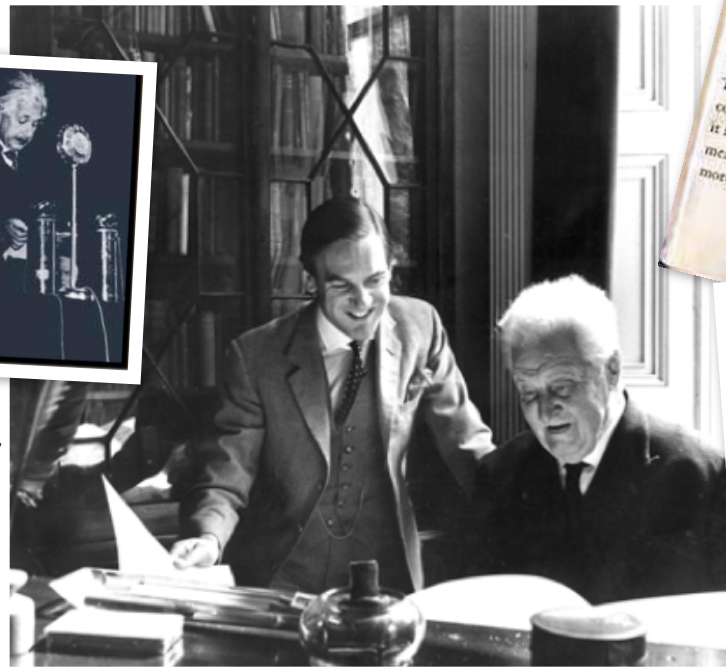




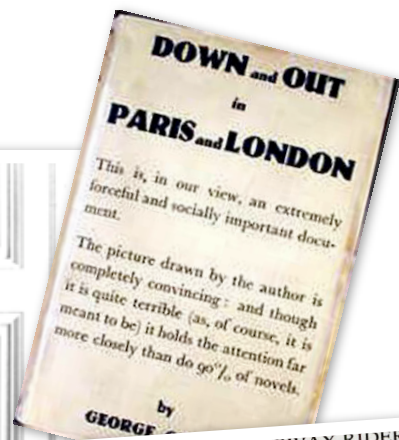
THE INTERNATIONAL WINE AND FOOD SOCIETY



In October 1933, Einstein delivered the principal address in a London Meeting to aid refugees. Behind him is physicist Ernest Rutherford.



André Simon with the young Hugh Johnson in the Hyde Park Gate offices of the Wine & Food Society (as it then was). This photograph appeared in the Times in 1963.



ROBOT GUIDES SUBWAY RIDER IN LONDON

TWIRLING a dial helps subway riders find their way, at a self-service information booth just opened in London, England. To inquire how to reach any point in the city, the traveler sets the dial according to a printed list of instructions. The device then informs him of the place's location, the exact fare required, and the number of the platform from which the appropriate train leaves.



In the subway of London, this automatic information booth has just been installed. From it the travelers can learn, by working the dial, location of a desired spot and how best to reach it.

London 1933

Events of this year in the Illustrated London News 1933

- January 10th - Martial Law declared in Spain after attempted revolution
- January 30th - President von Hindenburg appointed Hitler Chancellor of Germany
- February 16th - England won the Ashes at end of the controversial 'Bodyline' tour. Harold Larwood in a team captained by Douglas Jardine was accused by the Australians of 'body line' bowling, some said that opinion was so strong that Australia might withdraw from the Commonwealth!
- February 25th - Japan left the League of Nations after censure over Manchuria
- February 27th - Reichstag fire used by Hitler to crush political opposition
- March - Franklin Delano Roosevelt was sworn in as President of the USA, the banking system had collapsed and 13 million Americans were unemployed and Mr Joseph Kennedy (father of John F Kennedy) was given power to curb the excesses of speculation
- March - New Land speed record set by Sir Malcolm Campbell of 272mph, in Florida
- March 15th - Third Reich proclaimed by Hitler against background of terror
- March 23rd - Powers of dictator adopted by Hitler through Enabling Act
- March 28th - The persecution of the Jews in Germany entered a new phase when it was decreed that Jewish shop goods and professions should be boycotted.
- May - Monaco grand prix Alfa Romeo driven by Nuvolari (he lost the race to a Bugatti)
- May 8th - In Nevada, USA the first execution by Gas Chamber took place
- May 10th - Nazis burn books judged to be 'un-German' in Berlin
- May 21st - Non-aggression pact agreed by Britain, Italy, Germany and France
- October 14th - Germany left League of Nations
- December 5th - Prohibition ended in USA
- Super 1933 homes, Barnehurst Park Estate, Kent - £395 freehold 9/6 weekly
- The death of Sir Frederick Royce
- Wimbledon - Helen Wills Moody won the women's singles for the sixth time in seven years,





THE INTERNATIONAL WINE AND FOOD SOCIETY

Toronto Branch

defeating Dorothy Round over 3 set
Prohibition repealed in the USA

75th Anniversary of The International
Wine & Food Society

PROCEEDINGS OF THE SOCIETY
Tuesday, November 14th 1933

THE FIRST MEETING

The First Meeting of the Wine and Food Society took the form of a Luncheon, which was served at the Café Royal, on the 14th November 1933, the President of the Society, Mr. André L. Simon, taking the Chair. The fare and wines on that occasion had been selected to make known to the Members some of the most typical dishes of Alsace and some of the Best Alsatian wines. The Menu, list of wines, and some accompanying Notes upon both, were as follows:

