

**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:** - (1935)  
**Heft:** 726  
  
**Artikel:** 25th jubilee  
**Autor:** Pfendler, J.  
**DOI:** <https://doi.org/10.5169/seals-694810>

### **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:** 13.08.2025

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

## LA POLITIQUE SUISSE.

## Deux Fronts.

A l'annonce d'une tentative de front commun en Suisse, un certain et bien compréhensible désarroi se manifesta parmi les bourgeois.

Qu'allaient faire, hors les communistes dont l'assentiment était acquis, les partis sollicités et, singulièrement, le parti radical? La combinaison qui triomphe en France, où elle fait même d'assez jolis dégâts, allait-elle éclore dans notre pays aussi? Tel était le problème tout à fait inédit qui se posait et qui ne laissait pas d'inquiéter l'opinion, telle était la grave question qui ne fut point trop longtemps sans réponse.

A Bâle et à Zurich, où ils étaient priés d'entrer dans la ronde, les radicaux eurent le refus assez prompt et catégorique, et même les petits partis bourgeois plus à gauche se déroberent à l'invite socialiste.

De l'ample front esquissé dans un rêve té méraire, il ne subsiste plus en réalité qu'une alliance socialiste-communiste et c'est très bien ainsi.

C'est très bien parce que les radicaux, qui sont tout de même des bourgeois, eussent fait dans ce mariage de la carpe et du lapin tous les frais de l'aventure.

C'est très bien encore parce que la doctrine des socialistes et celle des communistes s'inspirent à la même source, qui est celle de Marx, et parce qu'il est logique et naturel dès lors que ces deux partis s'associent dans la réalité ainsi que dans la doctrine.

C'est très bien enfin parce que la situation y gagne en netteté et parce qu'il importe chaque jour davantage, dans les temps confus que nous vivons, de se décider et de trancher sans la moindre équivoque.

Répugnant, instinctivement dirait-on, au front commun, les radicaux se sont rapprochés d'autant plus des autres partis bourgeois, et deux blocs se forment et s'opposent dans presque tout le pays.

L'électeur y verra plus clair et prendra enfin le mieux possible la responsabilité de son choix, ce qui est essentiel dans un moment où le scrutin posera en quelque sorte la question du régime et où il faudra, en tout cas, découvrir de nouvelles directions politiques et économiques, procéder à un renouvellement du système.

Cependant, s'il est heureux que la situation des partis se précise ainsi qu'on vient de le voir, il est moins sûr, du point de vue tactique, que les socialistes gagneront à s'associer les communistes et la preuve en est que généralement ils renoncent à l'alliance en Suisse romande où Moscou n'a guère d'électeurs. C'est qu'en effet la combinaison du front commun n'eût été véritablement fructueuse, pour l'extrême-gauche, qu'à condition de pouvoir absorber l'élément radical et, alliés aux seuls communistes, par eux inévitablement marqués, les socialistes courent grand risque de perdre dans l'entreprise de leurs adhérents modérés. Ce déchet peut être compensé dans les centres où les moscovitaires sont suffisamment nombreux pour constituer une force électorale, et c'est pourquoi la tactique veut que le front socialiste-communiste se réalise dans les grandes villes de la Suisse allemande et qu'il soit évité apparemment dans toute la Suisse romande.

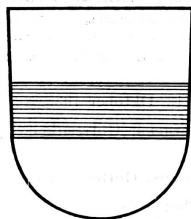
Le principe, au delà de la tactique, n'en demeure pas moins partout, et les deux fronts, le bourgeois et le marxiste, se constituent assez nettement.

On ne saurait conclure pourtant sans remarquer une fois encore que la vaste tentative de front commun nous venait tout droit de France et que c'est en France donc que le socialisme suisse paraît chercher une ligne de conduite qu'il trouvait jusqu'ici et tout naturellement en Allemagne, où la doctrine avait été véritablement fixée pour tout l'univers.

La politique a de ces cruautés!

Rodo Mahert.  
(Tribune de Genève).

## ARMS OF ZUG.



Argent, a fess azure.

As we have already seen for Zurich and Lucerne whose arms bear great similarity, the colours of Zug are believed to allude to its Lake.

