

**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:** - (1950)  
**Heft:** 1134  
  
**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:** 10.01.2026

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

## SWISS MERCANTILE SOCIETY. Monthly Meeting, 12th April, 1950.

A numerous gathering met at Swiss House, attracted by the prospect of seeing the film "One Hundred Years of Swiss Constitution." Unfortunately for us this film had taken a wrong turning to Scotland, instead of down South to Swiss House. We were compensated for by four films, kindly supplied by our member, Mr. O. Ernst, of Swiss National Tourist Office.

The official part of the meeting was kept down to a minimum.

Mr. W. Meier, the president, stated that the Annual Report could again only be distributed during the second half of this month. He referred to the questionnaire sent by the Central Society of the S.M.S. to the subscribers of the Zentralblatt. It deals with the effect of the devaluation of the £sterling on trade between the countries of adoption of the S.K.V. members and our homeland and seeks suggestions capable of overcoming the difficulties created by the devaluation and by the after effects of the war on international trade and the possibilities of young Swiss obtaining employment abroad. Mr. Meier, enjoined the members to answer the questionnaire as fully as possible.

Reference was made to the lecture to be given at our May meeting by Miss E. Botting on "The Care of the Patient under the National Health Service" which should prove of practical help to our members if ever they should be in need of medical advice and treatment.

Mr. W. Burren then gave his report on the educational activities of the S.M.S. Miss Proctor, one of our teachers whose lecture last year on present-day Finland is well remembered by our members, will leave us at the end of this term to get married. She will be succeeded by Mrs. H. W. Habermass, B.A., London. The College is practically fully booked up to the end of the year. An interesting innovation will be introduced with the new term. The students will be brought over by chartered plane which will be used by the old students for their return to Switzerland. The charge to the students will be very reasonable. It should be mentioned that the S.M.S. is not a party to, or acting as agents for, the Air Company in this arrangement. The students, of course, saw Cambridge win the Boat Race. The College Football Team played the annual cup match against the Times, which they lost 5-2, two of the regular team having had to return to Switzerland

and a third one being in hospital. Dr. Bircher of the Swiss Legation presented the cup to the winning team.

Then followed the films already referred to in the following order:—

(1) "In the Heart of the Swiss Alps," showing the lakes of Thun and Brienz, and the country from Meiringen up the Haslital, over the Susten with its inimitable mountain scenery, then from Innertkirchen to the Grimsel Pass.

(2) "The Gotthard Country." The austere country of the roof of Switzerland from which we descend first to the lake of Lucerne with special emphasis on the beauty spots of historical interest dotted about this neighbourhood; then back again, through the tunnel into the Ticino, finishing up with some of the glorious cathedrals and other masterpieces of architecture of Italy built by famous citizens of our beloved Southern Canton.

(3) "Towns of Switzerland". Geneva, Sion, Coire, Bellinzona, Berne.

(4) "Children of Switzerland," which gives a charming insight into the life of a family of mountain peasants during the summer when the cattle is on the high alps.

All films were in technicolour and gave us an hour's perfect enjoyment which almost made us forget that we had come to see a purely educational film. Those present voted in favour of this being exhibited at our June meeting.

E.H.S.



## POPULARIS TOURS

BERNE - BASLE  
LONDON

We can make all your  
travel arrangements

London Office:

6, Royal Arcade,  
Old Bond St. W.1.

Telephone:  
REGENT 1352

Telegrams:  
HELVE TOURS, PICCY, LONDON.

Accredited agents of:

BRITISH RAILWAYS  
(Continental Section)

FRENCH RAILWAYS

SWISS FEDERAL RAILWAYS  
and

ALL LEADING AIR LINES  
B.E.A. SWISSAIR & C.

Tickets and reservations supplied at official  
fares. No booking fees involved.



## Four tablespoons makes a gallon of first rate soup!

Good beef stock makes a grand basis for soup; but when you haven't got it—and, in these days, that's all too often—you'll find Maggi's Beef Bouillon a great help. It is a scientifically prepared Meat Extract, packed in tins of 5 lbs. net (enough to make approx. 40 gallons of soup at four level tablespoons per gallon) and can be used with great satisfaction to yourself and your patrons as a base to your own soup recipes both thick and clear.

# MAGGI'S

FREE TESTING SAMPLE Recipes  
and a generous sample of Maggi's Beef  
Bouillon will be sent on request

## Beef Bouillon

THE NESTLÉ COMPANY, LTD., HAYES, MIDDLESEX

Telephone: Hayes 3811

CVS-27