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Die Vortragstätigkeit muss von Lichtbildern und Filmen Gebrauch machen können. Diese Tätigkeit allein könnte eine gute Kraft schon voll beschäftigen. Erfahrungen von Herrn Zahler in Chicago und Herrn Prof. Braun in New-York beweisen aber, dass mit Vorträgen auch ein gutes Geschäft zu machen ist. Lichtbilderserien mit begleitendem Text wurden von uns in der Kriegszeit an Soldatenstuben, Spitäler und Schulen verschenkt.

3. *Reklameberatung und Durchführung von Aufträgen:* Beispiele aus unserer Erfahrung: Rheinpropaganda, Beteiligung an oder Organisation von Ausstellungen, Vertrieb von Schriften, Mitarbeit an und Vertrieb der "Anglo-Swiss Review," etc.

4. *Studienreisen:* Es wäre wünschenswert, dass die zahlreichen schweizerischen Studienreisen beantwortet würden. Sie zu organisieren ist unser eigenes Interesse.

5. *Ständiges Musterlager und Ausstellungs-räume:* Der neueste Bericht des Nachweisbureaus ist skeptisch. In London könnte der Gedanke doch früher als anderswo realisiert werden, wenn es z. B. dem noch bestehenden "Club House Committee" gelingen sollte, eine Reihe von Institutionen der Kolonie und der Heimat unter ein Dach zu bringen.

Die Frage der Kosten braucht uns nicht zu erschrecken. Wenn die richtige Form der Zusammenarbeit gefunden wird, so kommen auch die Mittel. Die Londoner Schweizer haben Traditionen von Grosszügigkeit, die sie bei dieser einzigen Gelegenheit nicht verleugnen werden. An der Heimat liegt es, das Beispiel zu befolgen zur gemeinsamen Tat.

SWISS MERCANTILE SOCIETY.

The last Monthly Meeting of this Society, which was preceded by a "Souper Choucroute," was held on the 11th inst. at the Union Helvetia.

The meeting proper was opened at 8.40 p.m. by the president, Mr. A. C. Stahelin, who called upon the hon. secretary, Mr. J. Semadeni, to read the minutes of the Annual General Meeting and the last Monthly Meeting, which were approved and passed. 20 members were then present.

The Acting Secretary reported two applications for membership and seven resignations.

The President then brought to the notice of the meeting that tickets may be obtained from the Acting Secretary for the Annual Concert of the Swiss Choral Society, as well as for another concert arranged by the Nouvelle Société Helvétique for the benefit of the Swiss Benevolent Society. The members were again reminded of the arrangements made by the *Swiss Observer* for a conducted party to the Swiss Samples Fair at Basle. Tickets at reduced prices, with or without hotel accommodation, are obtainable from the Editor of the *S.O.*, and it is hoped that a good number of the members will take advantage of this favourable opportunity. On the occasion of the 1st of August celebrations the Society will again endeavour to sell badges, as last year, for the "Schweizerisches Nationalkomitee zur Feier des 1. Augusts." Proceeds of the sale will go to a Swiss charity.

A somewhat lengthy discussion ensued in respect of correspondence with the Central Society at Zurich, the meeting finally accepting the proposal of the Committee.

Current financial business had to be settled, and it was further agreed to have, apart from a book of addresses, one in which members could put questions arising out of business life. The suggestion that the debating evenings should be run more on the basis of a social evening was left to be decided by those attending these debates, as it was considered unfair that "outsiders" should interfere with the arrangements.

The President also called upon the librarian to prepare a list of the books contained in the Society's library, which, in order to stimulate a bigger demand for these books, and thus incidentally save the librarian the trouble to wipe off accumulated dust, will most probably be printed and sent to all members.

The meeting closed at 10.30 p.m. G.

CITY SWISS CLUB.

Conformément à la décision prise à la séance de mars, il est rappelé aux membres que le salon du 2e étage chez Gatti leur est réservé chaque Mardi soir. Le Comité constate du reste avec plaisir que la coutume de se réunir ce jour-là devient populaire.

Les membres sont priés en outre de réserver au Club la soirée du 7 avril prochain, date de l'Assemblée Générale Annuelle.

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Swiss Mercantile Society

Patrons, members and friends of the Society are reminded that the

ANNUAL BANQUET & BALL

will be held on

SATURDAY, APRIL 4th,

at the

MIDLAND HOTEL, ST. PANCRAS STATION, N.W.

Reception at 7. Dancing from 9 till 1.

Ladies' Tickets at 10/6 and Gent's at 12/6 may be obtained from any Member of the Committee; at 24, Queen Victoria St. E.C.4 (Phone: City 7719), or at 1-2, Henrietta Street, W.C.2 (Phone: Regent 3425).

UNION HELVETIA CLUB,

1, Gerrard Place, Shaftesbury Ave., W. 1.

Bockbierfest

mit Wurstessen und Tanz

ON

WEDNESDAY, MARCH 25th,

From 8 till 1.30.

ALSATIAN WOLFDOGS

Mr. OSCAR BUHRER (of Schaffhouse).

