

**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:** - (1951)

**Heft:** 1171

**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:** 21.02.2026

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

### 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 robin 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 evening, 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. Advertising 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 concerns 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.

### Xmas Greetings

Following former years' practice we propose to publish again in our December issue a collective greeting.

The scarcity of paper and the costs of Xmas cards, should induce many of our subscribers to make use of this facility to extend to their friends the compliments of the season.

Those of our readers and friends wishing to be included should forward name and address to our office not later than Saturday, 15th December, 1951, together with remittance for 6/-.

SHIPPING  
FORWARDING  
INSURANCE  
PACKING

**COMPTON'S**  
LIMITED  
12a & 13, WELL COURT,  
BOW LANE, LONDON, E.C.4

SEA  
LAND  
AIR  
RHINE

ALLIED HOUSE:  
SWISS SHIPPING Co. Ltd.,  
RITTERGASSE 20,  
BASLE.

SPECIAL SERVICES TO SWITZERLAND  
by TRAIN FERRY (the ALL RAIL Route)  
by RHINE CRAFT (the ALL WATER Route)

ALLIED HOUSE:  
JOHN IM OBERSTEG & Co. Ltd.,  
AESCHENGRABEN 24/28,  
BASLE.

Tel.: CITY 4053

Cables: COMNAVIR

CONTINENTAL FREIGHT AGENTS TO THE BRITISH RAILWAYS