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Annual Banquet and Ball

of the

CITY SWISS CLUB

on Friday, 23rd November, 1934, at the Grosvenor House, Park Lane, W.1.

HENRY SENN, President of the City Swiss Club.

Before I describe the brilliant function which took place on Friday, the 23rd of November, I would like to record my sincere regrets, that my friend J.Z. who, for the last few years has so ably given a commentary upon this function in the columns of the *Swiss Observer*, has laid down his efficient pen. I sincerely hope that his exit is only of a temporary nature, as my stepping into the breach is but a poor substitute for his hitherto really brilliant reports. —

A City Swiss Club Banquet is always an event in the Colony, to which not only the members of the Club, but also their friends and guests look forward to with great pleasure. Has not the hospitality of the City Swiss Club become proverbial? In spite of the leanness of times, the Club has not curtailed the list of their guests, and they have accepted in great numbers the invitations so generously extended to them.

This year, the luxurious quarters of the Grosvenor House were again chosen, and the magnificent *salons* of one of the latest Hotel "Palaces," made a befitting background for the yearly event of the City Swiss Club.

Monsieur C. R. Paravicini, the Swiss Minister, who is also honorary President of the Club, had graciously accepted the Chair on this occasion, a fact which always gives a function in the Colony a certain cachet.

Shortly after 7 o'clock, M. Paravicini, accompanied by Madame Paravicini and M. Senn, President of the Club, received the numerous arrivals in the "Foyer." The cordiality with which the Minister greeted every arrival, and the charming smile which Madame Paravicini extended to everybody, as well as the hearty greeting from the President created at once an atmosphere of delightful joviality.

During the reception which lasted nearly three quarters of an hour, an animated conversation took place, friends from the provinces were warmly greeted, one could hear the homely "Schwizerdütsch," the elegant French and the melodious language of our Ticinesi. The ladies in their lovely dresses and with their bewitching smiles completed the picture, which was nothing short of being brilliant. The attendants in their powdered wigs, blue and gold coats and white breeches added more colour to the already colourful scene.

Above the hum of the company one could hear the stentorian voice of the toast master, calling out name after name of the people who were being received. Many a famous name known to the Colony was called out.

The reception room became more and more crowded, and with it the conversation increased in volume: one could see the untiring secretary of the Club gathering the honoured guests around an improvised American Bar, where they received a second greeting in a more material form. —

Suddenly the Toast Master in a commanding voice called out, "The dinner is served."

Slowly the company, in little groups, entered the magnificent decorated Banqueting Hall, every table was ornamented with beautiful flowers, red and white, — the national colours of our country. It was indeed a fine sight. The Banner of the City Swiss Club together with the Union Jack was placed at the back of the "Fauteuil Presidenciel."

Some little time elapsed until everyone had found his allotted quarters, and then the toast Master announced the entry of the honorary President, Monsieur le Ministre Paravicini, of Madame Paravicini, and of the President of the Club, Monsieur H. Senn; loud clapping greeted their entry, and the cordial reception which they received was an eloquent proof of the esteem in which they are held. The applause only died down when the orchestra intoned the first bars of our National Anthem; after which Pasteur Hoffmann-de Visme, amidst complete silence, said grace.

The dinner commenced, and the merry laughter and animated conversation returned in full force, the original Menu card was scrutinised, and course after course appeared, there were oysters for the *gourmets* or Grape Fruit for the

gourmands. A consommé Excelsior, instead of ascending, descended, and was followed by a delicious Filets de Sole Bonne Femme, no doubt as a compliment to the Ladies. An escalope de ris de veau Princess, decorated with pointes d'Asperges au beurre and Pommes Fondantes reminded one of the "Flesh pots of Egypt," there were still three more courses, which I will not mention in order to shorten the agony of those who were not able to be present. Needless to say that various choice vintages, amongst them some from our own country, some from our French sister Republic or from the vineyards of the Rhein were carried in full, and taken out empty.

