issue)</i>	
Nouvelle Société Helvétique (London Group)	... 21 0 0
J. C. Wetter	... 2 2 0
Cosmos Freightways Agency Lt.	... 2 2 0
F. G. Sommer	... 5 0 0
Anonymous	... 1 0 0
Anonymous	... 2 2 0
O. Bartholdi	... 1 1 0
Doctor Pettavel	... 3 3 0
F. M.	... 2 2 0
G. De Brunner (50 S. Frs.)	... 3 4 3
J. Zimmermann	... 1 1 0
G. Wutrich	... 2 2 0
C. H. Willi	... 5 5 0
J. H. Oltramare	... 1 1 0
Collection at Eglise Suisse, Endell Street, on Sunday, September 20th	9 9 0
A. Blaser	... 5 0 0
P. Bessire	... 2 2 0
O. W. Meyer	... 1 1 0
Swiss Staff of Trocadero Restaurant	4 10 6
W. G.	... 1 0 0
Doctor Eric Kessler	... 1 1 0
Anonymous	... 10 0 0

Carried forward ... £291 13 4

Wer caressiert beim Abendessen  
Aus reinlichsten Berufs Interessen  
Mit der Reporter Volontärin,  
Der hübschen Ausland Sekretärin,  
Wenns für die Zeitung nötig ist?  
Der Journalist.

Wer kennt die finstersten Register  
Von jedem Kabinett Minister?  
Wer schaut sogar aus Wolkenrissen  
Dem Herrgott hinter die Kulissen,  
Wenns irgendwie zu machen ist?  
Der Journalist.

Wer sitzt zu Hause deprimiert,  
Wenn wirklich einmal nichts passiert?  
Wer würde aus dem Leben scheiden,  
Wenn Löwen mit den Lämmern weiden,  
Wies in der Schrift verheissen ist?  
Der Journalist.

Wer findet weder Zeit noch Ruhe,  
Bis dass er in der schwarzen Truhe  
Begraben liegt als müder Knabe  
Mit einem Grabstein auf dem Grabe,  
Der seine letzte Bürde ist?  
Der Journalist.

Dann zeigt der böse Chef-Redactor  
Zum erstmalig gerührt, Character  
Und schreibt darauf in weitem Bogen:  
Er hat im Leben Viel Gelogen  
Sonst aber war ein Guter Christ  
Der Journalist.

W.B.S.

So ended one of the most enjoyable meetings of the London Group of the N.S.H., and Dr. Keller, by addressing the meeting in such an impressive manner, well deserved the hearty applause with which he was greeted previous to the closing of the meeting.

ST.

## LA COLONIE SUISSE D'ESPAGNE HIER ET AUJOURD'HUI.

Rapport présenté à la XV<sup>e</sup>. Journée des Suisses à l'Etranger, tenue à Montreux les 12, 13 septembre 1936, par M. M. Philippin, président de la Société Suisse Helvética de Madrid.

L'histoire espagnole du 19<sup>e</sup>. siècle est caractérisée par de longues guerres civiles (les guerres carlistes) et de nombreux coups d'état militaires (pronunciamientos) conséquence d'un régime monarchique instable. Jusqu'à la fin du siècle, le pays vit replié sur lui-même; il semble vraiment que les Pyrénées l'isole du vent nouveau qui souffle sur le reste de l'Europe. Vers les années 90, l'Espagne se réveille lentement et s'intéresse aux progrès de ses voisins. Dans les dernières années du siècle, une ultime crise grave, la guerre de Cuba, suivie de la perte de sa dernière colonie

important, secoue la nation; le rêve impérial est détruit à tout jamais, mais le pays y gagne car désormais toutes les énergies seront concentrées sur le territoire national.

Il y a eu de tout temps des Suisses établis en Espagne, mais, pour les causes que nous venons de dire, ils étaient rares. Ce n'est qu'à partir du moment où le pays commence à prendre part franchement au développement commercial et industriel moderne que les Suisses se rendent en Espagne, soit pour travailler à leur compte, soit pour représenter des maisons suisses, et c'est pourquoi, la Colonie suisse d'Espagne n'existe à proprement parler, qu'à partir de la dernière décade du siècle passé. Les premières sociétés suisses de Madrid et de Barcelone sont fondées aux environs de 1900.

