

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: - (1940)

Heft: 974

Artikel: An unjustifiable statement

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-693891>

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SWISS WATCHMAKING AND AMERICA.

("Swiss Industry and Trade," May, 1940.)

Switzerland, the roof of Europe, is surely well known among lands counting as milk, butter and cheese producers. She enjoys a foremost reputation in this connection. But, together with Holland and Belgium, Switzerland also shows the highest figure per head as regards international trade activity (imports and exports). Among the countries being both Switzerland's customers and suppliers, the *United States of America* always ranked within the very first. In 1920, for instance, the United States shipped to Switzerland goods for an amount of nearly a thousand million francs — more than any of the great countries bordering Switzerland.

An old established trade connection is there in existence, which is worth a closer study, as far as watchmaking is concerned.

Watchmaking, a very old Swiss industry (especially in the Jura districts), has always been in close and steady business touch with America, in particular with the United States. During the last years, the United States were, by far, the leaders in the table of Swiss watchmaking exports: in 1938 with 38 million Swiss francs, in 1937 with 50 millions, in 1929 with 64 millions, the figure for 1913 being 72 millions. Since a long time, important Swiss watchmaking firms have many active agents in New York as well as in other big cities in the United States. New York remains, by far, the leading place of delivery and distribution of Swiss watches in the United States.

These old business relations can only be strengthened by the present war. We are referring here not only to Canada and to the United States, but to the whole of peaceful and laborious America, where the need for accurate, strong and lasting watches will more and more be felt. Now working at full capacity, Swiss watchmakers are in a position to supply all American countries with any kind of watch that may be in demand nowadays, from the simple and sturdy current watch to the most expensive chronometer.

It should be noted that between 1929 and 1940, the quality of the Swiss watch has still been improved. While the time-keeping standard was always on the rise, protection was secured against the effects of shocks and falls by means of a special device. The watch was rendered waterproof and dustproof, a feature which is of very great importance for sportsmen, campers and for all the people having to work in the vicinity of water. Lastly, the watch became anti-magnetic, this being of special interest to the producers and to the countless users of electricity, from the chief engineer of the big plant to the housewife busy with her electric range and her vacuum cleaner.

It should be finally emphasised that the great world of Swiss watchmaking, from the big manufacturer to the simplest working girl, is not limiting its business influence to the mere exports of watches. The Swiss people are buying a lot of American products, such as petrol, motor cars, oil, corn from Canada and from the United States, Californian preserves. Switzerland, a very small country, with only 4 million inhabitants, imported during 1938, from the United States only, goods for an amount of 125 million Swiss francs, that is to say much more than the whole of her watch exports to the United States.

Relations between the United States and Switzerland are thus based on a sound principle of exchanges. The products of both countries are mostly complementary. Since they exist, the United States have exported their products to Switzerland — the oldest republic in the world. We can therefore repeat to our American friends the famous and ever true slogan: "Buy from those who are buying from you!".

AN UNJUSTIFIABLE STATEMENT.

("The Nursing Times," 22.6.40.)

A rumour has reached us that the *Nursing Times* has been accused of publishing an attack on Miss Dreyer, principal matron-in-charge of the London County Council, on the grounds that she is "a woman of German blood." The accusation is false and we wish to dissociate ourselves from this attack. The facts of the case have been supplied to us by Miss Dreyer and are as follows:—

I, the undersigned Rosalie Dreyer, spinster, of E 24, DuCane Court, S.W.17, was born at Ranflüh, Berne, Switzerland, on September 3, 1895. My ancestors, definitely so far back as my great-grandparents on both sides, were Swiss born and I have no knowledge of any ancestors being other than Swiss.

I was educated in Switzerland up to the age of 18. I came to England in 1914 with the idea of learning English and remained continuously in England until 1923. Between 1918 and 1922 I received general nursing training at Guy's Hospital, London, and on completion of my training I did some private nursing in England and then went to Switzerland for a holiday, afterwards taking employment there as a nursing sister at the Leysin Clinic. At the request of the matron of Guy's Hospital I returned there as a staff nurse in 1924 and remained there in various capacities including the position of assistant matron to which I was appointed in 1931. I became a naturalised British subject in February, 1934, and commenced duty as matron of the L.C.C. Bethnal Green Hospital on May 1, 1934. In the following year (1935) I was seconded to be a principal matron in the Public Health Department of the L.C.C. and on May 1, 1940, I was appointed principal matron-in-charge of that Department. I have only been in Germany once, travelling with three English companions on a motor tour to Austria. I am

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 | s.f. | 160,000,000 |
| Reserves | - - | s.f. 32,000,000 |
| Deposits | - - | s.f. 1,218,000,000 |

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not acquainted with any persons living in Germany and have no interest whatsoever in Germany or in German politics.