During the meal the orchestra Colombo played some appropriate tunes, amongst them a pot-pourri of well-known Swiss airs, the latter were specially appreciated.

After the *dessert* had been served, the toast-master claimed silence for the customary toasts, and Monsieur Paravicini, in the capacity of "President d'Honneur," first gave the toast to H. M. King George, followed by the one to H. M. the Queen, and H.R.H. the Prince of Wales and the other members of the Royal Family, specially mentioning H.R.H. the Duke of Kent and H.R.H. Princess Marina.

The second toast, which followed immediately was "La Suisse;" all the toasts were duly honoured whilst the orchestra played the respective National Anthems.

And now came the time to listen to the different orators, a cigarette or a cigar relieved the tension until the moment arrived when the first speaker was announced. In the meantime, there was much speculation amongst the company whether the speeches would be short or long, and I am glad to say that they were not only short but extremely interesting, in fact, the orations took actually 25 minutes less time than at last year's function, and both dinner and speeches were over at 9.50 p.m. I wish to mention this especially, as one hears continuously complaints about the too long speeches.

The toast master then craved silence for the President of the City Swiss Club, M. H. Senn, who on rising received a hearty reception from the company, he said:

The curtain has risen for this, the 78th Annual Banquet of the City Swiss Club and on behalf of the Members I extend to you all A Hearty Welcome.

My pleasant task to-night is to propose the toast of our dear old country "Switzerland" and "Our Guests."

I am particularly delighted that our esteemed Minister, Monsieur Paravicini, has once more honoured us by occupying the chair and I desire to express to you Sir, the deep gratitude both of the Club and myself for the affectionate interest you take in our activities.

Likewise do I voice the sentiments of the Members, when I say how charmed we are to have the company of Madame Paravicini and Mr. Vincent Paravicini.

We feel very honoured by the company of our guests to-night. We are grateful for your presence here and we sincerely hope that you will take away with you the memory of happy hours spent with us.

We welcome the devoted collaborators of our esteemed Minister:—

Monsieur de Jenner, Counsellor of the Legation, and Mrs. de Jenner.

Monsieur De Bourg, Counsellor of the Legation, and Mrs. De Bourg.

Monsieur Rüfenacht, 1st Secretary of the Legation.

Monsieur Hilfiker, Chancellor of the Legation. Dr. Schedler, Swiss Consul at Manchester and Mrs. Schedler.

We are delighted to greet:

General De Division Voruz, Military Attaché at the French Embassy and Madame Voruz.

We welcome the Rev. R. Hoffmann-de Visme and the Rev. C. Th. Hahn of the Swiss Churches.

The City Swiss Club maintains the best and friendliest relations with her sister societies in London and in the Provinces, and we are indeed happy to welcome the following representatives:—

Société de Secours Mutuels des Suisses à Londres, M. C. Campart;

Swiss Benevolent Society, M. Roethlisberger;

Unione Ticinese, M. De Maria and M. Eusebio;

Union Helvetia, M. Indermaur;

Schweizerbund, M. Bernhard;

Swiss Mercantile Society, M. Steinmann and M. Grob;

Nouvelle Société Helvétique, M. Suter;

Swiss Choral Society, M. Gerber;

Swiss Orchestral Society, M. Pellet;

Swiss Club, Birmingham, M. Brun and M. Brunner.

We welcome the congenial Editor of the "Swiss Observer" Mr. Stauffer and Mrs. Stauffer.

We are also privileged to welcome Captain Andrews, President of the Association of British Members of the Swiss Alpine Club, and Mrs. Andrews.

Captain Andrews is, of course, no stranger amongst us. He has been connected with the Association he represents since its inception, and it is due to his untiring efforts to foster good fellowship that the relations between his Association and our Club are on such a friendly basis.

This is one of those occasions when in the minds of all of us there rises a picture of some part of our native land, where we first saw the light of day, and where our childhood days were spent. There is, of course, no country in the world quite like Switzerland and that is why, no matter how long we are away or in what country we live our lives, we never forget our homeland.

