

The most recent of Swiss industries

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Which are the peculiar characteristics of Swiss art that have become increasingly noticeable in the course of the centuries? We find a healthy realism, a certain crudity, permitting of strong and daring expression, in which Latin clear-mindedness moderates and compensates northern outbursts of sentiment. A Swiss is not aggressive, he is kind and obliging. "Pestalozzi's gentleness and Tell's courage" as Edwin Arnet the poet of the Federal Festivals at the National Exhibition, so well expressed it, are also the qualities which most profoundly characterize Switzerland's art and give it its spiritual inspiration.

THE MOST RECENT OF SWISS INDUSTRIES.

("Swiss Industry and Trade," May, 1940.)

Who would have thought that Switzerland manufactured typewriters? And yet one can easily understand that the typewriter is a direct descendant of the old musical box which charmed the hours of our childhood! And is it not akin to the phonograph and the gramophone, and even to the watch and the clock? The story of the historical sequence of these industries is worth the telling.

On a high plateau in the Jura mountains, at an altitude of 3,300 ft., among pines and alpine pastures, is situated the town of St. Croix with a population of 6,000 inhabitants, formerly the home of the watch-making industry. There came a time of economic crisis, and the manufacturers of St. Croix directed their energy to the production of musical boxes, those amusing little caskets, ornately carved, which one finds even to-day in colonial homes overseas, where before the age of records and wireless, they kept children amused and made weary hours fly away. But the days of musical boxes came also to a close with the advent of those ancient and large-horned phonographs. With courage and perseverance, the manufacturers of St. Croix set about producing phonographs, and — later — gramophones. Then, following the path of progress, they made wireless sets and typewriters. If they have succeeded in their progressive enterprises, it is because their products are sealed with the mark of quality. *Quality First!* is their slogan.

The typewriter is the most recent product of Swiss industry, but not the last. In a few years, Messrs. Paillard, have created, both in St. Croix and in the pretty little neighbouring town of Yverdon, factories which alone place Switzerland third in the ranks of typewriter exporters. Our typewriters bear the name of Hermes, god of trade. Constructed with the greatest care of detail, continually improved, technically perfect, the Hermes typewriter in its various models, is the most modern and the most perfect machine on the market. Take for example the "Baby" model, cheap and light, but as strong as the big office model. This "Baby" has been round the world; its escapement is a miracle of mechanical precision, simpler, smaller and lighter than any other. As soon as it was put on the market, this model proved a success. Even in Finland the Baby-Hermes was quickly adopted and in one of the recent numbers of the "Hermes Magazine" is produced a photograph of the explorer Leif Geiges showing his own "Baby" model to school-children in Lapland in the Far North. The Hermes typewriter has been appreciated throughout the continents of America and Africa: and even farther afield — for the giant Clipper seaplanes on the

China-California line carry a Baby-Hermes for the convenience of their passengers: and so do the Atlantic Clippers, linking the New and the Old Worlds. Among the passengers of the first Atlantic Clipper flight from New-York to Lisbon, was the well-known American reporter, Miss Inez Robd, who wrote her impressions of that historic event on a Baby-Hermes. And last summer, the daily paper "Depêche de Saigon" (Indo-China) reported the theft of a Baby-Hermes from a respectable citizen of the town.

The fact that one factory alone should have placed Switzerland third in the rank of exporters of these machines must awaken interest for the initiative of the organisers of this concern who have maintained the tradition of Swiss industry: *Quality*.

SWISS RELIEF CENTRE.

The committee takes pleasure in informing the Colony that the Swiss Relief Centre is now completely equipped, and has already been in a position to give shelter to a number of our compatriots.

So that members of the Colony may have an opportunity of seeing for themselves the facilities which are offered, the committee has decided that the Centre at Swiss House, 34, Fitzroy Square, W.1, should be open for inspection on Thursday, 8th August, between 5 and 6.30 p.m., and Saturday, 10th August, between 4 and 6 p.m. Members of the House Committee together with the ladies who took so much pain in making the home as comfortable as possible will gladly show any of our compatriots over Swiss House on those days.

The Committee.

* * *

Mr. W. Thurnheer,
Ministre de Suisse,
18, Montagu Place, London, W.1.

Monsieur le Ministre,

On behalf of the Committee of the *Swiss Relief Centre*, I beg to thank you for your very kind letter of the 18th of July.

We are glad to know that Madame Thurnheer and yourself have been favourably impressed by the arrangements of the *Relief Centre*. The members of the House Committee, and the ladies who have helped them, feel well rewarded for their work by your generous appreciation.

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