

# Swiss Mercantile Society

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saying that "familiarity breeds contempt," this can hardly apply to Mr. v. Bergen who can always count on a responsive audience, thanks to his sympathetic voice and pleasant appearance.

He was followed by Mr. Roland Andrea whose age was given as sixteen, which is, I am told by his father, who should know, incorrect, this artiste is only fifteen.

Mr. Andrea, who has chosen the career of a musician, gave an excellent rendering on the piano-forte of Chopin's Nocturne in E minor and Liszt's Consolation No. 6. This artiste has two great assets — youth and talent — and although the road to fame is long and thorny, I am sure he will make a name for himself. I understand that he has appeared on several occasions on B.B.C. programmes both as a pianist and in dramatic performances, having played with the B.B.C. Repertory Company, he shows great promise and versatility. As an *encore* Mr. Andrea played the Golliwog Cakewalk, by Debussy, like a finished technician. It is only fair to mention that a certain harshness which was noticeable in Liszt's Consolation was due to a faulty pedal. May the hearty applause, which his fine playing evoked be a happy omen for greater things to come.

Classic music is not to everybody's taste, and in order to cater for those who enjoy, what is called "Unterhaltungs Musik," the Committee had asked Mr. Marti to play a few tunes on the accordion. He too has performed previously at several of the Swiss functions.

Mr. Marti is, in the sphere of accordion music, a capable artiste, and his lively rendering of old and new melodies was very enjoyable; as his age was not mentioned I must surmise, that he is not to be classed as a child prodigy, and thus will not have to ask his parents whether he is allowed to "play in public," and I hope therefore that we shall have the pleasure of having him again on some future occasions; he can always count on a good reception.

And now we are going back to the youngsters again, the announcement that Rosemary Pfaendler and her brother Raymond would appear on the platform was greeted with warm applause, they too are no strangers to the Colony, I vividly remember Rosemary's playing some four or five years ago the solo cello part in the Adagio from the Concerto in D for orchestra by Haydn, the occasion being the Annual Concert of the Swiss Orchestral Society at Conway Hall. She was then only eight years old, and it is interesting to recall the fact, that she had performed in public since the age of four, and I can do no better than repeat what I wrote on that occasion in this paper:

"On that programme was mentioned Rosemary Pfaendler, and I am rather in a quandary as to whether I should call her according to musical etiquette, Mlle., Miss or Madame, because neither really meets the case, and I therefore take the risk of calling her simply "Rosemary," hoping that she will forgive my transgression, and in return I am willing to allow her to call me "uncle." —

Well I am glad to say, that both Rosemary and her cello have grown since then, (she used at that time a half-size cello) and I will call her now Mlle., but I sincerely hope that she will not retaliate by calling

me "Grandpa" but will consent to let me still be her "uncle" as hitherto.

Mlle. Pfaendler, whose teacher is Mlle. Valezina Frohawk, a pupil of the famous cellist Mme. Suggia, introduced herself to the audience by playing an Aria by Bach, followed by Bourée by Händel and Le Cygne by Saint Saens.

The choice of her programme proves what a capable artiste she is, and she promises to do great credit both to her art and to her country.

That Mlle Pfaendler has a fund of poetic imagination was obvious from her playing of such things as the Cygne by Saint Saens and Bourée by Haendel. The poetry does not all come out yet, owing to a certain youthful reticence, that can in itself amount to a quality in some types of music, but the hearer is aware of its presence, and its possibilities of development.

What is especially attractive in Mlle. Pfaendler's playing is a kind of neat fanciful touch that asserts itself in pieces which are all the better for some emotional detachment, such as Schubert's Ave Maria (played as an *encore*) and the Aria by Bach. It had tenderness but not a trace of sentimentality, and greater artistes than Mlle. Pfaendler, who have been known to toy prettily with these pieces might have learnt something from her reading of them.

Her brother Raymond proved to be a capable accompanist.

