

Meeting aéronautique international Zurich 1937

Autor(en): [s.n.]

Objektyp: **Article**

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

Band (Jahr): - (1937)

Heft 809

PDF erstellt am: **26.06.2024**

Persistenter Link: <https://doi.org/10.5169/seals-693141>

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Swiss Observer 18th Birthday

By Kyburg.

Ladies and Gentlemen,

The toast to-day is

THE SWISS OBSERVER: MANY HAPPY RETURNS OF THE DAY!

for the present, festive issue celebrates our London SWISS PAPER'S 18th BIRTHDAY.

A good deal of water has passed below London Bridge since our Swiss Paper in London first saw the light of day. But, I am glad to say that its Father, our old friend P. F. Boehringer, and its Editor, our ever smiling, untiring friend A. Stauffer, are still able to celebrate the occasion, the former in spite of the many duties nobly done for the Colony and especially for the City Swiss Club and the latter in spite of the never ending dinners and late nights which, so he tells his dear wife, he has to attend *ex officio* as Editor of our paper. Truly, when I think of the work put in by these two Giants of the life of our Swiss Colony, I regret, at times, that Switzerland does not confer Titles for services rendered.

Perhaps, as I am about to hand out the bouquets, I ought to mention the regular contributors to the paper who very often amuse us, often instruct us, often exasperate us for our good, but never bore us.

What is this Swiss Observer and what does it do?

It is *The Link* between the Swiss in England and the homeland. The link that keeps him in touch, as no letters from home could possibly do, with Swiss affairs, Swiss happenings, Swiss thought and Swiss aspirations.

Some of us are old enough to have known the bad old times when we Swiss in England did not have a Swiss Paper fulfilling these vitally important functions. We had to rely on papers sent from home and we remember what happened. Mostly those papers accumulated, unread, because we could not find the time to read through them.

The Swiss Observer fulfills a want. Where else would you, dear Readers, get those snappy

bits of varied information which we find weekly on the front page of our Swiss Observer? Where could you obtain those instructive articles dealing, in a precise and altogether impartial manner with home politics? Where could you get, in such condensed form, little at a time, but good, the news of sportive events in Switzerland?

And where again could you obtain the pleasure of reading articles in our various Swiss languages in one paper?

The Swiss Observer is a microscopic reflection of Switzerland with its different peoples, its languages, its sunlit mountains and laughing lakes, its rushing rivers and still valleys.

Which other paper could give you, within such narrow space the sensation of being a hefty Swiss German one moment, a tactful Swiss Romand the next, and feeling at home in our lovely Ticino immediately afterwards.

What about those always beautifully phrased articles in Italian which now and then gladden our hearts and make us long once again to sit outside the "Albergho degli amici" drinking Nostrano, and watching the whisps of silvery clouds dance around the mountain peaks.

What about those political French essays, often sharply tongued, satirical sometimes, never wounding, that appear, too seldom it is true, in our paper?

How are you, dear Reader, finding out what is going on in the Swiss Colony in London, if you have not got the current issue of the Swiss Observer? How are you keeping in touch with your compatriots, especially if you are one, like myself, living fairly far away from the Metropolis?

Have we not all met, at times, those pathetic old boys who, for want of keeping in touch with things Swiss, have lost their sense of HOME and have become neither fish nor fowl, just flotsam? How pathetically shy and yet over-anxious they act when they happen to be once again among Swiss.

The Swiss Observer forms the *Link With Home* which keeps you Swiss. It is life-blood to the Swiss living here. Remember, a Swiss

can be a sincere and true friend of his adopted Country England *only* if he remains a really sincere Swiss at heart. Sounds paradoxical, but a little reflection will soon show you what I mean by that.

How are you going to show your appreciation of what the Swiss Observer means to you?

A couple of years ago I made an appeal for new subscribers, an appeal that was a complete fiasco. That, incidentally just shows you what our readers thought of me then and I was rather surprised that the Editor should ask me again for copy! However, he probably knows that I am, by nature, thick skinned and undaunted.

Would it not be a graceful gesture on your part if you did exert yourself in order to bring in *One* new subscriber?

I am sure you wish the Swiss Observer to go from strength to strength. With 400 more subscribers the paper could come out every week in its festive garb of this issue and its contents could be enriched a great deal.

I am told that there are still *Hundreds of Swiss* who are not subscribers to our Paper and if you happen to know *One* of them, may I ask you, to try your hardest to make him a subscriber?

In paying such a graceful compliment to the Swiss Observer, you will

Send a message of goodwill to the Editor,
Widen the scope of his work,
Improve the contents of the paper,
Swell the ranks of good Swiss in England,
Strike a blow for cohesion among our Colony,
Offer a fine example to others,
Banish the feeling of selfishness,
Subdue the doubters in our National Motto,
Encourage all who work for the paper,
Reclaim that *Link with Home* for yet another Swiss,

Mostly please yourself,
Enjoy the smiles of Mr. Boehringer when he rings you up with an invitation to lunch, and, above all, the toast you drink will come from your heart and it will be

THE SWISS OBSERVER.

MEETING AERONAUTIQUE INTERNATIONAL ZURICH 1937.

Après expiration du premier délai d'inscription, il est permis de constater que le 4e Meeting Aéronautique International Zurich 1937 est non seulement assuré, mais encore qu'il constituera un événement unique dans les annales de l'aviation internationale, grâce à la participation d'aviateurs de tout premier ordre.

Comparativement aux 92 inscriptions provenant de 10 pays différents reçues lors du 3e Meeting Aéronautique International de 1932, le nombre des inscriptions enregistrées pour le meeting de 1937 est plus que deux fois plus élevé. 14 Etats s'étant annoncés jusqu'ici, et le délai final d'inscription n'étant pas encore clôturé!

La participation de l'aviation militaire, qui atteindra cette année-ci des proportions réjouissantes et jamais réalisées jusqu'ici, prêterait un intérêt tout particulier.

Ainsi qu'il fallait s'y attendre le Concours international de virtuosité aérienne et le Circuit international des Alpes pour avions militaires ont rencontré, à côté des deux compétitions sportives, un accueil extrêmement favorable. Dans ces deux premiers concours, le nombre des inscriptions est supérieur à 20.

A part la Suisse, les pays suivants seront représentés au meeting: Allemagne, Angleterre, Autriche, Belgique, France, Grèce, Hongrie, Italie, Pays-Bas, Pologne, Roumanie, Suède, Tchécoslovaquie.

Le 2ème délai d'inscription expire le 1er juin a.c., de sorte que le nombre des inscriptions dépassera très probablement 200.

Meeting Aéronautique International
Zurich 1937.

Secrétariat: Zurich, Bahnhofquai 7.

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