

**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:** - (1941)  
**Heft:** 994  
  
**Rubrik:** City Swiss Club : monthly meeting

### **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>**

### SWISS MERCANTILE SOCIETY.

The Society held its Monthly Meeting at Swiss House on Saturday, November 8th. Mr. J. J. Boos presided, and a large number of members and friends were present. It was in fact the best attended meeting for some considerable time. The formal proceedings were followed by what was in fact the chief attraction of the afternoon, a film show which the Society was able to give by kind permission of the Swiss Minister, Monsieur W. Thurnheer, featuring the National Exhibition at Zurich. Although many of those present had personally visited the Exhibition, they were eager to see a film which evoked such happy memories, whereas the less fortunate ones, who only knew the Exhibition from hearsay, were able to obtain a better idea of our national enterprise. All that is great in Swiss art, industry and tradition seemed to be represented in this truly magnificent Exhibition. A special word of thanks is due to Mr. Fer of Messrs. Cinex Ltd. (distributors of the famous Swiss film projectors manufactured by Paillard & Co., Ste. Croix and Yverdon), who not only provided the projector and talking apparatus, but personally projected the films, all of which were talkies, and overcame the technical difficulties in an admirable manner.

This was by no means the end of an excellent programme. Through the kind offices of Mr. G. Keller, President of the Foreign Press Association and, we are proud to say, a former student of the S.M.S. College, the Society was able to show four films produced by the Ministry of Information. The President referred to Mr. Keller as the unofficial Minister of Information to the Swiss Colony in London. Three of the films portrayed Britain's sea power, whereas the fourth was actually taken in our homeland. The first film, "Sea Cadets," showed the coming generation being introduced to the intricacies of modern seamanship. How strong the call of the sea is to the young Britisher was clearly evidenced in this excellent film, which also gave one an idea of the meticulously thorough training given to prospective seafarers. A second film, "Merchantmen at Sea," depicted the arduous and often mortally dangerous life of the seamen who are engaged in keeping the lifelines of this country open, whilst yet a third "Steel goes to Sea," showed how ships which traverse the Seven Seas are built. One could see a huge merchantman gradually assuming shape from out a mass of steel girders, stanchions and plates. Each man engaged on any of the various shipbuilding processes is a highly skilled craftsman, his skill being handed down from father to son, from generation to generation.

The last film, "Line 2," was particularly suited for the audience, for it showed a telephone line being

built to the Tschierba Hut of the Swiss Alpine Club. From a picturesque valley in the Engadine, the line was taken by sturdy workmen across a dangerous mountain stream, over precipitous slopes and deep ravines, until finally the goal was reached. The film served a dual purpose, in that it showed the hazards of workmen engaged in bringing the inventions of modern science to the remotest parts of almost inaccessible mountains, revealing at the same time the superb scenery of the Swiss Alps. A homely atmosphere was created by well known Swiss tunes which interspersed the commentary. Every credit is due to the M.O.I. for this excellent film, which incidentally is also a fine piece of propaganda for our country.

At the conclusion of the film-show, Mr. W. Deutsch proposed a cordial vote of thanks to the Committee for arranging such an entertaining afternoon, and once more thanked Mr. Fer for having made it possible for these talkies to be shown. The meeting heartily supported Mr. Deutsch with prolonged applause.

The next Meeting of the Society will be held at Swiss House on Saturday, December 13th at 2.30 p.m., and will be followed by a meeting of the Philatelic Group.

W.B.

### CITY SWISS CLUB. Monthly Meeting.

The Monthly Meeting of the City Swiss Club, combined with Luncheon, was held at Brown's Hotel, on Saturday, November 1st, M. Louis Chapuis being in the Chair.

Forty-eight members and six guests were present. Three new members were elected. No resignations.

After the official part of the meeting, Dr. Egli, London correspondent of the "Neue Zürcher Zeitung" addressed the members of the Club on current affairs in Switzerland, his very interesting *causerie* was much appreciated, and the President expressed his thanks to the speaker.

The Management of Brown's Hotel is to be congratulated on the excellent Luncheon served.

Close of the meeting at 4 p.m.

ST.

### FORTHCOMING EVENTS.

Saturday, December 6th, at 12.45. — City Swiss Club — Monthly Meeting, at Brown's Hotel, Dover Street, W.1. (See Advt.)

Saturday, December 13th, at 2.30 — Swiss Mercantile Society — Monthly Meeting followed by a meeting of the Philatelic Group, at Swiss House, Fitzroy Square, W.1.

Saturday, December 20th, at 2 p.m. — Nouvelle Société Helvétique — Members' Meeting, at Swiss House, 34/35, Fitzroy Square, W.1, to be followed by Mr. G. J. Keller's "Comments on the present situation."

Printed and Published by THE FREDERICK PRINTING CO., LTD., at  
23, Leonard Street London, E.C.2.

### SHIPPING to and from SWITZERLAND

For advice on present facilities apply to  
**WORLD TRANSPORT AGENCY**  
LIMITED

1, MARTIN LANE, LONDON, E.C.4

Tel: MANSion House 3434