Mr. Andrea, Mlle. Pfaendler and her brother were introduced to and thanked for their creditable performances by the Swiss Minister and Madame Thurnheer.

And so the City Swiss Club has passed another milestone of its honourable history, and I sincerely wish that all those who attended this very successful gathering will again be present when the Club is going to celebrate its centenary.

This very enjoyable tea and birthday party terminated by the playing of the Swiss National Anthem.

ST.

### SWISS MERCANTILE SOCIETY.

On Saturday, October 10th, the Society had the great honour and privilege of entertaining as guest and lecturer, Major the Hon. L. H. Cripps, C.B.E., well-known industrialist, shipowner and social reformer. The function took the place of the Annual Banquet, usually held at this time of the year, and coincided with the 54th anniversary of the S.M.S. London Section. It was a happy thought to combine this function with an austerity luncheon at Brown's Hotel, Dover Street, prior to the lecture at Swiss House. This enabled the Council and the Committee as well as a number of representatives of the Swiss Colony in London to make the acquaintance of the lecturer and some of his friends and collaborators. Unfortunately the number had to be strictly limited for this luncheon owing to war time restrictions, as otherwise a general invitation would naturally have been extended to all members who might have wished to attend.

Mr. J. J. Boos, President, addressed the members and guests present in the following terms:—

"This is quite an informal gathering and I do not intend to start an oratory of speeches. However, as it is just about 54 years to the day since the London Section of the S.M.S. was formed, and the time of the year when in peace-time the S.M.S. usually entertains its friends, members, etc., to the Annual Banquet and Ball, a festival that under present circumstances we cannot hold, when we tell them about our activities, successes and other matters, I thought it opportune to "kill two birds with one stone," as the saying goes, and that is to entertain our eminent lecturer and his friends, and at the same time meet the friends of the S.M.S., its Trustees, Council and Committee members.

I am sure Major Cripps and his friends will not mind if I deal with our Swiss friends first. I thank all of you for having accepted our invitation. We have with us:

- Mr. W. Preiswerk — Chief of the Special Division, Swiss Legation,  
 Mr. A. Girardet — Commercial Attaché, Swiss Legation,  
 Mr. Louis Chapuis — President City Swiss Club,  
 Mr. A. F. Suter — President Nouvelle Société Helvétique.  
 Mr. J. Eusebio — President Unione Ticinese,  
 Mr. Gottfried Keller — President of the Foreign Press Association,  
 Mr. G. E. De Brunner and Mr. E. Steiner — our Hon. Trustees,  
 Mr. P. F. Boehringer and Mr. A. Stauffer — (Past Presidents and Hon. Members of the S.M.S.),  
 The members of the Council and the members of the Committee.

I am sorry that Colonel Anton Bon, President of the Swiss Benevolent Society, is unable to be with us owing to illness.

By your presence, my Swiss friends, you have enabled me to introduce to our lecturer the Swiss Colony at its most representative; every part of our country, race and language is represented and equally almost every trade. Thank you, friends of the S.M.S. for the interest you have always shown in the welfare of the S.M.S., I pray continue to give us your support, now and in the future. I cannot submit great scholastic successes of our day school, but I can say that the S.M.S. is carrying on its ideals and work, and hopes, one day to be again the most active Society in the Colony, particularly where our young compatriots are concerned.

To you, Major Cripps, on behalf of the S.M.S. and all members of the Swiss Colony present, I extend a very hearty welcome in our midst. Your name and achievements are well known to most of us, and we look forward with great interest to the talk you are going to give us this afternoon. We are indeed grateful that you have spared the time to be with us to-day.

I also welcome a number of friends and collaborators of Major Cripps, viz.

- Lt. Morrell and Miss Brown, of The British Chamber of Commerce for the Dutch East Indies,  
 Mr. C. H. Herbert — Managing Director of Central News,

Mr. John Ellis — Principal of Barclays Bank.

