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Which are the peculiar characteristics of Swiss art that have become increasingly noticeable in the course of the centuries? We find a healthy realism, a certain crudity, permitting of strong and daring expression, in which Latin clear-mindedness moderates and compensates northern outbursts of sentiment. A Swiss is not aggressive, he is kind and obliging. "Pestalozzi's gentleness and Tell's courage" as Edwin Arnet the poet of the Federal Festivals at the National Exhibition, so well expressed it, are also the qualities which most profoundly characterize Switzerland's art and give it its spiritual inspiration.

### THE MOST RECENT OF SWISS INDUSTRIES.

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

Who would have thought that Switzerland manufactured typewriters? And yet one can easily understand that the typewriter is a direct descendant of the old musical box which charmed the hours of our childhood! And is it not akin to the phonograph and the gramophone, and even to the watch and the clock? The story of the historical sequence of these industries is worth the telling.

On a high plateau in the Jura mountains, at an altitude of 3,300 ft., among pines and alpine pastures, is situated the town of St. Croix with a population of 6,000 inhabitants, formerly the home of the watch-making industry. There came a time of economic crisis, and the manufacturers of St. Croix directed their energy to the production of musical boxes, those amusing little caskets, ornately carved, which one finds even to-day in colonial homes overseas, where before the age of records and wireless, they kept children amused and made weary hours fly away. But the days of musical boxes came also to a close with the advent of those ancient and large-horned phonographs. With courage and perseverance, the manufacturers of St. Croix set about producing phonographs, and — later — gramophones. Then, following the path of progress, they made wireless sets and typewriters. If they have succeeded in their progressive enterprises, it is because their products are sealed with the mark of quality. *Quality First!* is their slogan.

The typewriter is the most recent product of Swiss industry, but not the last. In a few years, Messrs. Paillard, have created, both in St. Croix and in the pretty little neighbouring town of Yverdon, factories which alone place Switzerland third in the ranks of typewriter exporters. Our typewriters bear the name of Hermes, god of trade. Constructed with the greatest care of detail, continually improved, technically perfect, the Hermes typewriter in its various models, is the most modern and the most perfect machine on the market. Take for example the "Baby" model, cheap and light, but as strong as the big office model. This "Baby" has been round the world; its escapement is a miracle of mechanical precision, simpler, smaller and lighter than any other. As soon as it was put on the market, this model proved a success. Even in Finland the Baby-Hermes was quickly adopted and in one of the recent numbers of the "Hermes Magazine" is produced a photograph of the explorer Leif Geiges showing his own "Baby" model to school-children in Lapland in the Far North. The Hermes typewriter has been appreciated throughout the continents of America and Africa: and even farther afield — for the giant Clipper seaplanes on the

China-California line carry a Baby-Hermes for the convenience of their passengers: and so do the Atlantic Clippers, linking the New and the Old Worlds. Among the passengers of the first Atlantic Clipper flight from New-York to Lisbon, was the well-known American reporter, Miss Inez Robd, who wrote her impressions of that historic event on a Baby-Hermes. And last summer, the daily paper "Depêche de Saigon" (Indo-China) reported the theft of a Baby-Hermes from a respectable citizen of the town.

The fact that one factory alone should have placed Switzerland third in the rank of exporters of these machines must awaken interest for the initiative of the organisers of this concern who have maintained the tradition of Swiss industry: *Quality*.

### SWISS RELIEF CENTRE.

The committee takes pleasure in informing the Colony that the Swiss Relief Centre is now completely equipped, and has already been in a position to give shelter to a number of our compatriots.

So that members of the Colony may have an opportunity of seeing for themselves the facilities which are offered, the committee has decided that the Centre at Swiss House, 34, Fitzroy Square, W.1, should be open for inspection on Thursday, 8th August, between 5 and 6.30 p.m., and Saturday, 10th August, between 4 and 6 p.m. Members of the House Committee together with the ladies who took so much pain in making the home as comfortable as possible will gladly show any of our compatriots over Swiss House on those days.

*The Committee.*

\* \* \*

Mr. W. Thurnheer,  
Ministre de Suisse,  
18, Montagu Place, London, W.1.

Monsieur le Ministre,

On behalf of the Committee of the *Swiss Relief Centre*, I beg to thank you for your very kind letter of the 18th of July.

