

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1927)  
**Heft:** 288

**Artikel:** The late Mr. Gustave Aguet  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-687542>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 22.02.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

**THE LATE MR. GUSTAVE AGUET.**

The following appreciation appeared in the issue of Feb. 27th of the "Gazette de Lausanne":

Originaire de Lutry, né à Florence en 1853, M. Aguet avait passé les premières années de sa jeunesse sur les bords du Léman, fut élève d'une école de commerce en Alsace et compléta ses études à l'Académie de Neuchâtel, où il avait porté la casquette de Zofingue.

Il débuta en Italie dans la maison de banque Wagnière et Cie, à Rome où, en compagnie de son frère James, il acquit des connaissances commerciales solides et variées. Lorsqu'en 1879 MM. Emile-Louis Roussy et Auguste Mayor eurent succédé à MM. Pierre-Samuel Roussy et P. Marquis qui, avec M. Monnerat, avaient repris en 1875 la gestion de l'entreprise de Henri Nestlé, ils eurent l'heureuse inspiration de s'attacher le jeune homme à la brillante intelligence et au remarquable esprit d'entreprise qu'était Gustave Aguet. En 1883, il devenait directeur de la modeste maison de vente d'alors à Londres, premier pas dans une carrière qui devait le conduire à une position en vue dans la Cité.

Doné d'un sens très vif des affaires, il était d'une bienveillance si naturelle, d'une courtoisie si exquise et d'un charme si puissant que personne ne l'approchait sans être gagné par sa personnalité remarquable. Se vouant cœur et âme au développement des affaires, il reconnut bientôt, en sentinelle avancée en pays étranger, tous les avantages que retirerait l'entreprise lorsqu'elle diffuserait sa production hors de Suisse. C'est en partie sur son initiative et toujours sur ses conseils, que la petite société étendit successivement des ramifications en Amérique, en Angleterre et dans divers pays d'Europe jusqu'au jour où la Société Henri Nestlé se trouva de taille à fusionner en 1905, sur un pied d'égalité, avec sa puissante rivale, l'Anglo-Swiss Condensed Milk Company de Cham.

C'était un des traits caractéristiques de la mentalité de G. Aguet, si plein d'ardeur qu'il pût être au combat à l'occasion, de rechercher l'association des intérêts et la collaboration fructueuse des efforts, partout où cela lui paraissait possible. Les dispositions conciliantes de sa nature, son esprit d'équité et sa vaste expérience des affaires devaient le servir admirablement lors de la fusion des deux sociétés. Aussi, lorsqu'en 1920 à la mort de M. E.-L. Roussy la présidence devint vacante, M. Aguet fut-il la personne unanimement désignée pour occuper ce poste d'honneur et de lourde responsabilité. Ses excellentes relations avec les personnalités du monde commercial, bancaire et politique les plus en vue en Angleterre et ailleurs, favorisèrent le développement de la compagnie et valurent à son président du conseil d'administration une notoriété qui faisait de cette personification de la loyauté commerciale, à l'occasion le conseiller des autorités, l'arbitre reconnu dans les affaires de son domaine spécial.

Sous sa présidence, les difficultés qu'accumulaient les années d'après guerre mirent à rude épreuve sa fermeté de pilote dans la tempête. Son exquise sensibilité de cœur lui fit éprouver d'autant plus douloureusement les revers subis. Mais avec un entrain tout juvénile et un optimisme inébranlable, il joignit ses efforts à ceux de ses collaborateurs pour ramener la barque dans des eaux moins agitées.

Attaché par toutes les fibres de son âme à la patrie suisse et particulièrement à son cher Pays de Vaud, Gustave Aguet, par un séjour de plus de 40 ans en Angleterre, y avait trouvé comme une seconde patrie. Sa disparition laissera un grand vide dans la colonie suisse de Londres, dont sa générosité discrète soutenait les institutions de bienfaisance.

Les regrets unanimes qu'il laisse derrière lui dans sa famille, auprès de ses collègues, de ses nombreux amis et encore auprès du personnel, sont un beau témoignage de la puissance d'affection de son grand cœur.

**BERNHARD MOSER EVENING.**

We are informed that on Monday, March 14th, at 8.15 p.m., a literary and musical evening will take place at the Union Helvetia for the benefit of Bernhard Moser, about whom we published an article in our issue of Jan. 29th. Dr. Schwegler is giving a lecture and recitals.

