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ZENITH

119, HIGH HOLBORN, W.C.1. Factories: LE LOCLE (Switzerland)

There is a false thrift and a real thrift. False thrift foolishly buys the cheapest and vaguely hopes for the best. Real thrift, insisting on the best, finds in the long run a ZENITH watch is usually the cheapest.

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LA NOUVELLE SOCIETE HELVETIQUE.

The Queen Alexandra Hall at Pagani's Restau-The Queen Alexandra Hall at Pagani's Restaurant was comfortably filled when about 130 members and friends of the N.S.H. sat down to an excellent dinner last Tuesday. M. C. R. Paravicini was in the Chair, this being, as Mr. J. Baer, the president, subsequently pointed out, the first time that the Swiss Minister had attended one of their official gatherings.

Mr. J. Baer, the president of the N.S.H., announced that there would be no toasts or speeches

Mr. J. Baer, the president of the N.S.H., announced that there would be no toasts or speeches, but he wished all the same to extend a hearty welcome especially to the Swiss Minister and the delegates of the sister societies in our colony. He thought many did not realize how old some of these societies were; in calling their names in order of seniority, he also stated the date of their foundation. They were represented as follows: order of seniority, he also stated the date of their foundation. They were represented as follows:—
Mr. and Mrs. Colomb (Secours Mutuels), Rev. and Mme. R. Hoffmann-de Visme (Swiss Church), A. Rueff (City Swiss Club), M. Georges Dimier (Fonds de Secours), M. Biuchi (Unione Ticinese), M. and Mme. Borgeaud (Union Helvetia), Mr. and Mrs. Riederer (Schweizerbund), M. G. E. DeBrunner (Swiss Mercantile Society), Mr. and Mrs. Scheuermeier (Swiss Y.M.C.A.), Mr. and Mrs. Choral Society), Mr. and Mrs. Sommer (Swiss Choral Society), Mr. and Mrs. Sommer (Swiss Church Choir). The president also greeted Dr. and Mrs. P. Lang, as well as Miss Crawford, from their secretariat, and, on behalf of the Press, Dr. Weibel (N.Z.Z.) and Mr. P. F. Boehringer (S.O.).

The Swiss Minister replied on behalf of himself and the other guests. He complimented the committee on the perfect arrangements made with reference to this dinner, and referred to the exceptional

mittee on the perfect arrangements made with reference to this dinner, and referred to the exceptional qualities of their president, Mr. J. Baer; he thought that one of his ancestors had already gloriously distinguished himself in the history of Basle, an assumption which promptly brought forth a rectification from a Basle lady present, who claimed this honour for somebody else's ancestor. The Swiss Minister also humorously referred to a historic dinner a good many years ago, when one of the chief dishes was labelled "Tournedo à l'Allenagne"; with some uncasiness he was studying to-night's menu, containing a "Tournedo à la Paravicini."

to-night's menu, containing a "Tournedo à la Paravicini."

Mr. J. Baer then delivered his presidential address. He recapitulated the activity of the society since the beginning of this year, and especially dwelt upon the efforts of the secretariat to propagate Swiss art and literature in this country and familiarize English people with the trend of modern Swiss thought. It grieved him deeply to realize that in the near future their labour in this connection would receive a check, as he was afraid that the valuable services of Dr. Paul Lang would have to be dispensed with. They had to frame their next year's budget in the light of the financial support they were likely to secure, and the very important decisions they had to take within the next few weeks would have a far-reaching effect on the future of the society. He was sure if those present realized their critical position, they could materially assist the committee in finding a solution to the advantage of the N.S.H. and the credit of Switzerland. The spirited applause which followed Mr. Baer's words seemed to show that his appeal had not been in vain.

The remainder of the evening was taken up by a musical programme. Unfortunately, the tobacco smoke, which did not seem to have an outlet, caused a heavy atmosphere which lay like a typical London for over the audience and stifled the sound of the

smoke, which did not seem to have an outlet, caused a heavy atmosphere which lay like a typical London fog over the audience and stifled the sound of the music, imposing a great strain on the artistes who had voluntarily offered their services for the general enjoyment; the conversation going on all the time did not, of course, improve matters. The indispensable Mr. Dick was in charge of most of the numbers of the programme; specially appreciated were the characteristic French lyrics, so beautifully rendered by Mademoiselle Sophie Wyss.

The evening terminated with a vote of thanks to the artistes and those responsible for the general arrangements.

arrangements.

SWISS RIFLE ASSOCIATION.

On October 13 a comitée d'étude was appointed to study the possibilities of founding a rifle association and, if feasible, to submit a scheme to a future meeting. The members of this committee, after exhaustive enquiries, have decided to convene a meeting (see advt. in another column) for the purpose of submitting their report and proposing to those interested the formation of the association.

Needless to say, the discussions previously held in this direction have been keenly followed by the authorities in Switzerland, as it is recognised that the London Swiss will thereby be offered the opportunity of practising rifle shooting on the same or

similar lines as in Switzerland, where for every citizen who has been enrolled in the army this practice is compulsory. It is intended, at a later date, to take the necessary steps to secure affiliation to the parent society in Switzerland, so as to benefit

to the parent society in Switzerland, so as to benefit by Government recognition and enjoy the privileges connected with it.