The arrangement of these colours derive most probably from the arms of the former suzerain lord of Zug, the duke of Austria, which were red and transversely with a horizontal band of white in the middle of the field. The same figure appears on the arms of several neighbouring towns, the bailiwicks of Baar, Cham, and Men-

zingen, and the ancient and free community of Egeri. The arms of this last named, in the same canton and also lying near a lake, being charged with a boat, support the assertion that the blue band represents water.

The very ancient and honourable arms of Zug represent both the rich and beautiful canton, and Zug, its picturesque mediaeval capital.

P.S.

NEWS FROM THE COLONY.  
CITY SWISS CLUB.

Thirty Members attended the October Meeting, the President, Mr. Billeter, being in the Chair.

The Meetings after the Summer holidays are always interesting and members refreshed by their vacations, have numerous stories to tell of their adventures in the home-land and in foreign parts. I listened to an account of Scandinavia, and heard of the delights of Scandinavian hors d'oeuvres which would appear to provide a repast by themselves. Other members had been in Switzerland and brought back bits of news which are always interesting.

Another member showed us the latest gadget, a pencil with a minute and cute little watch contained in its upper end. Minute as it was, this watch appeared to be efficient. I suppose we shall soon be presented with a pencil or fountain pen containing a wireless set. Ck. will be delighted. When discussions begin to drag and members one after another repeat the same arguments, he will be able to turn on the set and listen to the propaganda with which we are now spoonfed, until such time as the President sees fit to change the subject.

After the usual toasts had been drunk the President declared the meeting open.

He referred to the death of our old member, Mr. Roost and expressed the Club's deep sympathy with his family.

He also announced the death of another old member, Mr. Carmine, and the Secretary was instructed to write to Mrs. Carmine to express our sorrow on hearing the sad news.

At the President's request the members rose as a mark of sympathy and respect.

The minutes of the September meeting, at which 20 members were present, were read, approved and signed as correct.

May I suggest that our new Secretary should not read the minutes quite so fast, as several members were unable to follow what had taken place and although the reading of minutes may be considered to be more or less a formality, it is interesting for those who have been prevented from attending, to know what has been said and done.

There were no resignations and no admissions. One visitor was present.

A discussion then arose concerning the Summer meetings.

Apparently only two or three members were present at the August meeting. This is not to be wondered at, as most of us were away on holidays, but what an opportunity was lost.

I think of all the marvellous things which might have been proposed and adopted unanimously. An increase in the honorarium of the Press Reporter, Old Age Pensions for the Committee, free drinks at the monthly meetings for all.

I can hear some member whispering something about a quorum, but one never knows what might have happened.

It was finally decided that a decision about the Summer meetings should be made in May. The President announced that the Annual Banquet will take place on Friday, November 22nd.

The Members were so filled with energy that the discussions were long and varied and the meeting was not closed until long after 10 o'clock.

I cannot remember all that was said but I am sure that it was very interesting and very subtle, because on one or two occasions the President had to consult with his faithful Committee, a sure sign that our masters of debate were in form.

A most interesting evening.

ck.

## PERSONAL.

We extend our deepest sympathy to Mr. F. W. Lichtensteiger, Deputy Manager of the Swiss Bank Corporation, on the occasion of the death of his father, M. F. A. Lichtensteiger, late "Kreispostdirektor" in Basle.

## CONWAY HALL, October 25th.

The annual concert of the Swiss Orchestral Society, combined with an illustrated lecture by the "Soldatenmutter" of Switzerland:—  
"Erinnerungen aus der Grenzbesetzungszeit"

Sharp at 8.30 at Conway Hall,

Red Lion Square.

Admission 2/- to all parts of the hall.

## 25th JUBILEE.



Mr. J. Pfaendler.

There have appeared in the *Swiss Observer*, during the last 16 years of its existence, many biographies; and alas, still more obituary notices, many of the "old guard," pillars of our Colony have gone to the Elysian fields from whence there is no return. It is, therefore, a great pleasure to write about a friend, who is happily still amongst us, and who, judging from his portrait has not the slightest intention to change his "abode," for many years to come.

His "Mona Lisa" smile denotes that something is amusing him, and that something, which he has kept so strictly secret, even to an old friend like the writer, is now going to be divulged; "made public" with all the ruthlessness of a Journalist, who has been "done out" of copy.

