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SWISS MERCANTILE SOCIETY.

November Monthly Meeting.

The Monthly Meeting of the Society, held at Swiss House, on Saturday, November 11th, was attended by over fifty members and friends with Mr. J. J. Boos presiding.

The membership still shows a healthy upward trend and was further increased by the admission of seven new members, namely Miss A. L. Goesi and Messrs. H. Bähler, M. H. Gedet, A. A. Jaccard, T. Kimché, M. Merian and J. J. Spühler. There were no resignations.

Mr. W. Meier informed the members that the Russian Class, after an enforced interval, had resumed its studies and that the resumption of the French Elementary class was also foreseen. It is intended to start educational activities on a bigger scale as soon as circumstances warrant it and a circular will then be sent to all members to ascertain their wishes.

Following the official part of the meeting, Mr. E. A. Hueni, a member of the Society, delivered an extremely interesting address on "Market Research."

From his vast experience with a firm of world-wide renown, Mr. Hueni gave members an insight into the intricacies of industrial and commercial research. He dealt with the study of all kinds of marketing problems and gave numerous examples to illustrate the development of research technique.

Credit, he said, had to be given to American business ingenuity for the introduction of market research and it was in the United States where it was most developed and most widely used. Great strides in this direction had been made in this country during the last ten years, whereas in most countries on the Continent it was still in its infancy and used extensively only by a limited number of large and chiefly foreign concerns. Mr. Hueni went on to show how accurate and reliable commercial investigations could be conducted by means of interviewing a carefully selected cross section of the public. He dealt at length with sales records, statistics, methods of manufacturing, distribution and advertising.

The address was followed by an extremely lively and interesting discussion in which a large number of members took part, the best proof that the subject was both topical and popular.

In conclusion a very hearty vote of thanks was accorded to Mr. Hueni for the excellent and exhaustive manner in which he had prepared his address and not least for the diligent way in which he had answered the numerous questions put to him.

It was decided to have a film show in conjunction with the next Monthly Meeting, on Saturday, December 9th. As in previous years, a number of up-to-date films from the extensive Library of the Ministry of Information will be shown and it is hoped to include one or two Swiss films. The programme will be a very attractive one and a cordial invitation is extended to members and friends of the Society. Ladies are particularly welcome.

* * *

December Monthly Meeting and Film Show.

About fifty members and friends were present at the Monthly Meeting held at Swiss House, on Saturday, December 9th. Owing to the absence

of the President for the first time since occupying this office, Mr. W. Meier, Vice-President, took the Chair. He extended a special welcome to Mr. R. Blaesi, a former President of the Swiss Mercantile Society in New York, and now an officer in the U.S.A. Forces stationed in the country.

The Chairman read a letter from Mr. E. Hardmeier, tendering his resignation from the Council. Mr. Hardmeier has been a staunch supporter of the S.M.S. ever since he joined the Society in 1920. He has not only served on the Council, but also rendered great service to the College as member of the Education Committee, of which he was Chairman for a number of years. Mr. Hardmeier's firm has transferred its headquarters to the Provinces and he will, therefore, be unable to attend meetings, hence his resignation from the Council. The Chairman, in a few well chosen words, thanked Mr. Hardmeier for all he had done for the S.M.S. and wished him every success in his new centre of activity. He was supported by Mr. W. Beckmann, who paid tribute to the quiet, yet most efficient manner in which Mr. Hardmeier had served the cause of the S.M.S., and this was followed by prolonged acclamation from all present.

After the official part of the meeting, four of the latest films from the extensive library of the Ministry of Information were shown. The first, "A Date with a Tank", gave a vivid account of the production of the now famous 17-pounder high velocity muzzle Anti-Tank Gun. It was most interesting to watch the creation of this weapon from the stage of the blue print until its appearance on the field of battle. By way of contrast, the next film "Conquest of a Germ", showed how medicine by means of new chemicals fights another deadly enemy, the germ, and the tremendous progress which has been made in this direction. Unfortunately, there was no new Swiss film available for show, but some fine mountain scenery of a different kind was depicted in a film entitled "The Crofters". It portrayed the lonely work of the sturdy inhabitants of the Scottish highlands, tending their sheep and eking out a living under conditions not dissimilar to those existing in certain parts of our homeland. This film was thoroughly enjoyed by all present and the programme was fittingly concluded with a humorous film of the Walt Disney type.

At the conclusion of the film show, Mr. L. W. Krucker, Vice-President, expressed thanks on behalf of the audience to Mr. C. Fer, a member of the Society, who had kindly projected the films on his famous Paillard apparatus.

Before parting, the Chairman, on behalf of the Council and the Committee, wished all present a happy Christmas and a bright New Year.