At Stud: BLIDO V. WINTERBERG (See *S.O.*, Dec. 27th, 1924) Prizewinner at International Dog Show, Zurich, 1921

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Write to:—7, Florence Terrace, Kingston Vale, S.W.15 (Bus 85 from Putney Underground.)

THE NINTH ANNUAL

Swiss Samples Fair

will be held at

BASLE

18th to 28th April, 1925

For Information apply to:

THE COMMERCIAL DIVISION OF THE SWISS LEGATION,

52, Queen Anne Street, W. 1.

or to:

THE SWISS BANK CORPORATION, 99, Gresham St., E.C.2, and at Basle.

For travelling facilities apply to:

THE SWISS FEDERAL RAILWAYS, 11b, Regent Street, S.W. 1.

Swiss Cream Rusks



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Manufactured by J. P. RITZ, S.A., Laupen, Berne, SWITZERLAND

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99, GRESHAM STREET, E.C.2.

and 11c, REGENT STREET, S.W. 1.

By arrangement with the Swiss Postal Authorities, TRAVELLERS' CHEQUES, which can be cashed at any Post Office in Switzerland, are obtainable at the Offices of the Bank.

The WEST END BRANCH open Savings Bank Accounts on which interest will be credited at 3½ per cent. as from the 1st of April and until further notice.

SCHWEIZERBUND

(SWISS CLUB)

74, Charlotte Street, Fitzroy Square, W.1.

THE

ANNUAL DINNER

will take place on

Thursday, March 26th, at 7.30 p.m.

DANCING till 2 a.m.

Members are requested to book their seats early. Tickets can be obtained from the Secretary or at the Club. Phone: MUSEUM 9081. THE COMMITTEE.

Divine Services.

EGLISE SUISSE (1762), 79, Endell St., W.C.2

(Langue française.)

Dimanche, 22 Mars, 11h. et 6.30.—M. R. Hoffmann-de Visne.
Dimanche, 29 Mars, 11h.—Mons. Barnaud. (Collecte pour la Mission de Paris.)

BAPTISMES.

Edward GLAUSER, né le 18 Mai 1923, et Roman Jules GLAUSER, né le 14 Déc. 1924, fils d'Emil et de Marie née Schori, de Krauchtal (Berne)—le 8 Mars 1925.

MARIAGES.

Walter PETER, de Radolfingen (Berne) et Queeny MILES, de Richmond (Surrey)—le 9 Mars 1925.
Werner TSCHUY, de Granges (Soleure) et Susan GLAZER, de Walthamstow (Essex)—le 14 Mars 1925.

SERVICES FUNEBRES.

Marie VALLERANI, née Schneebeli, de Frutigen (Berne), dans sa 57e année—le 7 Mars 1925.
Marc César Henri DROIN, avocat, de Genève, né le 8 Mai 1903, décédé le 15 Mars 1925, dans sa 22e année—le 18 Mars 1925.

Pour tous renseignements concernant actes pastoraux, etc., prière de s'adresser à M. R. Hoffmann-de Visne, 102, Hornsey Lane, N.6. (Téléphone: Mountview 1798.) Heure de réception à l'Eglise: Mercredi 10.30 à 12h.

SCHWEIZERKIRCHE

(Deutsch-Schweizerische Gemeinde)

St. Anne's Church, 9, Gresham Street, E.C.2.

Sonntag, 22. März, 11 Uhr vorm.—Gottesdienst.

Pfr. Theodor Hahn.

6.30 p.m. (im 'Foyer Suisse')—Abendgottesdienst. Pfr. Theodor Hahn.

Requests for Pastor's visits, Baptisms, Weddings, etc., can be made on Sunday morning after the service, or to the Treasurer, C. Bertschinger, 114, Fore St., London, E.C.2.

FORTHCOMING EVENTS.

Saturday, March 21, at 9.30.—SWISS GYMNASTIC SOCIETY: Constituent Assembly at 74, Charlotte Street, W.1.

Saturday, March 21, at 6.30.—CITY SWISS CLUB: Cinderella Dance at Gatti's Restaurant, 436, Strand, W.C.

Saturday, March 21st, at 8.15.—SWISS CHORAL SOCIETY: Grand Annual Concert at King George's Hall, Y.M.C.A., Caroline Street, W.

Thursday, March 26, at 8 p.m.—SCHWEIZERBUND: Annual Dinner and Ball at 74, Charlotte St., W.1.

Friday, March 27th, at 8.30.—SWISS INSTITUTE: Lecture by Ernest Munton, Esq., Fellow of the Royal Colonial Institute, on "The Evolution of the British Empire."

Friday, April 3rd, at 8.30.—SWISS INSTITUTE: Lecture by G. P. Gooch, M.A., Esq., on "European Affairs."

Saturday, Apr. 4.—SWISS MERCANTILE SOCIETY: Annual Banquet at the Midland Hotel, St. Pancras, N.W.

Saturday, May 23rd, at 2.30 p.m.—SWISS SPORTS at Herne Hill Athletic Grounds.