

Ins and outs of British commerce

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" I was looking forward to hearing this appeal made by a man who, in my opinion is the very embodiment of charity and whose devotion to our poor knows no limit. I am referring to Mr. Ritter who is now the permanent Secretary of the Swiss Benevolent Society. Our task was getting really too heavy and now that we can see the difference this appointment has made we have reason to be highly pleased with the step taken. The contact with our poor is much closer and our overworked Treasurer and other members of the Executive Committee have at last been relieved of part of their duties.

Unfortunately Mr. Ritter is shy and too modest, and he got so worried over his coming appearance among you that he began to look ill and at the last minute he implored me to take over this frightful ordeal. It is a pity and I share your disappointment.

In parting he said to me, " I do not think that the City Swiss Club dinner will see me any more; now that I can devote my whole day to the poor, I shall stay with the poor." There I think he is wrong. It is the aim of all of us entrusted with the affairs of the Swiss Benevolent Society to " stay with the poor," to get to know them better so as to be able to help them better and give that real encouragement that can only be given by an intimate knowledge of their individual circumstances. This is doubtless our first duty, but we have another duty almost as important: it is to keep in touch with you all, members of the Swiss Colony, to tell you what we are doing and to remind you of the distress and poverty striking some of our countrymen.

That is what your Committee understood when 62 years ago they allowed us to speak for our poor at your Annual gathering. This tradition has been religiously observed ever since, and our thanks go to your Society for all that it has meant to us in the past.

More than ever in these appalling times do we need the whole-hearted support of you all. This year we shall have spent some £4,000 which speaks for itself. What would have happened to some of our people without this assistance and what of our 50 old pensioners. Illness and old age are cruel things for those who have nothing behind them.

The other day, for instance, among the crowd at Swiss House, appears a well-groomed, upright old man, 72 year of age, who, before my time, was a well-known member of our Colony in moderately comfortable circumstances. He comes in quietly and after a few words we find that he had to give up his job some years ago, without pension. Since then, he lost his wife, then his only son. His few real friends are gone and although always very careful, so has his last shilling. Although still healthy, he is now a little feeble in the legs and often hoping against hope for years he now realizes that he will not work again. He holds himself erect but meeting probably with more sympathy than has been his lot for years, his eyes moisten. He waited to the last before coming to us, it hurt his pride so, but now he feels as if a murderous weight had been taken off his shoulders; he shall receive each week a postal order which will pay his small rent and modest food bill.

Before parting we tell him how we admire him for his pluck in holding out so long; a faint smile lights up his face, we shake hands and he goes his way thinking probably that it is rather nice to be Swiss and that the motto " One for all and all for one " he learnt in the small village school-room, are not empty words after all.

He is one of many, and it is for them that I ask you, when the little bags are passed round, to be as generous as you can and thus truly honour the tradition established by good-hearted Swiss like you, 62 years ago."

La collecte faite a produit le beau résultat de £117 10s. 0d.

Avant de terminer la partie officielle, beaucoup plus brève cette année qu'autrefois, le Secrétaire du City Swiss Club donne lecture de télégrammes reçus de Monsieur M. Golay, de Bâle, qui une année auparavant présidait à cette fête annuelle aux côtés de notre Ministre; — du Swiss Club Manchester; — de Monsieur Gysi, délégué à représenter la Swiss Gymnastic Society et empêché au dernier moment d'être présent; ainsi que d'un message de l'Assemblée à Monsieur Schupbach, sous la signature de Monsieur Paracini, pour lui dire combien son absence était regrettée et pour lui souhaiter un prompt et complet rétablissement.

Dix heures venaient à peine de sonner et peu après l'orchestre Colombo, renouvelé et renforcé par de nouveaux musiciens et jouant mieux que jamais, lançait danseurs et danseuses dans les tourbillons d'un premier fox-trot. Sans nous attarder longuement sur le bal qui formait la seconde partie de cette soirée, disons cependant que l'expédition rapide de la première avait contribué

pour une bonne part au contentement général, si bien que le bal, comme le banquet, eut le succès le plus complet.

Et maintenant une note toute personnelle pour terminer ce rapport. S'il vous a paru incomplet, s'il vous a ennuyé, ou si vous y trouvez tant d'autres défauts — auxquels l'aimable éditeur et le sympathique imprimeur du " Swiss Observer " ajouteront celui de ne l'avoir reçu que jeudi matin — souffrez avec votre humble serviteur d'un état de choses qui font de lui hier l'organisateur des menus détails, autrement dit du succès ou de l'insuccès du banquet, aujourd'hui le rapporteur fatigué ...

Outre les personnes mentionnées déjà ci-haut, étaient présents à cette soirée :