Mr. G. Collet — Vice-Pres. Belgian Chamber of Commerce.

We have also with us a few friends of Mr. Berenger, through whose introduction we have been able to arrange to-day's lecture.

We Swiss are natives of a neutral country, a democratic country. We thank God that He has spared our country the horrors of war now as in 1914/1918. Our one wish and desire is to be allowed to work and to live, a right that belongs to an independent nation such as ours, a fact which we know is appreciated by the great democracies of the West. On the other hand, our country is doing all in its power in the work of charity for prisoners, war refugees and suffering children. Our diplomats do an equally important task by representing opposition parties' interests all over the globe, not easy in such a turmoil as to-day.

The aim of the London Swiss Societies has always been to further the greatest friendship with Great Britain and its people and if this little gathering and your lecture, Major Cripps, which you are going to give us later on, can bring our two countries still nearer together, we shall have achieved our object.

I hope all of you will have enjoyed our humble hospitality and will spend with us an interesting and useful afternoon."

Mr. Louis Chapuis, President of the City Swiss Club, and incidentally one of the oldest members of the S.M.S., which he joined in 1898, responded on behalf of the sister Societies, congratulating the S.M.S. on having been able to get such an eminent lecturer as Major Cripps to address its members.

Lt. Morrell, R.N., Secretary to the British Chamber of Commerce for the Dutch East Indies, expressed thanks on behalf of the British guests. He said how delighted he was as an Englishman to hear his language spoken so excellently at a Swiss gathering and could not recollect any similar English function in a foreign country where the language of that country was adopted for the proceedings. He then referred to his many happy associations with our country, both in commerce and sports. He particularly stressed the fact, unknown to many of his compatriots he said, that in the import and export trade of the Dutch East Indies, Switzerland was one of the leading countries. As a keen sportsman with a flair for rowing and skiing, he paid tribute to the feats of Swiss rowing, pointing to the great success at Henley some years ago of the Zurich Rowing Club, who having been taught by British coaches, emulated the performances of their instructors.

Lt. Morrell's words were greeted with a hearty ovation from an enthusiastic audience.

This concluded the first part of the function and the party then adjourned to Swiss House, where over 100 members and friends were assembled, eager to hear Major Cripps' address.

The President, in opening the meeting said:—  
 "It gives me great pleasure to bid all of you hearty welcome to this afternoon's gathering. Unfortunately we had to restrict to-days lunch to our guests, the Trustees, members of the Council and Committee, but



I hope that before long we shall revert to our old custom and entertain all our friends and members in the usual S.M.S. manner.

I have already had an opportunity to say to you, Major Cripps, and your friends, a few words about Switzerland and the Swiss Colony in general, but I feel sure you would also like me to say a few things about the S.M.S. under whose auspices this afternoon's meeting is arranged.

The S.M.S. in London is the largest foreign section of an organisation in Switzerland having just on 50,000 members, from the age of 16 upwards, engaged in commercial pursuits; you might call it the black-coated trade union. But it is more than this, a fact that has been proved at home as well as in the London Colony, it is the cradle, the preparatory school for future business heads and leading men in commerce and trade.

In peacetime we had in this house a language school. Some 9,000 young Swiss passed through our College from 1922-1939. They did not only learn the English language but were also made familiar and acquainted with English life and manners, so important when it is intended to bring nations nearer together.

When this struggle is over, we do hope to be able to carry on our good work again, but better still, we hope that opportunity will be given to our young people to come here to learn British business methods and trade and then return, as of old, as trade ambassadors to our country. This surely would help to build up a flow of trade between the two of the most freedom loving peoples.

I could tell you a lot more about the S.M.S., but I would ask you to accept one of our 1938 Jubilee booklets; it will tell you of our early struggles and later successes.

We are most grateful to you, Major Cripps, for having spared your time to be with us this afternoon, also grateful to you for the great amount of work you have already done in the sphere of international friendship, understanding and co-operation as well as social welfare.