We are glad to know that Madame Thurnheer and yourself have been favourably impressed by the arrangements of the *Relief Centre*. The members of the House Committee, and the ladies who have helped them, feel well rewarded for their work by your generous appreciation.

### SWISS BANK CORPORATION,

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The appeal to the Swiss Colony for funds has indeed met with a spontaneous and generous response, and more will come.

Several Swiss, in great distress, have already been accommodated and helped at the *Relief Centre*, which proves the necessity and usefulness of the institution of which you are the instigator.

I beg to remain, Monsieur le Ministre,

With patriotic greetings,

Yours very sincerely,

Sgd. *LOUIS CHAPUIS*.

Chairman.

\* \* \*

To-day, the 1st of August, is the day of all days when one should endeavour to put into practice that wonderful national motto which we inherited from our forefathers.

The Swiss Relief Centre lends itself admirably to the practice of the charitable principle which we profess to admire. Whilst the Swiss Relief Centre has only had a few of our compatriots to look after so far, it cannot be denied that the risks are now as great as ever, and that we may be called upon to considerably extend our activities.

The committee are grateful to all those donors who have kindly sent contributions in kind, and thanks to the wonderful response to their appeal they are not now in need of any further assistance in this way. Expenses, however, are running on, and it is possible that considerably more money may be required. It is, therefore, hoped that those of our compatriots who are in fortunate circumstances will not hesitate to send their donations to help those who may become victims through air raids or any other causes due to the war.

We take pleasure in publishing below a copy of a letter just received which shows the charitable spirit is a very prevailing one amongst the colony:—

To the Secretary,

Dear Sir,

I am very sorry to have kept you waiting for an answer to your appeal.

Some time ago I sent away two large parcels of bedding, mostly to the Turkish appeal, also to Belgians now living in this country, consequently I have not much to send — but I am sending in a day or two an eiderdown which I made for camping, also a blanket and a quilt, which I hope will be of some use.

I very much regret that I cannot send much in the way of a donation — as I am a widow, dependent upon the rent of a flat which at the moment is vacant.

I am enclosing some cards, which I think will amuse the little ones.

Trusting that you will have a generous response to your good cause,

I am,

Yours sincerely,

Enclosed postal order.

*C.B.*

The Colony is already aware that some of our compatriots have contributed as much as 100 gns. each, but all amounts irrespective of their importance will be thankfully received. They should be addressed to the Treasurer, Swiss Benevolent Society, 34, Fitzroy Square, London, W.1, earmarked "Swiss Relief Centre."

## CITY SWISS CLUB.

In accordance with the wish of members, the August monthly meeting will take place on Tuesday next, at Pagani's.

In view of present circumstances, the 1st of August celebrations having to be abandoned it is hoped that all members who are in a position to do so will make a point of attending Tuesday's meeting. Important decisions must be taken in connection with the Club House Fund, and every member who has the interest of the Club at heart will no doubt wish to voice his opinion on this important subject.

So as to facilitate the arrangements and ensure the complete comfort of every participant, I would ask members to please return the card which has been sent to them advising me as to whether they will be present or not, or alternatively ring up Mr. Boehringer before Tuesday noon.

*Bee.*

## FORTHCOMING EVENTS.

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

## Divine Services.

Dimanche 4 août 1940 : à l'*Eglise Suisse*, 79, Endell Street, W.C.2. 11 heures. Culte et Sainte-Cène. M. M. Pradervand.

Mardi 6 août, à 2h.30. Réunion de Couture pour la Croix-Rouge, au FOYER SUISSE, 15, Bedford Way, W.C.1. Invitation à toutes les dames.

### BAPTEME.

Le 28 juillet, Jacqueline-Hélène-Elsbeth GARTMANN, fille d'Anton et d'Alice-Ruth-Léa née Cugny.

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 4. August 1940 : in der *Schweizerkirche*, 9, Gresham Street, E.C.2.

11 Uhr. Gottesdienst Mr. B. Segal.

Dienstag, den 6. August um 2.30 Uhr, im Foyer Suisse, 15 Bedford Way, W.C.1. Näherein für das Rote Kreuz. Alle Damen werden eingeladen.

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

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