

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: - (1956)

Heft: 1286

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: 15.12.2025

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

SWISS MERCANTILE SOCIETY.

At our monthly meeting held on 14th inst. Mr. W. Meier, our President, informed us of the death, at St. Gall, from creeping paralysis, of our Member, Mr. Max Gerig, who joined our society in 1912. Those present paid the usual silent tribute to his memory.

We were also advised of the death of Dr. Joseph Burri, for many years rector of the S.K.V. School in Zurich and an outstanding authority on commercial education. He had also served on the Central Committee of the S.K.V. for a number of years. A letter of condolence had been sent to the Central Committee.

A wedgwood vase and two ash trays to match, chosen by Mr. and Mrs. W. Meier as a typically English creation suitable as our present to Mr. Phillip Schmid-Ruedin on the occasion of his retirement from the position of Central Secretary of the S.K.V., were then exhibited and admired. Mr. Krucker, who is shortly going to Switzerland, will make the presentation on our behalf.

A telegram of felicitation would be sent to the City Swiss Club on the occasion of its centenary celebration at the Dorchester Hotel on 16th November.

Mr. G. D. Smith, B.Com., of the Data Processing Division of I.B.M. (International Business Machines) gave us an informal talk on Electronic Computers and their use for Commercial Purposes. With the help of drawings and notes on the blackboard and a film of sketches he illustrated and explained the highly technical working and capacity of the I.B.M. 650 Magnetic Drum Data Processing Machine, of which 400 are installed and in use, while another 1,000 are on order and in course of manufacture. Mr. Smith told us that the term electronic brain applied to these computers is a misnomer. It would be nearer the truth to call them slaves of man, who has to do the thinking for the machines. If man's logic is wrong the machine cannot work for him. It takes a man with a mathematical and analytical mind three weeks to absorb the principles upon which the computers work, but anything up to a year to master the application of the computers to the system and organisation of the large concerns for whose use they are made. They are capable of ultra rapid solutions of com-

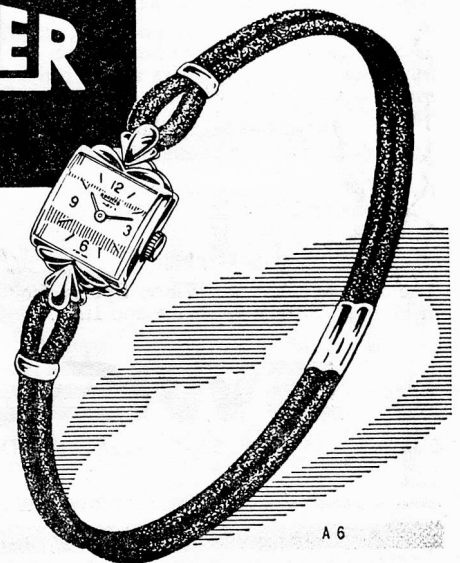
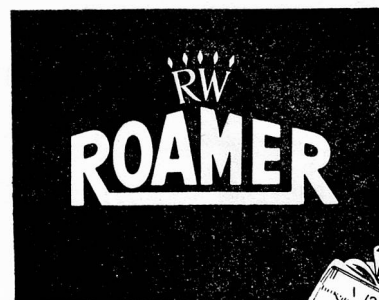
plicated mathematical and recording problems. It costs £50 per hour to run one of these machines, which are rented at anything up to £6,000 per month. The tendency towards ever larger undertakings has produced vast problems of manufacture, organisation and salesmanship. To solve these problems facts and figures are required, which would, in the ordinary way, take months to calculate. Electronic computers make such information available in a much shorter time. Hence these machines are meeting a very real, practical need and for this reason it is beyond doubt that the future will produce even greater wonders in this very recent field of human endeavour.

E.H.S.



One of the world's most desired watches

The ROAMER watch is one of Switzerland's precision products. In a factory established in 1888 over 1200 highly skilled craftsmen produce and assemble every part that goes into the ROAMER movement.



ROAMER WATCHES
(ENGLAND) LTD.
LONDON, E.C.1.

A 6

Treasured the world over

Panda
REGD
ribbons

Everyone adores them they're so so gay and colourful in a variety of designs :— stripes, spots, checks and tartans. Also self colours in satins, taffetas, failles and petershams. Ask for "Panda" and know you are buying the best.



Regd. Trade Mark

SELECTUS LIMITED
BIDDULPH · STOKE-ON-TRENT
Telephone: Biddulph 3316-7. Telegrams: Selectus,
Stoke-on-Trent. WHOLESALE & SHIPPING