Monsieur C. R. Paravicini, our Minister in London, has promised all the support that lies in his power, and will take the chair at the meeting of November 24th. It is confidently hoped that all those interested will do their utmost to be present, so as to make this gathering a success worthy of the Swiss Colony; and in order to avoid unnecessary loss of time at the meeting, they are urged to apply for a copy of the draft of the proposed rules and provisional application forms, which, prior to the meeting, they may "read, mark, learn and inwardly digest."

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Swiss Rifle Association, LONDON.

Société Suisse de Tir.

Schweiz. Schützenverein.

A Meeting, open to every Swiss, will be held at 1, Gerrard Flace, Shaftesbury Ave., W., on Saturday, November 24, at 3.30 p.m. sharp, when the "Swiss Riffe Association" in London will be formally constituted. A draft of the proposed Rules, and application forms for membership, may be obtained on application from :

Mr. G. E. DE BRUNNER, 13, Waterloo Pl., S.W.1, Mr. AUG. WYSS, 1, Gerrard Place, W.1, "SWISS OBSERVER," 21, Garlick Hill, E.C.4.

WIGMORE HALL, Wigmore Street, W. 1.

Friday, November 23rd, 1923, at 8.15 p.m.

ROD. GAILLARD

... Song Recital ...

Kindly assisted by MARGA STELLA (Soprano).

At the Piano - - - GEORGE REEVES.

TICKETS (incl. Tax): Reserved, 12/-, 8/6 & 5/9; Unreserved, 3/-.

To be obtained at the Box Office; from the SECRETARY, 17. Holland St. W.8; and RODOLPHE GAILLARD. 1. Westmoreland Road, W.2.

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C	arriage Pa			

SWISS MERCANTILE SOCIETY

Saturday, December 1st, at 6.30.

CINDERELLA DANCE

MIDLAND HOTEL, St. Pancras, N.

Price of Ticket, 7/6 (including Gold Supper). To be obtained at 24, Queen Victoria St., E.C., or from Members of the Committee.

The Publisher will be pleased to forward free specimen copies of "The Swiss Observer" to likely subscribers whose addresses may be supplied by readers.

KIRCHLICHES (Eingesandt).

Sonntag, den 25. November, wird in der Schweizerkirche ein Liturgischer Gottesdienst in deutscher und
französischer Sprache zu gleichen Teilen abgehalten
werden, der als Ueberleitung gedacht ist in die Adventszeit. Möge diese gemeinsame Vorbereitung unserer
weihnachtlichen Gedanken der erste Schritt sein auf
dem Wege zur Botschaft des Friedens! Alle Glieder
unserer Gemeinde sind herzlich willkommen. -er.

EGLISE SUISSE, 79, Endell St., W.C. 2.

Dimanche, 18 Nov., 11h.—M. R. Hoffmann-de Visme. 6.30.—Pfr. H. Urner, Vikar. Dimanche, 25 Nov., 6.30.—"Liturgischer Gottesdienst." (Service d'adoration en deux langues.)

BAPTEME.

Graziella Hughette FRANK, née le 19 Août 1923, fille de Zacharie et de Carlota née Oltramare, de Varsovie—le 11 Nov. 1923.

ne—le 11 Nov. 1923. SERVICE FUNEBRE. Marian Juliet MULLER, née Moore, décédée le 5 v. à l'âge de 69 ans—le 9 Nov. 1923.

FORTHCOMING EVENTS.

Wednesday, Nov. 21, at 7.30.—NOUVELLE SOCIETE HELVETIQUE: Council Meeting at 74, Charlotte Street, W.

Street, W.

Friday, Nov. 23, at 8.30 p.m.—SWISS INSTITUTE:
Lecture by H. Ringwood-Peach, Esq., LL.B., entitled, "A Study of Shakespare's 'Hamlet'."
Friday, Nov. 23rd, at 8.15 p.m.—ROD. GAILLARD:
Song Recital at Wigmore Hall, Wigmore Street
W.1.
Saturday, Nov. 23rd, at 8.15 p.m.—ROD.

W.1.

Saturday, Nov. 24th, at 8.80 p.m.—SWISS RIFLE ASSOCIATION: Inaugural Meeting at No. 1, Gerrard Place, Shaftesbury Avenue, W.1.

Monday, Nov. 26, at 8.15.—NOUVELLE SOCIETE HELVETIQUE: Chamber Music Concert at 28, Red Lion Square, W.C.1.

Wednesday, Nov. 28, at 7.30.—ASSOCIATION OF BRITISH MEMBERS OF THE SWISS ALPINE CLUB: Annual Dinner at Gatti's Restaurant, Strand, W.C.

Thursday, Nov. 29 at 7.20. UNIONE

W.C.
Thursday, Nov. 29, at 7.30.—UNIONE TICINESE:
Annual Concert and Ball at 74, Charlotte Street,
Fitzroy Square, W.
Friday, Nov. 30th, at 6.30.—CITY SWISS CLUB:
Annual Banquet and Ball at Victoria Hotel, Northumberland Avenue; W.C.
Saturday, Dec. 1st, at 6.30.—SWISS MERCANTILE
SOCIETY: Cinderella Dance at Midland Hotel (see

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