Success away from home, whether in business, art or science, cannot displace the memories of our youth, and even to hear one's native dialect abroad is sufficient to waken those memories and to send a thrill through us all.

We Swiss are not a nation in the same sense as the people of Great Britain, France, Italy or Germany, rather are we a unity of peoples comprising Alamanian, Burgundian, Celtic, Langobard and Rhaetic, woven together by an incomparably heroic past when we united for the love of Democracy, for the ideal of pure and just government. That that unity has stood the test of nearly 7 centuries, and has come unscathed through the Great War and through the troubles that have beset Europe since 1918, speaks volumes for the good sense of our people.

Switzerland is to-day a shining example to the world that people of different race, different tongues and different ideas can, with good will and tolerance, live together in harmony and peace, and I venture to say that our small country is in fact a "League of Nations" in miniature.

So far as size and population are concerned, Switzerland is of little political significance, there are in fact twice as many inhabitants in greater London than in all our 22 cantons. Yet Switzerland has been famous for centuries. Its cities and cantons are known to millions, and its traditions are familiar to people of all nations. For us who, for various reasons, are doomed to spend our lives abroad, it is very gratifying to be able to feel so completely at home as we undoubtedly do here in England, this is certainly due, partly to the generous hospitality we meet with here on every hand, and which is much appreciated by us, and partly to the fact that the British and Swiss peoples have so much in common that good feeling and mutual understanding are a natural sequence.

In all of us there is that love of home and pride of citizenship which enables us to face up to life as we find it. Let us also see to it, that that love and pride enables us to uphold

the good name of our Motherland, and so further the good work that is being done by our Ministers the world over and particularly by our Principal Guest to-night, M. Paravicini.

Had I the time at my disposal to-night I might tell you how, in bygone days, the Swiss have done more than their share in building up the empires and kingdoms of the world as we know them to-day. I might tell you for instance, how a Swiss regiment fought under Lord Selkirk in his expedition to the Red River Valley where the city of Winnipeg now stands, how the Swiss, Werner Munzinger Pascha, was at one time Governor General of the East Sudan, how the Swiss Grenadier Companies fought under Lord Clive in his conquest of India, how in Tsarist Russia the Swiss François Lefort was adviser to Peter the Great, how Frederick de la Harpe became the lifelong friend of Alexander I who said "I owe all that I am to a Swiss." I could go on with instance after instance such as these but my time is limited and I will therefore, after reminding you that to-night we are allowed a little latitude, call upon you all to raise your glasses and drink to what we hold most dear, our motherland "Switzerland."

On resuming his seat the popular President received a hearty ovation which was fully deserved. I owe him especial thanks as he has been much more successful than I ever was, in informing my life's partner "who and what we Swiss really are."

It has been an age long tradition in the City Swiss Club to "battre un ban cantonal" for the guests, and "un ban de coeur" for the Ladies; and during the last few years the jovial "keeper of the purse" has undertaken this pleasant duty, but last Friday he was as silent as a Sphinx. I wonder whether he considered that neither the guests nor the Ladies deserved this honour?; knowing him, however, for nearly two decades I feel inclined to think that he had clearly forgotten all about it, and I am sure he will be forgiven, but he has thus deprived the Gentlemen present of the pleasure of tapping their manly bosoms in honour of all the sweet and pretty ladies present.

Again one noticed the shifting of the microphone, which was placed in front of every speaker, and this time the toast master asked for silence to hear the speech of Monsieur C. R. Paravicini, the Swiss Minister.

The Minister was heartily cheered before the start of his Presidential address.

He said that the Head of the Colony has always been supposed to give a survey at the Annual Banquet of the City Swiss Club of the whole situation, both here and abroad, and the effect it has upon our Swiss community in London. He continued: "If you want me to keep up that traditional practice I must see what I can do in the short time allotted to me. In order to achieve this end, I shall have to proceed very methodically, and so I propose to divide my oration into three principal parts."

There came a hush over the company, and one of my table neighbours whispered to me in an agonising voice: "Now we are in for it."

