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decided to return to London; hitherto he made it a point not to stay very long either in one town nor in one position, as a matter of fact up to that moment he had been in altogether 34 different employments, many of his appointments were with firms which enjoy a world-wide reputation in the confectionery trade. Such splendid experience stood him in good stead, and the door of many a reputed London house was open to him on his return; but he decided to become his own master. In 1903 the young man founded a business under the name of "The West End Fancy Bakery Co.," he had practically no capital at his disposal, but his unbounding energy and will to succeed, his tenacity, no doubt an inheritance from his native land, and his sound business policy to supply but the best, brought soon the well-deserved reward. From a very small beginning, in a small corner shop in Dawes Road, Fulham with one bakeshop boy, it became a large factory with eight branches and tea-rooms in Kensington and Putney, employing over sixty people. There is not one large party given in the Kensington district, without the West End Fancy Bakery Co., supplying some of the delicious cakes and pastries.

When Mr. Spleiss started in that insignificant little shop at Dawes Road, he would have hardly thought, that a few years later, he would have amongst his numerous customers half of the nobility of Kensington, and it may interest our readers to know, that the late Mr. Bonar Law was amongst his clientele for years, and when he became Prime Minister, the delivery van of this now famous firm could often have been seen arriving at 10 Downing Street, and invariably one of the famous Dundee Cakes was included in the delivery, Mr. Bonar Law having been especially fond of this delicacy.

In January 1927, Mr. Spleiss took his son-in-law, Mr. W. Bachmann into partnership, as the ever increasing business warranted additional help. M. Bachmann, who hails from Basle, has been in this country for over ten years, and he has become a valuable collaborator, so much so that Mr. Spleiss could leave the management entirely in his hands, and judging from the business-like manner in which this Establishment is carried on, we are convinced that a new era, not less successful than the former one, has dawned for this ever growing business undertaking.

M. Spleiss spent 43 years of his life in London, having to work hard, often until midnight, he had but little time to mix much in the Colony, he married an English Lady, who was his faithful and untiring collaborator, and no doubt part of his success as a keen business man is also due to her, she was in the real sense of the word an ideal helpmate; some 30 years ago Mr. Spleiss became a British subject, but at heart he remained a true and faithful Swiss. His holidays were spent in Switzerland, there he went for rest and to gather fresh energy and new inspirations to carry on his responsible task. We have every reason to be proud to claim him still as one of us, he has brought new lustre to the good name our countrymen enjoy in this hospitable land, and he is a worthy member of many famous Swiss who have made their way, fighting often against heavy odds. When the history is being written of the Swiss, who have attained distinction away from their native land, the name of E. Spleiss will be honourably mentioned. He has well deserved his rest, and we tender to him and his wife our heartfelt wishes, that the eventide of his life may be blessed and that he may remain amongst us for many more years to come.

ST.

#### SWISS BENEVOLENT SOCIETY

**Swiss House, 34, Fitzroy Square, London, W.1.**

It is again in our minds to tell our friends and benefactors some of the experiences we encounter in the course of our daily contact with the Poor of our Colony. Advisedly do we write Poor with a capital P, because a certain dignity, even a certain nobility (of mind) must lie in him who humbly asks and gratefully receives the assistance of his wealthy brother. Conscious of his lesser gifts and lesser resistance to adversity, he has to appraise his pride and walk in humility. Can we

appraise his mental suffering?

Much of the distress is told us on Monday evenings at our regular interviews at Swiss House, but the worst cases often only come to our knowledge by personal visits to the homes. We may follow up a rumour and have to search for a queer address; there we may come across a family living in such distressful conditions that immediate help is imperative. How can we refuse help?

Let us describe one case! Here is a family with ten children, known to us for many months. Our visits to them are regular, but so far, the visitor has never been beyond the kitchen. This time he is received in another room, a bedroom. There is no living room in the flat, every room must needs be a bedroom. There are beds and divans everywhere, yet these ten children have to sleep in such cramped conditions that they cannot

You look at the things that are - and say *Why?*

You look at the things that never were - and say *Why Not?* (Bernard Shaw)

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find their proper rest and sleep. In the morning they rise almost as tired as the night before, so that their health and development suffers. The parents are well aware of the danger of these conditions, but have not found the courage to speak of them before. They have at least a shelter and some beds, they say.

Up to some months ago the father was engaged on night work, but an accident laid him low for which he received insufficient compensation. He lost his job and has not found one since; not because he did not hunt and search for one, but because of the dreadful conditions of the labour market. Inevitably, with the advent of winter, illness finds its way into such a home, and the children are the first to fall its victims. The eldest daughter is also out of work, while the earnings of the younger ones are totally insufficient for the most simple necessities of the family. The receipt of the dole is a constant humiliation to the parents, when the father asks for nothing more than work.

Now, dear Reader, imagine yourself to be the father or mother of this family! Such an effort cannot be beyond the reach of your imagination! Imagine how it feels to see your children ill-fed, ill-clothed, cramped and restless at night. Try to imagine the depression and exhaustion which comes from weeks of shattered hopes; the discontent and ill humour, the gradual loss of fortitude and the fear of final surrender to adverse conditions and squalid surroundings. There may be neighbours jeering at you, despising you for your effort to hold your family together in decency, trying to break your heart in every possible way. Try and imagine the dread of accusation in the eyes of your own children: — Why is it that other children's parents are so well off and we are so poor?

Even as a dream this possibility would make you feel cold all over, but as a reality! — Being spared such misfortune, what is there we all can do to alleviate it where it does exist? HELP, AND HELP GENEROUSLY, those who administer our charity in the Colony, and through them the family whose misfortune we have depicted. This instinct of Charity which is deep down in all of us puts us all on one level; it unites us, it refines our feelings and appreciation. Our gifts to the Fonds de Secours, whatever their size or form, are always the expression of that which is best in our nature; their true value is far beyond their monetary value. He who sent a bed in response to an advertisement in the Swiss Observer for this very family may rest well assured that the consequences of his gift: — increased vigour, renewed health, longer life of the receiver, bear no relation whatsoever to the immediate value of it. They are incomparably greater.

It is, then, clearly our duty to share with our countrymen in want and misery the good things we possess to the best of our ability. We who possess "house-pride" because our well ordered houses satisfy our sense of the artistic should remember that it exists also in those who have never quite got so far. But in their case this virtue, being without its reward, is the greater than in us. It is for us who can give to keep it refreshed and alive.

Let us also have a thought for those of our compatriots who are in Sanatoria and Institutions, unable to provide for their own families. Help us to help them! What we can do is to send them regular parcels of books, fruit and other little things; to visit them at times in their hopeless isolation and to keep in touch with their families. Is it so impossible that such a misfortune might not one day fall on ourselves, in these modern days of hurry and nervous exhaustion?

We relate these experiences to you, dear Countryman, because we must have your help. Whether this recital of the sufferings of other Swiss in our midst will shock you or simply touch your finer feelings is really immaterial; what we DO hope it may do is to stir your compassion, to induce you to become our collaborator and to share us a little of that of which you have much. For what you have already done, and for what you are going to do in this good cause, we offer you our heartfelt thanks and we say

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