MENU

Le Hors d'Oeuvre Alsacien
La Perdrix aux Choux
Le Fromage de Munster
Le Gougloff de Colmar
Compote de Mirabelles

WINES

Dopff's Reserve Riesling 1929
Dopff's Gewürtztraminer 1929
Dopff's Grande Reserve Traminer 1928

The informative Notes accompanying the above stated:

La Perdrix aux Choux. A partridge, in French gastronomic parlance, is always masculine, whatever its sex, when young and tender: *un perdreau*. When no longer young nor quite so tender, it is invariably feminine: *une perdrix*. The spit and an open fire and its own juice suit the *perdreau* admirably, but the *perdrix* is at her best in a soft nest of well-cooked cabbage.

The cabbage is no friend of Bacchus, but it contains more vitamins than any other vegetable: hence the important place it holds in all school refectories. The smell of the cabbage is worse than its bite. Cabbage is too often served in a dead and dull condition—drowned; and yet it responds admirably to artificial respiration: all water must be got rid of first and then butter or bacon fat given without stint.

Gougloff de Colmar. The *gougloff* or *gougloff* is full of goodness and as inevitable in Alsace, upon all festive occasions, as the Christmas pudding is in England at and after Christmas. It is not so sweet as to spoil the enjoyment of one's wine; on the contrary, it mops up wine as quickly as the best blotting-paper takes up ink, and it helps to make that 'just one more bottle' as inevitable as enjoyable.

Alsatian Wines. There are some 20,000,000 gallons of wine made in Alsace, on an average, every year, and about two-thirds of this large quantity of wine is drunk by the Alsatians themselves. The rest is sold mostly in Paris and the South of France, but small quantities are also shipped from time to time to all parts of the world. The vineyards of Alsace are situated mostly upon the lower slopes of the main Vosges range of mountains, facing the Rhine. In many of the Alsatian vineyards the varieties of grapes grown are the *Elbing*, the *Burger*, and other common sorts from which it is impossible to make any but the most 'ordinaire' of wines, only fit for local consumption. It is only in those vineyards where the *Riesling*, the *Traminer* and other fine grapes are grown that it is possible to obtain, in sunny years, fine wines fit for export.

The three white wines served to-day came from the vineyards of Riquewihr; the first was made from *Riesling* grapes, in 1929, and the last from *Traminer* grapes, in 1928.

After the loyal toast, the Chairman welcomed the Members of the Society and their guests (most of whom applied for membership at the end of the Meeting), and said that 'the foolish attitude of superior indifference to the times of meals and to their quality, as attitude or a pose affected by a number of people who ought to know better, was responsible for indifferent cooks and cooking, and for so many avoidable ailments—headaches, biliousness, sleeplessness and others—which are the cause of so much misery.' Continuing, the Chairman said: 'One of the aims of our Society is to overcome indifference to the flavour, variety and cooking of food, as well as the ignorance of the merits and charm of wine. Such ignorance and indifference are the cause of dull meals, and dull meals never did anyone any good. We stand for common sense in food and drink. We stand for greater pleasure, profit and economy in the choice of meals. We stand for better health, better tempers and better values

through the better understanding and keener appreciation of food and wine, of flavour and vintages, of the harmony of solids and liquids.

'We have nothing to sell. We do not compete with anybody. We do not interfere with any of the people who produce, import, handle and supply good food and good wine. On the contrary, we are ready and anxious to help them all, and we hope to receive and to deserve their wholehearted support. We propose to hold luncheons, dinners and tastings for the sole purpose of creating a wider interest in food and wine among a greater number of people, not to show them how much better and cheaper meals can be, but merely, by adding the spice of novelty, to make it worth their while to attend such functions and meet fellow-members who share the same enthusiasm in the art of good living. Three weeks ago we sent out to our friends a pamphlet giving an outline of our aims and objects. To-day we are already 232 Members, and your presence here to-day in such large numbers is the surest, the most welcome proof that you share our faith and our hopes.

'But if our Society if to do all the good that it could and should do, it must not be a clique, a small affair of two or three hundred Members. It must become a big thing. It must have behind it the power of numbers, the force of public opinion. It must be able to speak and to act in the name not of hundreds but of thousands. Whether we shall get there rests with you. We have no funds for publicity. We count upon you to make the Society, your Society, known to all your friends and ask them to join it. We count also upon the Press, not to help us but to help the public. The programme for the coming year is before you: it is a tentative one, and it can be altered to meet your wishes if you will only let us know what they are. Our luncheons, dinners and tastings are to be held in London. We must begin somewhere, and London is quite a good place to begin. But we hope to see, some day, in every county, burgh and university, a branch of the Wine and Food Society. It may prove of more practical value to them than their local M.P. All we want is to be of service to you, to make this Society of real and practical value to a very large number of people, and that can only be done with the co-operation of all the Members and of you who are the Founders, the first Members of this Society.'