The Minister continued, "In the first part, which I call 'Political Affairs,' I shall speak at length about the present position of the British Empire as compared with the rest of the world, and especially with Switzerland." He said, he would explain that the relations between the two countries remain as excellent as ever, mention was made of the promotion of the present British Minister at Berne, Sir Howard Kennard, to the post as Ambassador to Poland, and the replacement by Mr. Warner, at present one of the chiefs of a Department at the Foreign Office, a friend not only of the Minister but also of Switzerland.

Monsieur Paravicini then intimated that he also wished to talk about the Anglo-Swiss collaboration at Geneva, "which this year, as in preceding ones has worked on satisfactory lines, except with regard to the entry of Russia; on that point I shall have a good deal to say regarding the remarkable personal and political success of our Foreign Minister, M. Motta."

I began to think that my neighbour was right and that we were really "in for it," I noticed some ladies had lost their radiant smiles."

The Minister then said that he would dwell upon the European situation as a whole and particularly with reference to the arms situation, the disarmament, the re-armament, the control of the manufacture and sale of arms, he said "All this I am going to explain to you with all desirable clearness and precision."

Looking around I could see some faces growing even longer, but I personally refused to get down hearted; being, as a Bernese, often teased on being slow, I suddenly had an idea that the speaker was trying, what we call here "leg pulling," but my neighbour was not yet convinced.

The speaker continued as follows:

"The disarmament, the re-armament, the control of the manufacture and sale of arms, three important problems, of which in the past year only the re-armament has made any progress, and perhaps very considerable progress here and there, while the disarmament question is in a sorry state. All this I am going to explain to you with all desirable clearness and precision."

In the second part of my speech, I shall then pass to the economic questions and shall try not to make the outlook seem too black. I shall point out that in the course of the twelve months since our last Dinner things have not improved, rather the contrary, although perhaps not to such a degree as is generally maintained; that Switzerland is still alive and kicking, but that its industry, owing to the complex conditions of the world, cannot be left as in former more prosperous times to its own undisputed and unassisted freedom; that the State is forced, much against its liking, to interfere not only with legislative prescriptions but also with administrative measures, that the Quota System, which is in itself an undesirable expedient, is applied as a make-shift, and in many ways produces satisfactory results; that a certain amount of control of industrial activities has also to be exercised, although there is a distinct aversion so far to such curtailing of our old liberties. I shall then tell you all about the commercial negotiations with other countries, where our friend, Minister Stucki, plays such an eminent and useful part.

In connection with economic matters I shall, of course, say a good deal about State Finance, regretting that the Swiss Federal Accounts of State for 1933 should end with a deficit of 72 millions, and that provision should be made in the 1934 Budget for a fresh deficit of some 42 millions; that the Federal Railways should show a rather distressing picture in the Swiss financial world, that Banking circles have been having pretty bad experiences — as well, of course, as good ones too! — but I shall say that, all in all, we are far from despairing of the situation, as I shall show by reading to you the best part of the Federal Council's message to Parliament on the Budget question.

Moreover, I shall repeat once more that the Swiss Gold Standard remains as firm as a rock, and that there can be no question of its abandonment under the present circumstances.

After having dealt with these activities I shall pass to the happenings of the Colony itself and so come to the third part of my speech.

Here I shall have the pleasure of saying that all is well, at least as far as the outside aspect of things is concerned, but also, I hope on the inside!

I shall have to express my regret at the loss we have experienced by the death of M. Schupbach, who has been such a faithful and valuable member of this Club and the Colony for many years, and also by the untimely death of M. Hermann Senn, whose valuable work in connection with the Universal Cookery and Food Association has been so highly appreciated by all, and for which he was on several occasions honoured by the British Government; I shall be happy to say something of the 90th birthday of our doyen, M. Georges Forrer, and shall also mention the departure of M. Schaerer, the well-known architect, and of his friend Sir Arnold Theiler, who have both gone to South Africa. I shall give a survey of the activities of our Societies, mention the various Social, Scientific, Artistic and Educational events, which will take some time, as the conferences, productions, etc., under the auspices of the Nouvelle Société Helvétique, the Swiss Orchestra, the Swiss Mercantile Society and so forth, have been if I am not mistaken, particularly numerous.

