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SWISS MERCANTILE SOCIETY.

At the monthly meeting held on 14th November, 1951, Mr. Hauser deputised for the Hon. Secretary, Mr. J. E. Schneider, who was unwell. Mr. W. Meier also informed us that our Secretary, Mr. J. J. Schneider, who had undergone an emergency operation for strangulated hernia, at the University Hospital, the previous week, was progressing well and was due to be evacuated to the Hearts of Oak Convalescent Home at Broadstairs. A round robbin of good wishes for his recovery was sent to him signed by the assembled company.

The president again had the sad duty of reporting the deaths of two of our members, Mr. d'Annaker, at the age of 78, and of Mr. Eduard Wepf, aged 77. The meeting stood in silence in memory of the departed.

Mr. M. Alther, Swiss Bank Corporation, and Mr. E. Schrepfer, of Davis, Turner & Co., both of whom were present, were accepted as members, while we had to accept the resignations of Messrs. Werner Imobersteg, Max E. A. Schuler, and George Pape owing to their return to Switzerland.

At the recent Swiss election to the National Council, our General Secretary, Mr. P. Schmid-Ruedin, had been re-elected with 32,000 votes : Also elected were Messrs. Widmer-Kunz, Paul Hauser and Traugott Büchi, all well-known in S.K.V. circles. Mr. Meier read his letter to our General Secretary, congratulating him on his re-election and wishing him a successful period of office.

Our attention was drawn to an article in the *Zentralblatt,* entitled " Unser Stolz, eine Schweizer- schule in London ", paying tribute to our Mr. A. C. Stähelin as one of the prime movers of this institution.

In reply to an enquiry the President said that instead of a banquet and ball the Society would hold a dinner and tea dance, the details of which would be communicated to members shortly.

Mr. Meier then welcomed our speaker for the eve- ning, Mr. Charles Rose, a past President and Fellow of the Incorporated Advertising Managers Association, who addressed us on " The Place of Advertising in Modern Business ". Starting from the definition of advertising as " to make known ", he stated that in the ruins of Pompeii one found evidence that the Romans already had resort to advertising, as they advertised the names of gladiators who would fight in the arena next week. He referred to inn signs, guild signs, town criers, fairs, as forms of advertising.

Coming to our own time, he mentioned the colossal sums spent on modern forms of advertising in the press, the wireless and the great exhibitions. He held that even the best goods would not sell well without advertising. It increased sales, lowered the cost per unit, created employment, made known and protected trademarks, brought greater rewards to inventors, furthered export trade, found new markets, helped to fight depressions. The essential qualifications for an advertising expert, were 10% technical knowledge, 10% flair for the job, and 80% common sense. Adver- tising had no fool-proof, scientific basis. The work of an advertising manager entered into every phase of a large business, from relations between factory and office workers and management, to those of the con- cerns and their public. It entered into questions of costs, wages, profit, taxes, packing, sales, in short it was at the very heart of every modern successful business.

Mr. Rose illustrated his remarks with many witty references to experiences of his own and to goods and articles known to all of us to show up the success, but also the errors and limitations of advertising. In half an hour of questions and answers, he showed himself as the undoubted master of his subject, and his lively humour and common sense helped to drive home his points and to make his talk not only very instructive but entertaining.   *E.H.S.*