**QUOTATIONS from the SWISS STOCK EXCHANGES.**

BONDS.		Feb. 22	Feb. 28	
Confederation 3% 1903	...	82.50	82.25	
5% 1917, VIII Mob. Ln.	...	101.50	101.75	
Federal Railways 3 1/2% A-K	...	83.62	83.75	
" " 1924 IV Elect. Ln.	...	102.90	101.40	
SHARES.		Nom	Feb. 22	Feb. 28
Swiss Bank Corporation	...	500	814	775
Crédit Suisse	...	500	818	815
Union de Banques Suisses	...	500	705	674
Société pour l'Industrie Chimique	...	1000	2617	2603
Société Chimique et dev. Sandoz	...	1000	4280	4290
Soc. Ind. pour la Schappe	...	1000	2980	2925
S.A. Brown Boveri	...	350	562	565
C. F. Bally	...	1000	1265	1270
Nestlé & Anglo-Swiss Cond. Mk. Co.	...	200	706	719
Entreprises Sulzer S.A.	...	1000	1070	1071
Comp. de Navig. sur le Lac Léman	...	500	670	568
Linoleum A.G. Giubiasco	...	100	102	101
Maschinenfabrik Oerlikon	...	500	732	730

**SWISS RIFLE ASSOCIATION.**

Communicated by H. P. HOLLIGER.

The Annual General Meeting of the above Association was held on Tuesday, Feb. 22nd, at No. 1, Gerrard Place, W.

The President, Mr. De Brunner, took the chair at 9.15, and after welcoming the members present, read the report of the Society's activities and developments during the year 1926. The following items were of particular interest: The membership at the end of 1926 totalled 90, as against 91 for the previous year. The Subscribers Loan Fund had been reduced to about £135 by paying off 25 per cent. of the capital, plus accrued interest. Bar profits amounted to about £33. The Balance Sheet showed a credit balance of about £60, after 25 per cent. of the amount shown last year (representing value of the two huts, automatic targets, etc.) had been written off. The accounts were duly accepted with thanks to the Treasurer and the Auditors.

The President then submitted the resignation of the Committee and Range Officers and intimated that he would be unable to accept re-election as President for business reasons.

Mr. Senn, the Chairman *pro tem*, thanked the outgoing Committee for the work they had done on behalf of the S.R.A. and expressed regret that Mr. De Brunner was unable to accept re-election. He then proceeded with the election of the new Committee, which was constituted as follows:—President, Mr. C. Strubin; 1st Vice-President, Mr. J. Borsinger; 2nd Vice-President, Mr. P. de Maria; Hon. Treasurer, Mr. O. Brullhard; Hon. Asst. Treasurer, Mr. A. Hiliker; Hon. Secretary and Licence Holder, Mr. C. Burger; Hon. Acting Secretary, Mr. H. P. Holliger. Range Officers: Messrs. Lampert (Chief Range Officer), J. Wetter, J. Haesler, Hirt, Fuchs, P. de Vincenti, Müller, Lucca, Krucker, P. Hiliker, Rognon and Deubellbeiss. Bar Commission: Messrs. P. de Maria, P. de Vincenti, Alfred Schmid, Rossier Burger, Wullschlegler and Brullhard. Auditors: Messrs. Locher and Senn.

In thanking the Meeting for his election as President, Mr. Strubin said that the two first duties which he had to perform were pleasant ones. The first was to thank Mr. Senn for the very able manner in which he conducted the Meeting *ad interim*. The second, was to put before the meeting a proposal, emanating from the old Committee, nominating Mr. De Brunner as the first Honorary Vice-President, in recognition of the services rendered by him to the Society as President since its inception. This proposal was unanimously carried with acclamation. Mr. De Brunner expressed thanks for the honour thus conferred upon him and promised his continued support, although not in an official capacity, as hitherto.

Upon a proposal by Mr. De Brunner it was decided to arrange for a "Propaganda Competition," to be held during the season. Every member introducing a new member is to be entitled to compete, and two prizes are to be set apart for this competition. The further conditions will be fixed by the Range Officers and announced at a later date.

The subject of Subscriptions came up for discussion, and these were eventually reduced as follows:—For Active Members, from £2 2s. to £1 10s. 6d.; for Hon. Members, from £1 10s. 6d. to £1 1s.

Dr. de Wolf proposed that the arrangements for the rebuilding of the 300m. targets safety will be left to the Committee and the necessary credit in connection therewith be voted for at a subsequent General Meeting. This was carried, after some considerable discussion.