I shall mention the passing of the management of the Foyer Suisse to the "Schweizer Verband für Volksdienst" and in the way of Sport I shall give you an account of the successful, not to say brilliant, expedition of our Rifle Team to the Tir Fédéral at Fribourg on August 1st. But in order not to make my speech too long I shall say nothing of the Jubilee of Pasteur Hoffmann-de Visme, presuming that as it is only a few days since that event, even the most absent-minded of you will be bound to remember pretty well all the details of that lavishly organised demonstration.

Now I have told you more or less what I am going to speak about and if you are ready:—"

Monsieur Paravicini then consulted his watch and realised that the time allotted to him had lapsed, saying that there remained nothing else for him to do than to resume his seat.

Long and hearty applause greeted the oration of the Minister; and I had the satisfaction to prove for once to the World at large, that the Bernese are not as slow as they are made out to be.

The toast master then announced that Captain A. W. Andrews, President of the Association of British members of the Swiss Alpine Club would be the next speaker.

Captain Andrews received the applause which was due to an old friend of the Club; he mentioned that he fully appreciated the honour accorded to him to reply on behalf of the guests.

The speaker said that his relations with the Swiss and Switzerland was of long standing as he was educated at one of our Universities; he also mentioned that on his instigation the Anniversary dinner of the Association of British Members of the Swiss Alpine Club was held in August at the Hotel Monte Rosa at Zermatt, where British and Swiss mountaineers met at a most impressive dinner. On this occasion, the speaker said, he had the pleasure of listening to a brilliant speech in English, given by one of the chief guides of Zermatt.

Captain Andrews then dwelt on the friendly relations between his Association, which lately celebrated its 25th Anniversary, and the City Swiss Club, and expressed the wish that these relations might remain as cordial in the future as hitherto. "Our Association," he said, "is doing useful work to foster the friendship between the two countries, it acts so to say as a liaison between Swiss and British mountaineers."

Hearty applause greeted these words, and the cheering had hardly ceased when the last speaker, M. Roethlisberger, member of the Committee of the Fonds de Secours was announced, he addressed the company as follows:

My purpose in standing before you to-night, is to appeal to you on behalf of the Swiss Benevolent Society in London.

It is a long established tradition that on the occasion of this annual gathering of the City Swiss Club, the thoughts of those present should be directed, for a few moments to the poor of the Swiss Colony in London.

To-night, it is my privilege to ensure that this tradition is not broken.

To many of you present, the Swiss Benevolent Society is already well-known and enjoys your wholehearted support. For those unaware of its functions, I will recall that this social and charitable organisation has for the last 64 years borne the responsibility of giving relief to the poor, the aged and the lonely members of our Colony. In this work it has to rely almost entirely on the contributions of friends and supporters, and I am proud to say that, when required, this support has never failed.

I will not add to your digestive labours by asking you, to assimilate scores of figures concerning the various activities of the Swiss Benevolent Society. The range and importance of its work will be clear to you when I say, that the sum of well over £1,000 is spent yearly in assisting our countrymen in distress. This year we shall need just as much if not more.

That the utmost care and cautiousness is taken in the distribution of relief will also be obvious to you, when I state, that the usual allowance made to a single person for food is 10/- a week. This sum, you will agree, does not permit many luxuries. Indeed, I am aware that one member of our Committee, anxious to test the sufficiency of this allowance, took it upon himself, during an absence of his wife, to live for a whole week on a limited expenditure of 10/- for food. I am told, that he had more than one reason to greet the home-coming of his wife at the end of that week.

And yet, Ladies and Gentlemen, we have at present in London many compatriots living on such a modest basis, who are thankful to the Fonds de Secours for being spared worse conditions. We need *Your* help, Ladies and Gentlemen, to carry on this work.