Depuis lors, exceptée la période de 1914-18 qui marque réellement un recul, le nombre des Suisses en Espagne ne fait que progresser pour atteindre un maximum en 1931 probablement. A partir de ce moment, l'effectif de la colonie se réduit, sous l'influence de la crise et des troubles qui suivent l'avènement de la République; cette réduction est d'autant plus sensible que le nouveau régime réglemente le travail des étrangers d'une façon si draconienne que l'apport de nouveaux éléments est pratiquement arrêté. Au début de 1936, il y a en Espagne encore environ 3,500 Suisses; 1,500 habitent Barcelone et la région, 1,000 Madrid, 100 Séville et les 900 autres sont disséminés dans le reste du pays.

Nous allons exposer très brièvement ci-après: ce qu'était la colonie suisse d'Espagne avant la guerre civile.

- a) son organisation sociale,
  - b) son importance économique,
- et enfin, ce qui en reste actuellement

### Organisation sociale de la Colonie suisse d'Espagne.

Pour maintenir vivante l'idée de Patrie et s'entre-aider, nos compatriotes ont fondé:

à Barcelone: la Société suisse, le Cercle Commercial, l'Ecole Suisse et la Société Suisse de Bienfaisance; les trois premières forment un groupe de la Nouvelle Société Helvétique (N.S.H.)

à Madrid: la Société Suisse Helvetia, qui est un groupe de la N.S.H. et la Société Suisse de Bienfaisance.

à Séville: l'Union Suisse.

à Valence: la Société Suisse de Bienfaisance.

Dans les deux premières villes, les Sociétés suisses ont installé et entretenu, au prix de gros sacrifices pécuniaires, des maisons de club, véritables centres de vie helvétique. Aux grands jours, les Colonies s'y réunissent pour les conférences, les concerts et autres manifestations d'intérêt général; en temps ordinaire, ces clubs sont les lieux de rendez-vous où les Suisses aiment à se retrouver entre compatriotes.

Pour donner une idée de l'effort collectif com-

sidérable que représente l'entretien de ces clubs, nous dirons, à titre d'exemple, que le Club Suisse de Madrid, avec un effectif de 185 membres actifs, dépense environ 22,000 pts. par année. Cette somme est couverte par les cotisations et les dons annuels des maisons suisses de la capitale. Jusqu'au début de la guerre civile, la situation financière du Club était parfaitement saine.

En plus de la mission immédiate de fortifier la cohésion et l'esprit patriotique des Colonies par tous les moyens, les Sociétés suisses doivent assurer le contact spirituel de la communauté avec la Patrie. Cette dernière mission leur est grandement facilitée par le Secrétariat des Suisses à l'Etranger. Nous ne saurions jamais assez proclamer l'absolue nécessité de ce Secrétariat pour les Colonies et souligner toute l'importance du rôle patriotique magnifique et bien-faisant qu'il exerce.

En réalité, il est l'unique attache spirituelle des Colonies en tant que groupements, avec la mère-patrie: sa disparition, ou simplement la réduction de son activité, aurait des conséquences si désastreuses au point de vue national, qu'il nous semble impossible qu'on commette jamais pareille erreur.

Grâce à la collaboration des Sociétés suisses et du Secrétariat, nous avons eu, rien qu'au cours de ces derniers 12 mois, la visite de conférenciers aussi éminents qu'Aymon de Mestral, M. Schürch rédacteur en chef du Bund et Charles Gos.

Si les sociétés suisses servent à relier les colonies à la Patrie, elles servent aussi à faire connaître au public espagnol les artistes suisses. Ainsi c'est par elles que Jean-Bard et sa compagnie de théâtre ont pu donner des représentations, qui, à Madrid, ont été de véritables triomphes; que la pianiste bâloise Juanita Stoecklin a pu donner des concerts très réussis dans la capitale l'hiver dernier, que Charles Gos, enfin, avait été mis en relation avec le Club Alpin Espagnol pour organiser des conférences cet hiver.

L'esprit d'entre-aide qui caractérise les Suisses se manifeste dans les Sociétés de bienfaisance de Madrid et de Barcelone. La première groupe environ 500 membres et dispose d'un capital d'environ 100,000 pts. Elles viennent en aide à tout compatriote qui, dans leur rayon d'action, a besoin d'un secours matériel. Détail digne d'être noté, les Colonies de Madrid et de Barcelone ne compagnaient pratiquement pas de nécessiteux dans leur effectif stable jusqu'à la guerre civile; la presque totalité des secours était destinée à venir en aide aux Suisses de passage qui s'étaient aventurés sur le marché sans préparation suffisante et à payer leur rapatriement.

Le Cercle Commercial de Barcelone, créée sous le patronage de l'Association Suisse des Commerçants, s'occupe spécialement de placer les jeunes Suisses dans la Péninsule et de les aider, au point de vue professionnel, à s'adapter rapidement au monde commercial espagnol.