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SWISS MERCANTILE SOCIETY.

Over forty members and friends, undaunted by transport difficulties, attended the monthly meeting at Swiss House on Wednesday, 14th May.

It was with deep regret that the President, Mr. O. Grob, announced the death of our veteran member, Mr. F. Kibiger. The deceased had joined the Society in 1902 and was one of its staunchest supporters. All present rose to pay a last silent tribute to a departed friend.

Four new members were admitted, viz. Messrs. F. H. Fischer, A. Groth, P. A. Kunzler and W. Plues, three of whom had been transferred from Swiss sections.

In a brief report on the delegates' meeting of the S.K.V. which he had attended in Berne the previous week-end, together with Messrs. J. J. Boos and L. W. Krucker, both Hon. Members of the Central Society, Mr. Grob gave particulars of the proceedings and the main events. He also brought greetings from the leading personalities of the association, most of whom had at one time or another been visitors to London.

The President also reported that Dr. McIntosh, Director of the City of London College, had paid a visit to our College on 6th May, prior to his departure for Switzerland, where he was making a special study of the Swiss system of commercial education in all its aspects. The necessary facilities had been made available through the good offices of the Central Secretariat of the S.K.V.

Following the official part of the meeting, we were treated to a delightful show of colour slides on Mexico by Consul E. Ribi of the Swiss Embassy.

To most of the audience, no doubt, Mexico was a remote and relatively little known country. In a short space of time we had an opportunity of seeing and learning a great deal about this picturesque country in which Consul Ribi had spent nearly eleven years. It has an area of about 760,000 square miles and a population of over 30 million, with a climate of great variety. Snow-covered mountains rise to over 18,000 feet and there are few rivers and lakes, but a rich vegetation abounds wherever water is available. Mexico also has a rapidly growing industry.

In a series of slides, made mostly from his own photographs, Consul Ribi then went on to depict the life, scenery, architecture and history of the country of which he had such an extensive knowledge. It was indeed a most fascinating study of contrasts between ultra-modern buildings in the capital, Mexico City, and ruins of the Maya and Aztec periods, interesting remains of old civilisations with an astonishing degree of culture.

For flamboyant colouring, whether it be ocean or mountain scenery, an erupting volcano, character studies of the native population, or gorgeously illuminated buildings of supreme architecture, this show yied with any we had seen at Swiss House.

To round off, we were treated to some festive scenes of the life of the Swiss colony there, which even sports its own club-house. The celebrations were typical of those wherever Swiss forgather in foreign lands.

The quality and the artistic value of the pictures were such that an enterprising publisher might well be tempted to produce a book which would make a fine study of Mexico and be of absorbing interest to all

who appreciate good photography and enjoy travel.

In conclusion, a cordial vote of thanks to Consul Ribi for an extremely fine show, moved by the President and seconded by Mr. A. C. Stahelin, was enthusiastically endorsed by all present.

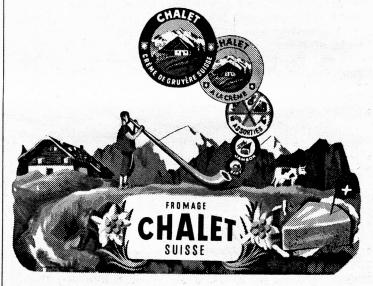
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draw the attention of merchants, forwarding agents and firms connected with Switzerland engaged in the import and export trades to the fact that the SCHWEIZ ALLGEMEINE VERSICHERUNGS-AKTIEN-GESELLSCHAFT, Zurich, have a British subsidiary company the Switzerland General Insurance Co. (London) Ltd., offering the facilities of a first class British insurance company backed by the Swiss company and a world-wide agency organisation. Insurances can be effected at very competitive rates with personal service and advice given where required. We have special facilities for arranging insurances with this company and welcome enquiries.



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