**UNIONE TICINESE.**

Per i più, Charlotte Street significa null'altro che una delle numerose strade della metropoli londinese. Strada secondaria, cosmopolitana, quasi "fuori di mano." Ed i chi capita di transitare innanzi al No. 74 di detta via, indifferentemente leggerà sui vetri la dicitura "Swiss Club" e passerà oltre, noncurante, o tutt'al più penserà essere quella casa dall'aspetto modesto, uno dei tanti club londinesi. Non così però per il ticinese —perché quella casa per il lontano figlio del Cantone che, a detta di molti, è ormai il figlio prediletto di Mamma Elvezia, gli parla della patria lontana, gli fa vibrare le corde più intime dell'animo suo—animo di esule, lontano dal suolo natio, al quale però sempre vuol far ritorno, del quale porta pur sempre celato nel cuore un dolce, indelebile ricordo che non può essere cancellato o affievolito neppure dalla vasta, elegante Londra che lo alberga, nella quale assiduamente lavora onde poter un giorno realizzare i mezzi di lasciare questa sua terra d'esilio, per far ritorno là dove amor di patria fortemente lo chiama, là dove vide i suoi natali, là dove tiene i suoi affetti più profondi.

Il No. 74 di Charlotte Street è una piccola, serena oasi, dove spira quella calma che, politicamente parlando, si può dire ha per simbolo la piccola ma pur grande Svizzera. Oasi ticinese in terra straniera. Quivi ha la sua sede l'Unione Ticinese. E l'Unione Ticinese per l'esule figlio del Ticino è sinonimo di suolo natio. Si prova l'illusione di trovarsi in patria quando si varca

**From Kinshasa to Bangui.**

On account of pressure on our space the conclusion of this article is unavoidably held over for the next issue.

**MAURICE BRUSCHWEILER**

**High-class Beef & Pork Butcher**

TELEPHONE: **42, SNOWFIELDS,**  
HOP 3188. **LONDON BRIDGE, S.E.1**

**Schweizer Spezialitäten.**

Kalbs-Roladen	Gehacktes Rind-, Kalb- u. Schwinigs
Kalbs-Blätzli	Echte Schweizer
Kalbs-Voressen	Schübli,
Kalbsbraten, gerollt und gespickt	Landjäger,
Kalbsbrust zum füllen	Cervelas,
Kalbs-Nierenbraten, etc.	Wienerli,
Schweinebraten, gerollt	Bratwurst, etc.
Rindsbraten, gespickt	Geflügel aller Art
Rindsroladen	Geräucherte Schincken und Ochsenzungen in allen Grössen

These sausages can also be had at Jackson's, Moorfields; the 'Swiss Hotel,' Old Compton Street, and all first-class Continental shops.

**"TIGER" BRAND SWISS PETIT GRUYÈRE CHEESE**

Manufactured by Roethlisberger & Fils, Langnau, Emmental, Switzerland.

In boxes of 1/2 lb. net weight, 6 sections in each (or whole cake) "Tiger" Brand Gruyère Cheese has a world-wide reputation based on unvarying high quality.



GOLD MEDAL, Swiss Agricultural Exhibition, Berne, 1925

Sold by all the leading Stores, Grocers and Provision Merchants.

Also obtainable at the principal Hotels and Restaurants.

Insist on "Tiger" Brand and thereby get The Best genuine Swiss Petit Gruyère.

Sole Importer for the United Kingdom:

A. FRICK, 1, Beechcroft Avenue, Golders Green, London. Telegrams: Bistrusk, London. Telephone: Speedwell 3142.

**MISCELLANEOUS ADVERTISEMENTS**

Not exceeding 3 lines.—Per insertion, 2/6; three insertions 5/- Postage extra on replies addressed *to Swiss Observer*

SWISS FAMILY, shortly taking over Private Residence in Acton, wishes to take in three young people for Board and Lodging. Continental kitchen. Own tennis court. All comforts. Moderate terms.—Apply Box W.N., c/o "Swiss Observer," 23, Leonard Street, E.C.2.

GRAFTON HOUSE, THE VALE, ACTON, W.3, near West End and City, buses pass door to all parts; telephone. Single rooms, breakfast, late dinner, full week-ends, from 32/6 per week. English home. All Europeans received.

REFINED HOME offered to two ladies sharing double bedroom and private sitting-room. Near trains and buses. 35/- each.—Mrs. Short, 19, Thurlby Rd., West Norwood, London.

REQUIRED by London Shipping and forwarding agents, Tariffeur with London and Continental experience. Good salary and prospects.—Reply W.T.A., 21, Gt. Tower Street, E.C.3.

NICE GIRL required for housemaid's duties in small, modern London house.—Box H.B., c/o "Swiss Observer," 23, Leonard Street, E.C.1.

FOR SALE. Leasehold Residence (over 60 years) in Bedford Park, W.4. Large dining and drawing-rooms, six lofty bedrooms, conservatory and garden. Usual offices besides nursery kitchen on top landing. Gas and electric light. Five minutes from Underground station. Immediate possession. Price £1,400 or near offer. To be viewed by appointment.—34, Esmond Road, W.4 (Telephone: Chiswick 1887).