# To our readers

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Flight-Captain Heitmanek paid a moving tri-bute to his former chief, Walter Mittelholzer. He said ——"Mittelholzer's flying career has been a con-tinuous lines of success. His pioneering flights rank among the finest exploits aviation has seen. Mittel-holzer was first from Bagdad to Teheran and over Mt Demanand first over the needs of Kenya first Mt. Demawend, first over the peaks of Kenya, first over Kilimandjaro, first across the northern heights of Abyssinia, and first to cross Africa in a seaplane. Walter Mittelholzer has gone, but his spirit still lingers with us."

Several slides from Mittelholzer's various flights were then shown, as well as views from the maintenance department at Dübendorf.

After a short interval, a "Hutzli" film, which was supplied by the courtesy of the Swiss Federal Railways, was then shown on the screen; it showed excellent pictures from the remote little valley of the "Kienthal." Mr. A. Tall acted in a very efficient way as commentator. His humorous remarks greatly added to the enjoyment of the audience.

Mention should also be made of the musical Mention should also be hade of the indicate entertainment, before and during the lecture, sup-plied by members of the Swiss Accordion Club, under the leadership of Mr. Gandon. The meeting ended with the playing of the Swiss National Anthem.

ST.

EDITOR'S POST-BAG.

23rd April, 1938.

The Editor, "The Swiss Observer,"

23, Leonard Street, E.C.2.

Dear Sir.

I was invited as a guest by one of my Swiss friends to see some films shown by Swiss Air, at the Conway Hall last week.

As I am a lover of Switzerland and know the country very well and have many Swiss friends both in London and Switzerland, I must say that I was surprised at the poor display of films which was given.

One knows that the Swiss Air is a very efficient and up-to-date concern, but I am afraid if these films were intended for propaganda purposes, any English person present who had never visited Switzerland and hoped to see some wonderful views would have come away feeling very disappointed.

The apparatus used was more like a toy; the The apparatus used was more nice a toy; the screen was too small. I have seen far better Swiss films shown privately, which can be obtained from any of the hiring Agencies. Surely, Swiss Air, with all their facilities, are in a position to give us mag-nificent views of Switzerland.

The Lecturers did their best with the poor ma-terials available, but the object of the Swiss Air seemed to be to run this show as cheaply as pos-sible.

Here, again, the old saying is proved that "economy is not the best policy," and I am afraid this ship was spoilt for more than a halfpennyworth of tar.

Yours faithfully, A. H. B. SHAW.

27th April, 1938.

The Editor, "The Swiss Observer," 23, Leonard Street, E.C.2.

Dear Sir,

Dear SIT, Upon receipt of the first intimation that "Swissair" were going to give us a Film Show, I made some enquiries and was told to expect some-thing really good. I was not surprised, in fact, to get such an answer, because I have always looked upon the "Swissair" as a most efficiently organised concern. Only a very short time ago one read very flattering remarks in various English trade journals on the efficiency of Swiss aviation. But alas!!

The evening of April 21st certainly did not fulfil my expectations. Not only were the air films disappointing, but a number of other details were also lacking. To mention just a few.

The hat—the first few opening words—the lec-turer—the size and condition of the screen—the speed of the machine and its noise—in fact, every-thing seemed to go wrong that evening. It gave a general impression of being unprepared, and thus contrary to all the emphasis that was laid upon the great care that "Swissair" took in carrying out their dving duties great care that flying duties.

No one, I am sure, will contradict the fact that No one, I am sure, will contradict the fact that "Swissair" can justly be proud of their achieve-ments, but why not carry that efficiency into their advertising? Advertising "Swissair" was no doubt the prime object of the show, judging, at least, by the lasture closing words the lecturer's closing words.

To those who asked their English friends to join them at Conway Hall, the evening was a most uncomfortable one. I would certainly have in-

creased the shower of rather sarcastic remarks made afterwards, had it perhaps not been for the last film and the pleasant manner in which that commentary was delivered, but there again the equipment considerably spoilt the effect.

At this stage I do not want to go into details as it would probably lead too far, but I should like to show you how easily a wrong impression can be given. When a shot depicting a "Nebelmeer" was shown, a friend of mine asked "What is this?" When I replied "A Nebelmeer," he said, "It looks more like the top of a rice pudding!" Yours very truly

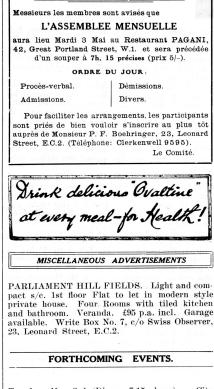
T. A. SEIFFERT.

#### TO OUR READERS.

The Editor of the Swiss Observer would be greatly obliged if readers would supply him with addresses of likely subscribers, so that specimen copies could be posted to them.

If such addresses supplied should be already included on our mailing list, no extra copies would be sent.

CITY SWISS CLUB.



Tuesday, May 3rd (Dinner 7.15 sharp) — City Swiss Club — Monthly Meeting — at Pagani's, Great Portland Street, W.1.

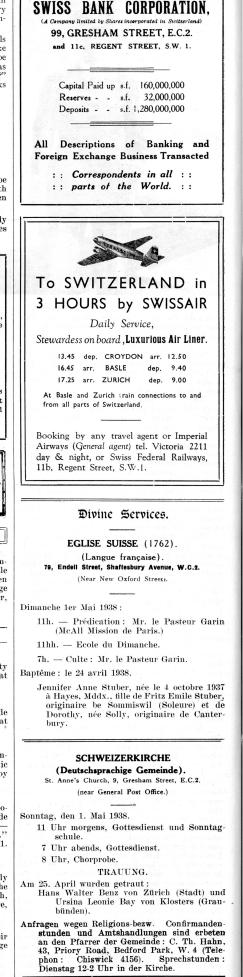
Wednesday, May 4th, at 7.30 p.m. — Société de Secours Mutuels — Monthly Meeting — at 74, Charlotte Street, W.1.

Wednesday, May 4th at 8 p.m. — Swiss Mercan-tile Society — Meeting of the Philatelic Group at "Swiss House, 34/35, Fitzroy Square, W.1.

- Thursday, May 5th at 8 o'clock Nouvelle So-ciété Helvétique Lecture by Major Paul de Vallière on "Comment la Suisse est née. Premières Luttes. Le Secret de sa vitalité." at Conway Hall, Red Lion Square, W.C.1. (Entrance free).
- Wednesday, May 11th at 7.45 p.m. Monthly Meeting, followed by a lecture on "The European Situation" by Dr. G. P. Gooch, M.A., at Swiss House, 34/35, Fitzroy Square, W.1. W.1

Sunday, May 15th — The Symphonic Social Choir — Concert and Dance — at the Brent Bridge Hotel, Hendon.

Thursday, June 16th — "Fête Suisse" at Westminster Hall, W.



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