

**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:** - (1949)  
**Heft:** 1125  
  
**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:** 13.08.2025

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

### SWISS MERCANTILE SOCIETY.

The Monthly Meeting of the Society was held at Swiss House on Wednesday, November 9th.

About 100 members and friends were present, easily the largest attendance since pre-war days. They were extended a cordial welcome by the President, Mr. W. Meier.

After the customary agenda had been expeditiously dealt with, the Chairman introduced the guest of the evening, Mr. Gottfried J. Keller, President of the Foreign Press Association and London Correspondent of the Swiss Telegraph Agency and the Basler Nachrichten. Amongst the numerous audience, which in itself was a tribute to the lecturer's reputation and popularity, one could detect many familiar faces, members who used to listen regularly to Mr. Keller's wartime talks at Swiss House under the auspices of the Nouvelle Société Helvétique.

As on former occasions, Mr. Keller had chosen "Views on the News" as the subject of his address, but contrary to previous practice, did not speak on Foreign Affairs, but made Home Affairs the theme of his lecture.

Whilst he appreciated that those present could themselves watch and read about the daily developments, it was just because they were living in the midst of it all that they were likely to lose perspective. Many things that were going on were likely to pass unnoticed, as they did not directly affect the lives of the average person, who, moreover, had no business of recording them daily, as was the case with a journalist.

The purpose of Mr. Keller's lecture was to bring out those points, as he would chronicle them to the Swiss Press, which he has so ably represented in London for many years. He made it abundantly clear from the outset that he was merely expressing his personal views and that if some of them were critical, this was in no way due to any spirit of unfriendliness.

Mr. Keller then dealt at length with the many subjects that occupy the daily press as well as the people's conversation, such as Nationalisation, Exchange controls and currency management, labour questions and political trends. He also referred to Anglo-Swiss relations and the difficulties arising from devaluation.

Looking to the country's future, he ventured the opinion that there was room for a *troisième force* and he finished on a note of confidence that the inborn common sense, the sound instinct and love of freedom of the British people would help them over the difficulties that were at present besetting them and would lead once more to a strong, united and prosperous Britain, which was an absolute European necessity.

Mr. Keller was given an enthusiastic ovation at the end of his address, which was followed by a general discussion in which many members took part and in the course of which he answered numerous questions.

Finally, the Chairman expressed thanks to the lecturer for his most interesting and instructive address.

The next Monthly Meeting will be held at Swiss House on Wednesday, December 14th, at 7 p.m., and will be followed by a Film Show, when by courtesy of the Swiss National Tourist Office, some of the latest Swiss films will be shown.

W.B.

"PERFECT" ASSORTMENT  
2/10 PER ½ LB.

"CITY" ASSORTMENT  
2/2 PER ½ LB.

"CHECK" ASSORTMENT  
2/10 PER ½ LB.

"ART DESSERT" ASSORTMENT  
6/6 PER 1 LB.

C. KUNZLE LTD. BIRMINGHAM, ENGLAND.