

# How to be informed : "Echo" from home

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**How to be informed.****"ECHO" FROM HOME.**

One of the problems we Swiss abroad have to cope with is how to keep up with news from Switzerland. We who live in England have the "Swiss Observer", this valuable fortnightly paper which keeps us informed. But admirable though it is its scope is limited. To be really *au fait* we should subscribe to a Swiss paper as well. But who has time to wade through pages and pages of Swiss newsprint in addition to English dailies and magazines?

There is an alternative of which many of us have made use for years and which has proved most satisfactory. We are subscribers to the "Echo", the monthly magazine published by the "Auslandschweizerwerk der Neuen Helvetischen Gesellschaft" in Berne. It is a richly illustrated publication of 48 pages in German, French and Italian which keeps us informed of what has occurred in Switzerland and of events which are going to happen, like plebiscites, exhibitions, meetings and festivals. It contains articles on music, painting, literature, stage and film. It tells us of historical and topical figures, of geographical places and reminds us of the beauties of our land. Many quaint customs and enthralling aspects of our rich folklore have been brought to life in the "Echo". But it also reminds us of problems which our Country has to face in the political, economic and military field; recent issues dealt with the increased duties on Swiss watches in the U.S.A., the question of mountain farmers and the incident at the Roumanian Legation in Berne. It brings news of our agriculture, our industries, Swiss education and the realm of sport.

The information in the "Echo" is so rich and manifold, both extremely serious and entertaining, that every kind of reader finds something to his liking.

But the "Echo" is more than just a versatile periodical full of interesting reading matter. It is a most valuable link between the Swiss Colonies abroad and the Homeland. It brings news from the Colonies, it includes articles on well-known personalities and interesting features of our many Swiss Colonies in foreign countries.

The "Echo" also publishes important messages to the Swiss abroad from the "Auslandschweizer Sekretariat" and other bodies in Switzerland. Furthermore it contains a "bulletin consulaire" which keeps us informed like the "Swiss Observer"

of changes in the Swiss diplomatic and consular service.

The subscription in the sterling area is only 12/- per annum (or 9/- for the shortened German only edition). It can be paid to the Hon. Treasurer of the Nouvelle Société Helvétique in London, Mr. R. Weist, 19, Leinster Road, Muswell Hill, N.10, or to the "E" account of the New Helvetic Society at Swiss Bank Corporation, 99, Gresham Street, London, E.C.2. The magazine is edited at the "Secrétariat des Suisses à l'étranger", Wallgasse 2, Berne.

You may like to see a copy first before taking out a definite subscription. The Hon. Secretary of the New Helvetic Society in London, 35, Fitzroy Square, W.1, will gladly send you a specimen copy. When you have seen this you will certainly agree with me that the "Echo" is an excellent magazine which combines many functions. It informs and entertains us, it helps us to understand problems at home and in the Colonies abroad, and above all it constitutes a vital link with our Homeland.

To those of you who are already subscribers to the "Echo" I should like to suggest to pass it on to your friends so that they, too, will become interested; a year's subscription makes an admirable present to any of our compatriots.

MARIANN.

**SOPHIE WYSS HONOURED.**

Sophie Wyss was a guest of honour at the annual luncheon of the Poetry Society held at the English Speaking Union in London last Saturday. In her speech the Surbiton singer said that she did not think she had been invited because the blood of Goethe's family was in her veins, nor because the Nobel Prize winner, Carl Spitteler, had "dangled her on his knee" when she was a little girl in Switzerland, nor even because W. H. Auden had stayed in her house in Surbiton, and had written verse for her. "The only reason why I dare to come here and address you," she said, "is because I suppose I have, perhaps more than anyone else, caused much verse to be turned into song. I have caused verse to be married to music, and the children are songs!" It was recently reported in the *Radio Times* that she had just made one hundred first performances of new songs at concerts and broadcasts.

(*Surrey Comet*)  
14.5.55.

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