With your permission, Sir, Ladies and Gentlemen, we will deal with the short agenda of the business part and then proceed with the lecture by our honoured guest."

Four new members were admitted and the President thereupon made a fervent appeal on behalf of the "Don National Suisse," a collection destined for the dependants of Swiss soldiers, reading out a letter from Colonel Feldmann, addressed to the Swiss abroad. The Society voted an amount of £10, and together with the collection at the meeting and individual contributions received, a total of £43.— was reached, which will be handed to the Swiss Legation towards this worthy cause.

Major Cripps then addressed the Meeting on  
DEMOCRATIC JUSTICE.

He said he was a little surprised, but very gratified, when he, as an Englishman, was asked to speak on the question of democracy to a meeting of Swiss people. He thought it would have been more appropriate to hear what the Swiss had to say about their

democracy, which was perhaps the best example of service and self-sacrifice that has yet been developed in the world.

Major Cripps then went on to define the ideals of democracy, viz. happiness and contentment for everybody, with a constantly improving standard of life for all members of the community. The difficulty, he said, was in the attainment of those ideals in a constantly changing world. This could only be done by regarding the laws of nature which had been discovered by trial and error over thousands of years. Chief among these were the law of supply and demand and the survival of the fittest. Those who lost sight of these elementary principles would sooner or later come to grief.

On the subject of supply and demand, the lecturer said it was nature's method of regulating manufacture and production to the requirements of the world's population. There had to be competition to eliminate waste and to force economic production, thus improving the conditions under which we were living. "Private enterprise and individualism form the golden road to success. Private enterprise represents payment by results so that each man is rewarded in accordance with his value to the consumer. The survival of the fittest means that those who provide most for their neighbours get the most in return, and hence thrive." The lesson from the foregoing was that whenever mankind had transgressed the Laws of Nature, the consequence had always been the same. The particular civilisation affected had died down; nature had killed off the population which the world could no longer maintain, by starvation and disease after the destruction of wars. With the destruction in each period of private enterprise and by its replacement by some form of totalitarianism, competition had been wiped out. Our present standard of life was entirely due to competition. Its failure had not been in free competition, but by the introduction of protection, subsidies, etc., given to industry, which had the effect of temporarily stimulating the particular industry, but were really harmful in the long run. They were in effect provided out of funds supplied by the Consumer, whose spending power was correspondingly reduced.

Our hope of retaining freedom, went on Major Cripps, lay not in totalitarianism under any name, but in maintaining free competition under the Profit or Loss incentive.

"The ideal which democracy represents is that the world was made for human beings, and that each man or woman should be free to do what he or she chooses. Democratic Justice is based on the Ten Commandments which define what you may or may not do if you want the community to flourish and succeed. It means the proper treatment of your neighbours and if disregarded will result in the eventual breakdown of the community concerned."

A community to succeed, the lecturer said, had to protect every individual, as no man wished to be a slave. He had been given the power by nature to form his own life and the power to create, and no civilisation in the long run would give up freedom.

"There is a lull at present in Russia, Italy and Germany, but Russia is working straight back to freedom and individualism, by the institution of payment by results."

The tenets of Democratic Justice were therefore freedom based on individualism and private enterprise and there should evolve therefrom a more equitable livelihood for all those who were prepared to join in a common effort to improve that standard as far as possible through competition and the elimination of waste.

In conclusion, the lecturer quoted the Creed of Democratic Justice, which summarised the fundamental principles underlying his address.

1. I believe in the supreme worth of the individual and in his right to life, liberty and the pursuit of happiness.

2. I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.

3. I believe that the law was made for man and not man for the law; that government is the servant of the people, and not their master.

4. I believe in the dignity of labour, whether with head or hand; that the world owes no man a living but that it owes every man an opportunity to make a living.