Dr. M. Ammann, M. J. Ajello, M. F. Avery-Jones, M. T. Bachmann et Melle. Bachmann, M. & Mme. W. Bachmann, M. & Melle. Barbezat, M. A. C. Baume, M. & Mme. Bernheim, M., Mme. & Melle. F. Beyli, M. Bindschedler & amis, M. & Mme. H. Binggueli & amis, M. & Mme. P. F. Boehringer, M. O. Boehringer, M. & Mme. C. O. Brullhard, Mme. Buchli, M. & Mme. Carlo Chapuis, M. & Mme. Louis Chapuis, M. & Mme. Charton, Melle. Coats-Williams, M. Cokes, M. & Mme. A. Corbat, M. & Mme. R. de Cintra, M. & Mme. R. de Watteville, Dr. P. de Wolf, M. M. Defrenne, M. E. Devegney, M. Donat, Dr. & Mme. K. Eckenstein, Dr. Egli, M. & Mme. C. Engesser, M. & Mme. Eprecht, Melle. Evans, M. Finkh, M. & Mme. Fischer, M. & Mme. F. M. Gamper, M. & Mme. E. Gassmann, M. & Melle. W. E. Gattiker, M. & Mme. M. Gerig, M. Godfrey jr., M. & Mme. Grau, M. & Mme. B. Grey, M. J. Guggenheim, M. A. Hilfiker, Mme. B. Hirling, M. Hoesli, M. & Mme. Hoffmann, Melle. B. Hein, M. & Mme. Hunt, Mme. Henderson, M. G. Jenne, M. & Mme. L. Jobin, Dr. E. Kessler, M. & Mme. H. Kling, M. Koenig, M., Mme. & Melle. Koch, M. G. Laemlé, M. & Mme. A. Lampert, Dr. P. Lansel, Dr. & Melle. B. Lawrence, M., Mme. & Melle. Lorisognol, M. & Mme. R. Marchand, M. & Mme. F. A. Martin, Mme. Marson, M. F. Matthey, M. Meier, M. J. Michel, M. & Mme. Miller, Melle. Olgar Muller, Melle. J. Neff, Mme. Neukomm, M. M. Northote, M. & Mme. A. Nussbaumer, Mme. Oboussier, M. & Mme. J. Oertli, M. & Mme. Pestalozzi, Dr. & Mme. Pettavel, M., Mme. & Melle. Pfirter, M. D. Phillips, Mme. & Melle. Phillips, Melle. A. Pritchett, Dr. H. Rast, M. J. S. Rider, M. E. Ritzmann, Dr. Rollier, M., Mme. & Melle. Roost, M. & Mme. J. Roselli, M. & Mme. A. Rueff, Mme. Ruffier, M. & Mme. R. Ryf, M. & Mme. Th. Schaeerer, M. R. Schellenberg, M. & Mme. L. Schobinger, M. H. Senn, M. & Mme. B. Sigerist, M. A. Smith, M. & Mme. Speiss, M. & Mme. Strieger, M. & Mme. E. Sturzenegger, M. H. Steinmann, M. Tillee, M. & Mme. Ulmann, Melle. Vonzun, M. & Melle. Walser, M. E. Werner, M. & Mme. J. Wetter, M. & Mme. A. Wild, M. & Mme. Wildi, M., Mme. & Melle. Willi, M. G. Wuthrich, M. F. Zogg, M. J. Zimmermann, M. & Mme. C. Zust.

J.Z.

DER STAMMTISCH.

Chalt blost es her vom Weste
Der Wind strycht über Schnee;
Sogar de wetterfeste
Der erst " Cold snap " tuet weh.
Da denkt me unwillkürlich
A Stammtisch i der Schwyz.
Wo jedes Glied gebühlich
Gha het e warme Sitz.
I gseh se no die Manne,
Teil töricht, ander weis,
All fröhlich um d'Wychanne
Im brüderliche Kreis.
O Stammtisch i der Nische!
Die Zyte si vorby,
Verzütteret wie Lische,
Die, wo dra gessse si.
Mög'jede ha en Eeke,
Drin er sich fuht bequem,
Dene, die's Grab tuet deeke,
Es solenns Requiem!

Mutz.

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(188pp Demy 8vo cloth bound. Price 5/- net. On sale at Swiss House, 34/35, Fitzroy Square, W. 1, or Swiss Observer, 23, Leonard Street, E.C.2.)

British Commerce has been built up on Romance and at last Mr. Burraston has brought a touch of that Romance into his new Text-book on Commerce. So many Authors have given us the reasons and regulations of commercial transactions. Apparently the Student of Commerce has been envisaged as one who is confronted by a certificate examination or a sub-ordinate position in an office. Mr. Burraston bravely sweeps this conception aside and writes for the eager business initiate who is about to enter the Commercial World, not to win Certificates of Proficiency but to win the Profits of a successful Career.

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The book plunges at once into the Stock Exchange. There is no old-fashioned preamble on groups of occupations or a philosophic discussion on the ultimate significance of wealth. Neither will you find arithmetical problems on Turnover and Percentages of Profit and Loss, but instead you will find Chapters on things that matter — practical Importing and Exporting, Bills of Exchange, Cheques, the Produce Exchanges, The Home Trade and up-to-date information on Banking and Currency.

The questions at the end of the Chapters are not set as a puzzle to the Student but they are about real things, e.g., " What steps would you take to get a case of Swiss watches through the Customs for immediate sale in England? " " State the steps in the Commercial Distribution of Coal? " The diagrams and schedules are clear and not over-crowded. It is always difficult in a book on Commerce to refrain entirely from mentioning names. An entertaining account is given of the colossal commercial activities of one of the well-known Chocolate firms.

Commerce is action! You can search out the necessary restrictions on that action in " Ins and Outs of British Commerce," but the great charm of Mr. Burraston's book is its insistence on action first. You are invited to act; you are stimulated to act; you see that Commerce offers a life of Romance. For those who cannot feel that Call to Action, there still remains the office high stool.

The book is a pleasure to read. At the present moment " Ins and Outs " comes as a special inducement to the Student to see the dignity and grandeur of Commerce through the haze of befogging Examination Certificate Regulations. The Style is right, the Print and Type are most helpful, and Mr. Burraston has done a great service to Commercial Schools in presenting his subject in such an attractive manner.

A. T. King, M.Sc.(Econ.).

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