Those who benefit from our assistance are all deserving cases — "Parents with large families and small income, single men and women out of work, aged people for whom life has lost much of its pleasures."

But above all, these men and women are compatriots of ours, and this very bond gives them a first claim on our sympathy and our material assistance. It is said that *Charity begins at Home* — but these men and women are precisely part of *Home*, belonging as they do to that spot which is for ever Switzerland, and which is so dear to our hearts. If you care to look at things in this light, you should have no reason to refuse the support which we are asking from you.

The need is urgent and my request to you, Ladies and Gentlemen, is *help us and help us generously!!* I appeal to your instinct of charity; our gifts to-night will be the outward expression of what is best in us, and will earn us the deep gratitude of our needy friends and compatriots.

I trust therefore that you will give wholeheartedly, and to the very limit of your inclinations and resources.

The collecting bags will now be taken round the tables and for what you are prepared to do in this good and deserving cause, I say to you in advance, on behalf of our Committee, in the Name of our Poor

THANK YOU!!

The appeal so sincerely and cleverly given earned a deserved response, and the collection produced the sum of £105.

This ended the official part, and whilst the Banqueting Hall was made ready for dancing, the company adjourned to the Foyer.

Shortly after 10 o'clock dancing started, and the various "Paul-Jones" greatly added to the gaiety which was so prevalent throughout the whole evening. A "cabaret," by some members of the Grosvenor House "Cabaret," was a welcome diversion for those, who for some reason or other did not "take the floor." At two o'clock the orchestra gave the signal for the departure, and so another Banquet and Ball came to an end, at which nearly 300 members, visitors and guests were present.

I feel sure that all those who took part, will agree that it was a most successful evening, thanks to the efficient organisation of the Committee of the Club, which deserves nothing but praise. One of my Lady friends on parting confessed to me, that it was one of the happiest evenings she ever spent, need I say any more?

ST.

Apart from those already mentioned, the following were present:

Mrs. F. Avery, Mr. and Mrs. Ammann, Mr. and Mrs. Brunner, Mr. and Mrs. Bernhard, Mr. and Mrs. A. Baume, Mr. Brandt, Mr. and Mrs. Bower, Mr. and Mrs. Bessire, Mr. and Mrs. Bonesi, Mr. and Mrs. Boehringer, Mr. O. Boehringer, Mr. and Mrs. U. Bretscher, Mr. and Mrs. Bruggisser, Mr. and Mrs. Bertschi, Mr. and Mrs. Billetter, Mr. W. Burki, Mr. Balser, Dr. and Mrs. Bode, Mr. and Mrs. Misses Beyli, Mr. and Mrs. Berger, Mr. and Mrs. Bucher, Mr. Bartholdi, Mr. and Mrs. Miss Bindschedler, Mr. and Mrs. Bonvin, Mr. and Mrs. Binggely, Mr. and Mrs. Clivaz, Mr. and Mrs. Craddock, Mr. and Mrs. De Cintra, Mr. and Mrs. L. Chappuis, Mr. and Mrs. Ch. Chapuis Mr. Chander, Miss Cotti, Mr. and Mrs. Devegnay, Mr. and Mrs. Donat, Mr. and Mrs. Delaloye, Mrs. E. Ellis, Mr. and Mrs. Endicott, Miss Evenson, Miss Egan, Mrs. Elmer, Mr. and Mrs. Miss Epprecht, Mr. Filliez, Mr. and Mrs. Ferrière, Mr. and Mrs. Fischer, Mr. Flory, Mr. and Mrs. Miss Grau, Mr. Gardiner, Mr. and Mrs. W. R. Gampfer, Mr. and Mrs. Miss Gattiker, Mr. Gredig, Miss Gassmann, Mr. and Mrs. Glanser, Mr. Grob, Mrs. Hahn, Mr. Heidsick, Mr. and Mrs. Honegger, Mrs. Hoare, Mr. and Mrs. E. Homberger, Mr. Homberger, Mrs. Koch, Mr. and Mrs. Miss Huber, Mr. and Mrs. Hardy, Mr. and Mrs. Hassauer, Miss Hebeslein, Mr. and Mrs. Heinzelmann, Mr. and Mrs. Heinzelmann, Mr. and Mrs. Hungerbühler, Mr. Hungerbühler, Mrs. Indermaur, Mr. and Mrs. Jacques, Mr. and Mrs. Jobin, Dr. Jones, Mr. and Mrs. Kienast, Mr. and Mrs. Kung, Mr. and Mrs. Koch, Miss Koch, Mr. Koch, Mr. and Mrs. Krucker, Dr. Kessler, Mr. and Mrs. Lehmann, Mr. Laemlé, Mr. Liomin, Dr. Lawrence Bruce, Dr. Lwow, Miss Ella Mawbey, Miss De Maria, Mr. and Mrs. Matthey, Mr. and Mrs. Maeder, Mr. and Mrs. Moser, Mr. G. Marchand, Mr. and Mrs. Masserey, Mr. and Mrs. Martin, Mr. Marson, Miss Mathys, Mr. W. Meier, Mr. and Mrs. R. Marchand, Mr. and Mrs. Oggier, Mr. and Mrs. Oboussier, Mr. and Mrs. Oberhaensli, Mr. and Mrs. Pape, Dr. Pettavel, Mr. and Mrs. Pettavel, Mrs. Philpot, Mr. and Mrs. Rast, Mr. and Mrs. Rendall, Mr. and Mrs. Ryf, Mr. and Mrs. Roost, Mr. and Mrs. Remington, Mr. and Mrs. Rueff, Mr. and Mrs. Rowley, Mr. Rowley, Mr. Roulston, Mrs. Suter, Mrs. Sinclair, Mr. and Mrs. Schobinger, Mr. Stoll, Mr. Scheller, Mr. Schübeler, Mr. Schübeler jun., Miss P. Suter, Mr. and Mrs. A. Schmid, Mr. Sturzenegger, Miss Steiger, Mr. Kenneth Smith, Mr. and Mrs. Saager, Mr. and Mrs. Stieger, Mr. and Mrs. Siner, Dr. Siler, Miss Schupbach, Mr. and Mrs. Schad, Mr. and Mrs. Schorno, Mrs. Tschopp, Mr. and Mrs. Tillier, Mrs. Trachslar, Mr. Ullmann, Mr. Vandendries, Mr. and Mrs. Wyss, Mr. and Mrs. Werner, Mr. Wuthrich, Mr. and Mrs. Wetter, Mr. J. Wetter, Mr. P. Walser, Miss H. Walser, Mr. and Mrs. Wildi, Mr. and Mrs. Miss Willi, Mr. and Mrs. Waldesbühl, Mr. Webber, Mr. and Mrs. Yeo, Mr. and Mrs. Zogg, Miss P. Zehner.

SWISS THINGS.

A little while ago it was suggested to the writer that the publication of a list of Swiss goods and the London shops at which they could be bought might tend to assist Swiss exports.

This suggestion, in my opinion, is so good that I forthwith sacrificed a Sunday morning's ride to think over the matter and put it into execution. A list is at present in preparation, and will be published in due course. We of the Swiss colony are supposed to assist our own countrymen wherever possible, and to buy their goods and services by preference.

To what extent do we do it? And, if the extent be small, why?

I know very well that even the fullest possible purchasing capacity of the Swiss colony in London could not make any appreciable difference in the total annual exports of Switzerland, but it would make some difference and be a good example to others. It would most certainly allow a few shops to exist which, without our clientèle, would have to shut up for want of sufficient support. There are a hundred and one private reasons and prejudices why we go to certain shops for certain things; but, if we were to devote a little more time and thought to this particular matter of shopping, or, in other words, if we were not so prone to fall to the blandishments and temptations of the big store, we could acquire just as easily the habit of shopping at Swiss shops or in quest of Swiss goods.