5. I believe that thrift is essential to well-ordered living, and that economy is a prime requisite of a sound financial structure, whether in government, business or personal affairs.

6. I believe that truth and justice are fundamental to an enduring social order.

7. I believe in the sacredness of a promise, that a man's word should be as good as his bond; that character — not wealth or power or position — is of supreme worth.

8. I believe that the rendering of useful service is the common duty of mankind and that only in the purifying fire of sacrifice is the dross of selfishness consumed and the greatness of the human soul set free.

8. I believe in an all-wise and all-loving God, named by whatever name, and that the individual's highest fulfilment, greatest happiness and widest usefulness are to be found in living in harmony with His will.

10. I believe that love is the greatest thing in the world; that it alone can overcome hate; that right can and will triumph over might.

“Others, I doubt not, if not we,  
The issue of our toil shall see;  
Young children gather as their own  
The harvest that the dead have sown —  
The dead forgotten and unknown.”

Mr. A. F. Suter congratulated the lecturer on his excellent address and compared many of his statements with conditions obtaining in Switzerland, drawing comparisons and pointing out differences.

The lecturer having answered a number of questions from among the audience, Mr. A. C. Stahelin, Hon. Member and former President of the S.M.S., proposed a hearty vote of thanks and paid an eloquent tribute to Major Cripps for his most interesting and instructive address. Mr. Berenger, who had been instrumental in introducing the lecturer to the S.M.S., supported the motion and also stressed the appeal for the “Don National Suisse.” This was supported by prolonged acclamation from the audience and thus came to a close one of the most successful meetings of the Society.

W.B.

## OUR NEXT ISSUE.

We hope to go to press with our next issue on November 27th and wish to thank the following subscribers who have kindly made welcome additions to the subscription rates: P. Bucher, E. Luterbacher, A. R. Tissot, J. J. Boos, P. Lambert, W. Wyss, A. Brauen, W. Beckmann, E. W. Fehrlin, E. Flury, R. Weber, O. Gambazzi, H. Epprecht, E. Gamble, G. Pape, Mrs. R. Homberger, A. Schönenberger.

## PERSONAL.

The many friends of Mrs. John C. Nussle, of Swiss House, Elmer Beach, Bognor Regis, will be pleased to hear that his wife has presented him with a son and heir, Anthony John Conrad, on October 22nd.

## LETTER BOX.

**Mlle M. M. — Horton.** — We thank you for your letter and have sent the two copies per Air Mail to the two addresses in Switzerland.

**M. de S.** — Sorry for the oversight. Your subscription expires with the issue No. 1015.

**Miss H. R. — Market Harborough.** — Regret to hear that some of our copies have not reached you owing to the vagaries of your landlady; in these hard times she perhaps thought she could make better use of the paper in other directions.

**E. B. — Nairobi.** — We wish we could find a few more keen readers like you who continue to show their appreciation in such a tangible way. We have added the new name to our mailing list.

## MISCELLANEOUS ADVERTISEMENTS

ANGLO-SWISS household requires Cook General; 3 in family; own bed and bath room; full day help given; 30 minutes from Baker Street; £2 per week. Write: Mrs. de Vigier, “Halliwell,” The Drive, Northwood, Middx., or 'phone Northwood 1257.

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## FORTHCOMING EVENTS.

Saturday, 7th November, at 1 p.m. — City Swiss Club — Monthly Meeting, at Brown's Hotel, Dover Street, W.1. (See Advert.)

Saturday, 14th November, at 2.30 p.m. — Swiss Mercantile Society Ltd. — Monthly Meeting, at Swiss House, 35, Fitzroy Square, W.1, followed by Social Afternoon. Philatelic Section meeting.

Saturday, 21st November, at 2.15 p.m. — Nouvelle Société Helvétique — Monthly Meeting, at Swiss House, 35, Fitzroy Square, W.1, followed by Mr. G. Keller's “Comment on Current Events.”

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