A few weeks ago, Mr. J. Pfaendler, Manager of the Employment Dept. of the Swiss Mercantile Society, celebrated his 25th Service Jubilee, and we extend to him our heartiest and most sincere congratulations.

It is said that a man only twice in his life has nice things said about him; the first occasion is, when he gets married and the second, when he is leaving this valley of sorrow for a better world. Well, we are breaking this rule and will say something "nice" already now, because he fully deserves it.

Mr. Pfaendler came to these hospitable shores 31 years ago, and after having spent altogether 6 years in a Stockbroker's Office, and a Commercial firm, took over the Management of the London Employment Agency of the "Société Suisse des Commerçants."

To his new occupation, he devoted all his energy, and very soon the Agency became known, not only amongst the Swiss in this country, but also in British business circles. Our friend, never shrunk from hard work, and although difficulties and disappointments, — especially during the last few years, when labour restrictions became more and more severe, — never succeeded in putting a damper on his enthusiasm. There are thousands who have to thank him for the start of a successful career; many a heavy heart was carried up those stairs at 24, Queen Victoria Street, and came down lighter, because even if he could not actually find a position for the applicant, he had a word of advice or of encouragement to give.

It was perhaps an obvious conclusion that Mr. Pfaendler should take an interest in the London Section of the S.K.V., which is known as the Swiss Mercantile Society. The writer has been able to watch his work rendered to the Society for over 20 years. He never pushed himself forward, but when his advice or help was required he gave his services unstintingly. The writer had the pleasure to sit with him on many a committee, and meetings, and what astonished him was the alertness with which he grasped matters and how, after a heavy days work, he was prepared to study documents and give his opinion.

For many years Mr. Pfaendler rendered great services to the Society as Secretary to the Education Dept., and especially was he untiringly busy in finding the necessary funds which enabled the Society to start the Day School at Henrietta Street which later on proved such a great success at Fitzroy Square.

But not only the business side of the Institution was within the sphere of his activity; for many years Mr. Pfaendler was the life and soul of the Entertainment side, at Dances he acted as M.C. making things "hum," at dinners, smoking concerts, etc., he charged himself with the arrangements, and wherever friend Pfaendler had a finger in the pie he was fit for consumption.

It was only right, that such services should be acknowledged, and the writer prides himself on having in 1918, as President of the Society, proposed Mr. Pfaendler as an Honorary member, a proposal which was accepted with unanimous acclamation.

Twenty-five years of hard and incessant work have aged many a man prematurely, but not so

our friend, and we are not far wrong if we attribute his youthfulness to the happy family life which he is privileged to enjoy. If life has brought him success, he is undoubtedly greatly indebted to his faithful partner in life, Mrs. Pfaendler, who has shared not only joy, but also sorrow with him. She has by her brightness and cheerfulness made many a dark day look sunnier; and many a burden lighter, and when we, to-day send our friend a hearty "ad multos annos" we include his wife. May both be able to enjoy many happy years in the small circle of their family, and in the wider one of their friends amongst whom is

ST.

### UNIONE TICINESE.

#### "La Festa Familiare."

Autumn brings into contrast the feelings of town-dweller and farmer; for the latter the third season of the year is one of satisfaction, whereas for the former it is one of expectation. A bountiful harvest is the farmer's recompense for incessant toil under the relentless August sun; the same sun that has tanned the complexions of numberless townsmen and townswomen resting of the beach, scouring the countryside or climbing mountain peaks in search of Nature's freedom after eleven months of strenuous, exacting work in the nerve centres of the nation. Relaxation over, these town-dwellers start business routine anew, exuberant vigour generating great expectations.

Such hopeful atmosphere pervaded the successful "Festa Familiare" of the UNIONE TICINESE, held at Pagani's Tuesday evening, October 8th. Needless to say, there was but one general topic of conversation. Holidays. Not unlike men, holidays, so it seems, possess complexes. Good or bad — thrilling or unexciting — peaceful or noisy, to mention just a few. In one instance an atrocious cuisine had dispelled the dream of the perfect holiday by the sea (One good reason this, why Pagani's should have wings). Again, persistent mists had wantonly denied one daring climber of all but one thrill. An ageing acquaintance instead had tumbled on the ideal leisurely vacation — a village inn by the roadside, the perfect taste of the local wine, and the ready flattery of almost forgotten friends nearly proved too strong when he was about to leave the native village in the Alps at the end of a prolonged visit after an absence of nigh thirty years.

