

**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:** - (1946)

**Heft:** 1057

**Rubrik:** Swiss Mercantile Society

#### **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:** 17.01.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## SWISS MERCANTILE SOCIETY.

The Monthly Meeting of the Society, held at Swiss House on Wednesday, November 13th, was attended by a large number of members and friends, to whom the President, Mr. J. J. Boos, extended a hearty welcome.

The membership, which has shown a steady increase for some months, was further swelled by the election of six new members, viz. Messrs. D. F. G. Boeglin, H. O. Ernst, O. Lauper, H. Steinacher, C. Voegeli and Miss M. Perret.

There was one resignation, Mr. A. Kern, who is shortly leaving England for the States, and to whom the Chairman extended best wishes in his new sphere of activities.

A farewell message was received from Mr. J. E. Maeder, who recently returned to Switzerland in order to spend his last years of retirement in his native land. Mr. Maeder has been a member of the S.M.S. for well over five decades and the meeting decided to send him cordial greetings and very best wishes. *Ad multos annos.*

Yet another member took leave from the many friends he made at the S.M.S. during his comparatively short stay in England, Mr. R. Mordasini, Chancellor of Legation, who has been appointed Swiss Consul in Naples. In a few well chosen words, he expressed his pleasure at the happy hours he had spent in the midst of his compatriots in London. Our best wishes accompany him to his new field of activities in the "Sunny South."

Following the meeting, Mr. J. Davies, Public Relations Officer of the Southern Railway, delivered an extremely interesting lecture on

### "THE LIBERATION OF EUROPE."

Mr. Davies, on the outbreak of war, was appointed to collect data for record purposes in connection with the Railway's part in the war effort. He told an amazing story of his activities behind the scenes, from the time of Dunkirk until the final liberation of the Continent. With a series of excellent slides from photographs, which were top secret at the time and many of which have never been published since, he illustrated the development of a gigantic traffic organisation, culminating in "Overlord" and "Neptune," by which codewords the might operations on land and on sea from D Day until VE Day were known. Southampton Docks and the Channel service, which are owned and operated by the Southern Railway, formed a vital role in these operations. Mr. Davies, in the course of his duties, visited ports, junctions, etc., and collected an amazing amount of data of bomb incidents, military, naval and air force traffic in the preparation for the great move. It was a remarkable account of a tremendous effort, of which we had previously had but little detailed knowledge.

In a cordial vote of thanks, ably proposed by Mr. W. Deutsch, the Society's appreciation was expressed to Mr. Davies and the Southern Railway for having given the members an opportunity of hearing the inside story. Thanks are also due to our member, Mr. K. E. Ammann, for having arranged the lecture.

The next Monthly Meeting will be held at Swiss House on Wednesday, December 11th, when our member, Mr. A. Tall, will give us a talk on his recent mountaineering experiences, illustrated with slides from his own photographs.

A Children's Christmas Party has been arranged by our Ladies' Group for Saturday, December 14th, at 2.30 p.m. at Swiss House. Mr. George King, whose conjuring feats many will remember from pre-war days, will entertain the party. There will be a number of surprises in store and a tea will be served. It will be greatly appreciated by the Ladies' Group if parents will let them know the age and number of children they intend to bring by Monday, December 9th, so that arrangements for catering and surprises can be made. Please advise Mrs. W. Meier, 53, Priory Road, N.W.6. 'Phone: Maida Vale 5360.

W.B.

## INFORMATION FOR THE NOVICE IN SWITZERLAND.

The Swiss language is very easy to learn; in fact there is no uphill work about it. The only phrases you need bother about, express, with three exceptions, your desire to check the descent from those lofty heights.

We will first deal with the exceptions. These are *Hell*, *Dunkel* and *Kirsch*.

*Hell* means light beer;

*Dunkel* means dark beer.

Having drunk however deeply, you need not flatter or encourage yourself with the idea that either has gone to your legs. Nothing will make any difference to the latter after your skis are on.

*Kirsch* means *Kirsch*, and spells that pride which goes before a fall. It also goes to the head, giving Swiss courage, and accelerating descent down to a point (probably the point of someone else's ski-stick).

*Achtung* is an ejaculation meaning "Hi!", "Get out!", "Hell!!!" or "Oh, dear!!!!" according to the number of exclamation marks indicated by the intonation. It is used to express the fact that you are going faster than you can and that recumbent or more slowly-moving bodies must look out for themselves.

*Achtung* (archaic) means "Fore!" and is shouted arrogantly by those who are masters of their skis. Novices need not try to perfect this pronunciation.

*Achdamn* (corruption of *Achtung*), used in prolonged emergencies.

We are pleased to offer to the Members of the Swiss Colony, a Policy with Lloyds giving full cover for **any accident** anywhere in the World, including sea or air travel as a passenger. There is only one rate, i.e., £3 per year per unit (£1,000 Capital Benefits and £10 weekly) **whatever the trade or profession**. Maximum cover £20,000. Age limit 65.

*Enquiries about any other kind of Insurances invited.*

## ANGLO-SWISS INSURANCE & RE-INSURANCE AGENCY LTD.

29 & 30, HIGH HOLBORN, LONDON, W.C.1.

Tel: CHAncery 8554 (3 lines).