

Another jubilee

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ANOTHER JUBILEE.

The "Swiss Observer" has not the only privilege of celebrating a jubilee; we are informed that the *World Transport Agency Ltd.*, of 21, Great Tower Street, London, E.C.3. has just completed the 25th year of their existence.

One of the features of our paper has been in the past, to give the history of Swiss firms, or firms which have reached, through the management or collaboration of Swiss, a certain standing and importance in the commercial sphere of this country, not for the reason, of what is commonly called, "blowing one's trumpet," but to show our younger Swiss generation, what tenacity, hard work and integrity can achieve, and thus to spur them on to likewise endeavours.

The *World Transport Agency Ltd.*, was founded in the year 1913 by our countryman, Mr. E. F. Sommer, who, before starting a venture which since proved highly successful, possessed the necessary qualifications for entering into competition with old established firms in the Transport and Traffic world. —

Born in 1879 at Interlaken, the son of a banker and merchant, he received his education at Interlaken, Basle and Lausanne; he started his career by spending three years with an important shipping and banking house in Basle, during which time he made a special study of languages. In order to acquaint himself with the English language, Mr. Sommer left our country to come to England where he entered the offices of a big transport and travel agency in London.

In order to gain a wider knowledge in the domains of world shipping, he took up a responsible position in a shipping office in Paris. During the subsequent years he made a stay in some of the principal European cities, and a prolonged sojourn in Italy enabled him to add Italian to his knowledge of French, English and German. But before long the "Wanderlust" brought him back to London, which became his permanent abode. —

Year by year, he has extended his business, which to-day ranks as one of the most important in the Transport community; the staff employed at Head Office, and at branches in Manchester, Hull, Paris and Basle numbers over 80.

Mr. E. F. Sommer is also a Director of the City and Continental Wharves and Transport Ltd., with extensive riverside premises, bonded and free, in the heart of the City, and a member of the Institute of Transport.

We are informed that some members of the managing staff have given 20 to 25 years service to the company.

Mr. Sommer married in 1916 Ruth Mercy Amos Day, daughter of Mr. John Day, of Ivydene, Tonbridge, and niece of Sir William Crundell. He has issue one son John Ernest and one daughter.

The "Swiss Observer" extends heartiest congratulations to the firm and to its founder on its 25th Jubilee.

TWO FAMOUS SWISS SCHOOLS.

Reading the report 1936/37 of Professor Buser's Institutes one notices that both schools have been without vacancies for some time.

The one in Teufen which is managed by Mrs. and Mr. Buser themselves, has 89 pupils at present; whilst that at Chexbres on the lake of Geneva, under the management of their son-in-law and their daughter, Mrs. Maurer-Buser, has 87 pupils.

This result is most satisfactory as it is not due to the devaluation of the Swiss franc, but to the perfect organisation of the two houses.

The school in Teufen will soon celebrate the 30th anniversary of its foundation. Not only has the system of education and training of young girls applied there for thirty years, proved excellent in itself, but it has also influenced in more than one way the whole system of education throughout Switzerland.

The state experts have always reported on the excellence of the teaching and also commented on the character building of the pupils, due to the personality of Herr Professor Buser, who has a fine understanding of all types of character.

We must point out the many successes of pupils who have entered for the English School certificate, the Commercial Diplomas, Swiss Matriculation and Language Diplomas.

The healthy happy faces of the girls at both schools, testify to the fact that physical training, games and walks form an integral part of the School curriculums.

The managers of both schools will be pleased to show the whole organisation to visitors who are interested; they will not find a display of luxury, but every comfort needed to equip girls to take their places in the struggle of life.

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