The utmost informality marked the proceedings of the evening, and, as we are wont to expect from Messrs. Pagani, the supper was excellent although participants hailing from the Locarnese might perhaps complain of neglect, none of their "dishes" having found inclusion in the menu.

Speeches, as befits a "festa familiare," were short and to the point. Mr. Oscar Gambazzi, President of the Society started the exchanges, and extended a hearty welcome to Signor Clemente Rezzonico, who after an absence of four years in "la capitale del mondo" is back at the London Legation, we hope, for good. He then greeted the large parties of Leventinesi and Semionesi (these having motored up from Portsmouth and Southsea) present, and went on to stress the deep loyalty with which all "Ticinesi" are attached to "Mother Helvetia," whilst condemning the ill-advised propaganda that had as its sequel the recently formulated high-treason charges, as well as the suppression of the notorious paper "L'Adula." Finally, with a few apt words, Mr. Gambazzi presented the ex-President, Mr. Willie Notari, with a finely decorated vellum, which records Mr. Notari's nomination as a "Socio Benemerito" of the Unione Ticinese, in recognition of his invaluable services during his sixteen years of leadership.

Mr. Notari was visibly moved by the tribute as he rose to reply. Among the outstanding achievements during his presidentship, he liked to recall, the unprecedented impetus that a chance idea of his had given to the Fund in aid of the Home for aged Swiss poor in London; this Home, as every reader knows, is now a reality. He had a few compliments for youth, though he himself is no veteran.

Wittily enumerating a few misfortunes that may befall unawares the cautious man, Mr. Stähelin, too, paid a fine tribute to Mr. Notari, and was followed by Mr. Elvezio Albertoli, who did likewise on behalf of the "Ticinesi" in the Provinces.

Uncertain in the beginning the dance soon got into full swing so that the misfortune of the appointed hour befell it only too soon. In a break of the dance, Miss Eva Cattaneo, soprano, pleasantly surprised the revellers with two songs, which — one need hardly mention — were sandwiched between thunderous ovations. By the way, can grandma 85 years young, dance? She certainly can, and did.

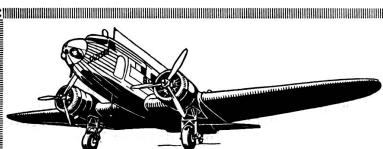
eusj.

### NEW GENERAL MANAGER AT THE GROSVENOR HOUSE.

We extend hearty congratulations to Mr. L. Hilpert, on his appointment as General Manager of the Grosvenor House, Park Lane. Mr. Hilpert, who occupies at present the position of General Manager of the Ritz Hotel, Piccadilly, will take up his new post as from January 1st.

Mr. Hilpert was born at Einsiedeln and hails from a family with a long and distinguished hotel-keeping tradition, his brother, Mr. Ernest Hilpert, is assistant manager of the Plaza Hotel, New York. He began his career with alternate seasons as a waiter at the National, Lucerne, and the Cap Martin, Monte Carlo. In 1913 he went to the Imperial, Mentone, and subsequently to the Stephanie, Baden-Baden, and the Grand Bretagne near Lake Como.

In 1914 he was cashier in the restaurant of the Charing Cross Hotel, then head receptionist at the Metropole (London), whence he went to the Ritz, first as head receptionist 14 years ago, and then as Assistant Manager and General Manager.



### The AIR EXPRESS to SWITZERLAND

Service extended until 31st October.

Quickest and shortest through service

London - Basle . . . 3 hours flight  
London - Zurich . . . 3½ hours flight

Operated with comfortable  
Douglas 14-seater Planes by  
**SWISS AIR**  
Swiss Air Traffic Co. Ltd.

For detailed information and bookings apply to  
IMPERIAL AIRWAYS, London, Telephone Victoria  
2211 (day and night), Telegrams IMPAIRLIM, London,  
or any authorized TRAVEL AGENT or SWISS  
FEDERAL RAILWAYS, 11 Regent Street, London,  
S.W.1.

### HOTELS UNDER SWISS MANAGEMENT

#### CUT THIS ANNOUNCEMENT OUT!

And save 10% on your hotel next time you are in London.

THE PLAZA HOTEL,  
St. Martin's Street,  
LEICESTER SQUARE, W.C.2.