Take the average Swiss grocery shop in London, with its telephone, its delivery vans, its keen desire to see you as a regular customer and its good Swiss Things. Here dwells the odour that brings forth memories of carefree days of youth and enormous appetite. If you are fond of Landjäger, or Zieger or a particular kind of noodles; if you just think of them, how does your mind react? Not to Selfridges or Harrods, but to Bartholdi and Bruschweiler and you are sorry that you did not ring them up during the day, to take home from the office a little parcel which you would never leave in the train. Or, you want a pair of shoes; what do you do? If you are a man, you go where the last ones came from, if a lady, you gaze into West End shops and finally buy them for reasons totally unconnected with the quality of the shoes. Am I right? But a good Swiss never thinks of shoes without the thought concatenation of Bally. The trouble is, they are so dear. But are they? Have you had a pair? How long do they last in comparison with a 20/- or 25/- pair? Try it and see! Then again, is a good Swiss who buys a Waltham watch a good Swiss?

When you come to the professions, where you buy, not goods, but highly technical and professional services, the same logic applies. Why not a Swiss doctor to cure your ills, a Swiss solicitor

to advise you on your will or estate; a Swiss Insurance to see you safe in old age; a Swiss stockbroker to watch your investments; a Swiss banker to look after your shekels; a Swiss Forwarding agent to do your shipping work and a Swiss advertizer to make your business grow? Why not indeed, when they are all here within the sound of Bow Bells? Honorable Swiss ladies can even have their faces lifted by a rejuvenating compatriot, while for men over fifty there is a truly remarkable Swiss system of line-straightening.

Then there are the Swiss things of little account in themselves, but with a good old Swiss name, such as Maggi, Hero jams and all the chocolates which you find in many big English shops, or which will be stocked by your nearest grocer as soon as you ask for them. Also the things of greater intrinsic value, such as Electric Power Station plants, locomotives and motors and pumps which would interest you if you were a Borough Engineer. I know, I have left out a dozen things which deserve mention, but these will readily come to your mind when you run through the list to come.

When we buy *Swiss Things* there are three parties who gain:— firstly the importer and shopkeeper, who will replenish his stock as and when he sells it; secondly the manufacturer in Switzerland, who has a right to expect our support if his manufacture is serviceable and of the right price; and lastly we, the buyers. We naturally take a delight in buying keenly, according to our nature, and we would bargain with any shopkeeper, I know. But there is more to it than that. In the Swiss seller we meet a friend in whose judgment we trust and whose solicitude for us is greater than for the stranger. He is keen that we should come again and will arrange it so if it is within his power. This leads to pleasant intercourse and closer acquaintance and it is remarkable how much we learn when we hear of other peoples' mode of life. In turn, these bonds strengthen the life, the activity and the resistance of the colony as a whole and bring us back to the old adage of our forebears:— Einer für Alle, Alle für Einen!

New Year is near; we shall all be turning over a new leaf and indulge in the annual spurt of good intentions. They are wonderfully soothing, these good intentions, even if they only last to the end of January. But for once let us start our good intentions earlier; let us put them into practice right away. Let us *Buy Swiss Things* for Christmas and New Year, for our own wants and for presents to others. Let us call it *The Swiss Christmas*! And once we have started to buy *More Swiss Things*, it will become a habit and last all 1935.

A.F.S.

N.S.H. London Group.

PERSONAL.

Nous venons d'apprendre que le Président de la République Française, sur la recommandation de son Ambassadeur à Londres, a nommé notre compatriote, M. Adolphe Paris, Directeur honoraire de l'Agence de Londres de la Société Gen. de Crédit Industriel et Commercial, Chevalier de la Légion d'Honneur.

Nous ne doutons point que tous nos lecteurs se joignent à nous pour féliciter M. Paris de cet honneur.

* * *

Mr. W. Wetter and daughter wish to express their sincere thanks for the many expressions of sympathy and the beautiful flowers received from their friends, on the occasion of the loss of his beloved wife, and dearly loved mother.

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