I have read the article in the *British Journal of Nursing* of June, 1940, with reference to myself. I very strongly resent the suggestion in the article that I am a woman of German blood, which suggestion has no foundation in fact, and being made at the present time is very harmful to me."

(Signed) R. DREYER.

The Royal College of Nursing which is the largest body of trained nurses in the British Isles regrets that such an attack should have been made on a professional colleague who is a naturalised British subject and comes from Switzerland, a land strongly associated through the centuries with the struggle for religious and political freedom, and a centre with which the ideals of international friendship and co-operation both inside the nursing profession and outside it are so closely connected.

CORRESPONDENCE.

The Editor,
Swiss Observer,
23, Leonard Street, E.C.2.

16.7.40.

Dear Sir,

"That's nice." "Jolly nice paper the 'Swiss Observer'!" Those are the remarks made by the Inspectors at the Police Station when I showed them the last paragraph of the letter of our Minister in the issue of June 8th. To the second remark, on the second occasion, the Inspector added this unfinished remark "I wish the Germans . . ." I always keep this issue by me to show to grousers, but I have not had a chance yet!!!

I confess that for years I paid the 12/- Subscription with a sigh, out of loyalty! But now, how eagerly one expects Saturday's post.

You asked about the Radio. Sottens is nil. Beromünster just as you state in your last issue, very indifferent on a whole. On the Saturday when your query appeared it was perfect for reception. But could they not reserve more of the Swiss news for the late evening bulletin, when there is the best chance of our getting it? When sending a radiogram which was sent per the Swiss short wave sender, I added "Beromünster nous oublie" I hope others do the same.

By the way, a thousand thanks for the information about delayed-wires, and restored mail.

Now for a grumble; a letter without one would be incomplete when writing to an editor. When reading your information about cameras in the last issue, I got a shock, I could already see myself behind bars. Within a few minutes I disposed of my camera.

Now I find the impossible has happened: You made a mistake. I went to the chemist to tell him he was about to get some of us in serious trouble. He had the enclosed notice in large print on his window. Now the Police tell me he was right and the Inspector added: "You are wise not to use a camera. It is very easy to take something one ought not to, quite innocently; but if you did it would need a lot of explaining away."

I feel this sound advice might be useful to many. To the letter of the fellow-countryman who begs you to carry on, I want to add: *Hear, Hear!*

Thanking you, especially for the reproduction of cuttings from other papers, and any bits caught from the Fatherlands radio.

Sincerely yours,

A. BOREL.

(*We may add that we have before us a letter from a Chief Constable addressed to a Swiss stating that the retention of a camera and telescope is permitted but that their disposal is recommended. Ed. S.O.*)

LETTER BOX.

A. S. — Your donation of 40/- which we are handing over to the Swiss Relief Centre will be faithfully applied!

A. N. — We thank you for the interesting cutting from the "Nursing Times." The good lady is not known to us, neither has she ever attended any of the Swiss functions in our Colony unless our memory fails us. We quite agree that her exceptional position and attainments should not be overlooked in the S.O. and we are reprinting the article in another column.

MISCELLANEOUS ADVERTISEMENTS

CAFE-REST. CONFECTIERS for Sale. Busy, not evacuated Yorkshire Town. Turnover £7,000 yearly. Box No. 121, Swiss Observer, 23, Leonard Street, London, E.C.2.

FORTHCOMING EVENTS.

Tuesday, August 6th, at 7 p.m. — City Swiss Club — Monthly Meeting, at Pagani's Restaurant.

Divine Services.

Dimanche 21 juillet 1940: à l'Eglise Suisse, 79, Endell Street, W.C.2.

11h. Capitaine-aumônier F. Schweyer, pasteur à Mulhouse.

6h. Culte au Foyer. M. M. Pradervand.

Dimanche 28 juillet, à 11h. CULTE PATRIOTIQUE.

SERVICE FUNEBRE.

Le 13 juillet, Emil Adolf SCHEIDECKER, âgé de 73 ans.

Pour tout ce qui concerne le ministère pastoral, prière de s'adresser à Monsieur le pasteur Marcel Pradervand, 65, Mount View Road, N.4. (Téléphone Mountview 5003). Heure de réception à l'église le mercredi de 11-12h.30.

Sonntag, den 21. Juli 1940: in der Schweizerkirche, 9, Gresham Street, E.C.2.

11 Uhr Gottesdienst. Mr. F. G. Sommer.

Sonntag, den 28. Juli, 11 Uhr. Vaterländischer Gottesdienst in 79 Endell Street, W.C.2.

Für alle Amtshandlungen wende man sich z.Z. an Pfr. M. Pradervand, 65, Mount View Road, N.4. (MOU 5003)