The next monthly meeting will be held at Swiss House on Saturday, January 13th, and will be followed by a musical programme in which several members will take part. Please therefore reserve this date for the S.M.S. and bring along your friends.

WB.

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NEWS FROM PRESTATYN.

Our small Swiss circle has lost its oldest member, Mrs. Steffen from Basle, who died on 21st November at the age of 85, and we have lost a compatriot who was greatly liked. She came on a visit to her daughter, Mrs. Cheetham, in Sale, Manchester, but could not return on account of the war. Both she and her daughter came to live at Meliden, Prestatyn, to be out of the turmoil of a large town, but her one thought was to return to Basle the moment Swiss Air could take her back and the thought that this might be possible at any moment greatly sustained her. However, death overtook her before this was possible and she died here amongst friends and amongst scenery she liked. With a sweep of the hand she used to point to the sharply rising hillside near her home and say that is where I want to go. But her strength was insufficient for such a journey and her outings had to be limited to places which could be reached by car. Now her last resting place is in Coed Bell Cemetery on a platform at the foot of a steep hill slope carrying a wood which is famous for its carpet of Bluebells in spring and offering a wide view over the sea from Anglesey to Liverpool Bay. The day of her funeral was mild and sunny with a remarkably clear atmosphere allowing of extensive views and we all felt the charm of the scenery amidst which she rests.

Her only grandson in Britain, Captain Cheetham, was prevented by his military duties from attending the funeral, so stern are the demands of war.

When she was born, the speed and endurance of the horse was being outstripped by the locomotives of the railways, and daring spirits turned over in their minds the possibilities of piercing by tunnel the barriers of the Alps. Now the railways are outstripped in speed by the internal combustion engines used for cars and aeroplanes. Electricity is the motive power most favoured for railways instead of steam — all gifts to humanity to be used for good and evil. Such a lot of progress in a single life and yet the most persistent sound of our civilisation appears to be the harsh voice of the drilling sergeant.

News has also reached the Consulate that Captain E. M. Wyss, the son of Mr. and Mrs. F. Wyss, so well known to the Birmingham Swiss Colony, has lost his life at Arnhem, leading his men. We express our deep sympathy to the bereaved parents of so gallant a son.

E.M.

UNIONE TICINESE (Sezione Femminile).

The members of the Ladies' Section of the Unione Ticinese would like to express their appreciation and gratitude to all those who visited and bought at their Christmas Bazaar, held at the Swiss House, Fitzroy Square, on Saturday, the 2nd December. Sincere thanks are also given to those kind friends of the Society who made generous contributions in money and in kind.

The Section is happy to announce that the Bazaar was a great success, apparently much enjoyed by everybody, and the proceeds, which are to go towards the Section's Benevolent Fund, very much exceeded even the highest expectations, totalling approximately £170.

Again to our many supporters — thank you.

R.A.

UNIONE TICINESE.

Xmas Draw, December 17th, 1944.
In aid of Swiss Benevolent Society.

Winning numbers:—

1—3949	2—2931	3—4419	4—2071
5—597	6—2068	7—950	8—3132
9—1733	10—3937	11—2393	12—3032
13—1687	14—420	15—1802	16—1213
17—3045	18—1036	19—949	20—4760
21—4386	22—120	23—3357	24—2392
25—3901	26—668.		

Winners will be able to collect prizes on presentation of ticket at 83, Fetter Lane, E.C. 4.

CHRISTMAS SERVICE AND PARTY FOR SWISS CATHOLICS.

The usual Christmas and New Year's Service and Party will be held on New Year's Eve, Sunday, December 31st, at St. Peter's Church, Palace Street, W.1, and Westminster Cathedral Hall (see notes under "Forthcoming Events").

The Church Service, at 3.30 p.m., will consist of Sermon and Benediction. Kind friends have given useful presents for the children, also gifts in kind and cash for the Tea Party; there will be a concert and carol singing, all in line with the seriousness of the times, but all are assured of a happy family re-union.

Young and old are heartily welcome.

J. J. B.

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INVALID ASPIC

Maggi Aspic Jelly in a small mould daintily served with two or three small strips of toast will be a welcome change from "beef tea."

MEAT ASPIC

Cooked fresh sausage meat or meat left over from the joints may be used minced. Drop the meat into the jelly before setting and serve with a little watercress or cress.

FISH ASPIC

Cod or Salmon remaining from the boiled fish can be used, also prawns or shrimps. Fill the mould $\frac{1}{2}$ full and when nearly set put in the flakes of fish and fill up.

ASPIC SANDWICHES

Spread the slices of bread with margarine and then with a thin layer of jelly. Add grated cheese, watercress, mustard and cress, meat or fish paste.

JELLIED BEEF SOUP

A rich jellied beef soup may be made instantly with the addition of boiling water. Greatly appreciated by Fire-Watchers.



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