A modern Hotel, yet moderate in price. Bed, Bath and Breakfast, Single 10/6; Double, from 19/-. As a sample offer, we allow 10% off the standard charges for your first visit, on presentation of this advertisement.

Write: J. Jenny, Resident Managing Director,  
Whitehall 8641.

### MISCELLANEOUS ADVERTISEMENTS

Not exceeding 3 lines:—Per insertion 2/6; three insertions 5/-  
Postage extra on replies addressed c/o Swiss Observer.

"OLBAS" (Oleum Basileum), the famous Swiss remedy for Colds, Nasal, Throat and Bronchial Catarrh, Rheumatism, Neuralgia, Sciatica, Eczema, Boils, Piles and many other ailments is now obtainable from British Chemists, Health Stores,

Price 3/- per flask,

or direct from Sole Concessionaires for U.K.  
G. Ashley & Co., 104, Christchurch Road,  
London, S.W.2. Prospectus free.

OFFICE TO LET. Furnished or unfurnished (or share) with telephone, etc., near Bank, moderate terms. Apply Box No. 51, c/o Swiss Observer, 23, Leonard Street, E.C.2.

MAID WANTED, for modern house (Ealing) one child 2½ years. Very comfortable home offered and good wages. Write Box No. 30, c/o Swiss Observer, 23, Leonard Street, E.C.2.

### FORTHCOMING EVENTS.

Saturday, October 12th, from 8 p.m. till midnight — Swiss Mercantile Society — Dance at the Royal Hotel, Woburn Place, Russell Square, W.C.1.

Friday October 18th — Monthly Meeting. Supper at 8 o'clock sharp and about 8.45 p.m. Dr. W. H. Egli will open the discussion on "Swiss Democracy in the European Crisis." Members and friends cordially invited, at the "Foyer Suisse," 12, Upper Bedford Place, W.C.1.

### SWISS BANK CORPORATION.

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.  
and 11c, REGENT STREET, S.W. 1.

Capital Paid up £6,400,000  
Reserves - - £1,560,000  
Deposits - - £39,000,000

All Descriptions of Banking and  
Foreign Exchange Business Transacted

: : Correspondents in all : :  
: : parts of the World. : :

Telephone Numbers:  
MUSEUM 4302 (Fintona)  
MUSEUM 7055 (Office)  
Telegrams: SOUFFLE  
WESDO. LONDON

"Ben faranno i Pagani.  
Purgatorio C. xiv. Dante  
"Venir se ne dee giù  
tra miei Meschini."  
Dante. Inferno. C. xxvii.

Established over 50 Years.

## PAGANI'S RESTAURANT

GREAT PORTLAND ST., LONDON, W.1.

LINDA MESCHINI } Sole Proprietors.  
ARTHUR MESCHINI }

Tell your English Friends  
to visit

## Switzerland

and to buy their Tickets  
from

The Swiss Federal Railways,  
Carlton House, 11b, Regent St., S.W.1

Special Reduction on Fares in Switzerland  
30% from June 15th until October 31st.

### Divine Services.

EGLISE SUISSE (1762).

(Langue française).

70, Endell Street, Shaftesbury Avenue, W.C.2.  
(Near New Oxford Street).

Dimanche 13 Octobre 11h. — La peur! Mc. 4. v.  
40. M. R. Hoffmann-de Visme.

6h.30 — Prédication — M. R. Hoffmann-de Visme.

7h.30 — Répétition du Choeur.

### SERVICE FUNEBRE.

Henri Auguste Cédard — de Chilleure au Bois,  
(Loiret) — né le 18 Sept 1861, décédé le 2 Oct.  
1935 — à 74 ans — le 5 Oct. 1935.

### SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.  
(near General Post Office.)

Sonntag, den 13. Oktober 1935.

11 Uhr morgens, Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst.

8 Uhr, Chorprobe.

### TRAUUNG.

Am 8. Oktober wurden getraut:

Dr. Heinrich Emmanuel Ruettimann von Basel  
(Stadt) und Weerswilen (Thurgau) und  
Bertha geb Mayer von Seen bei Winterthur  
(Zurich).

Printed for the Proprietors, by THE FREDERICK PRINTING CO.,  
LTD., at 23, Leonard Street, London, E.C.2.