

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: - (1928)

Heft: 362

Rubrik: Notes and gleanings

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

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. [Voir Informations légales.](#)

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. [See Legal notice.](#)

Download PDF: 18.03.2025

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

The Swiss Observer

Telephone: CLERKENWELL 9595

Published every Friday at 23, LEONARD STREET, LONDON, E.C.2.

Telegrams: FREPRINCO. LONDON

VOL. 8—No. 362

LONDON, SEPTEMBER 29, 1928.

PRICE 3d.

PREPAID SUBSCRIPTION RATES

UNITED KINGDOM AND COLONIES	3 Months (13 issues, post free) -	3/6
	6 Months (26 issues, post free) -	6/6
SWITZERLAND	3 Months (13 issues, post free) -	Fr. 7.50
	6 Months (26 issues, post free) -	14.-

(Swiss subscriptions may be paid into Postcheck-Konten Basle V 5718).

HOME NEWS

A pneumatic tube service, connecting the general post office in the centre of the town with some of the district offices, has been installed at Basle: its length is about 1½ km. and it is said to be one of the longest in Europe.

The efforts of the intercantonal conciliation Office having proved abortive, a strike has broken out in the watch-case making trade. At present only LeLocle and La Chaux-de-Fonds with 865 workmen are affected, but the trouble is expected to spread to other districts in the canton of Berne and Solothurn.

At a meeting of the Communist Party in Basle, called for the purpose of protesting against Fascist activities, a resolution was passed demanding the resignation of Federal Councillor Motta.

The church of Morcote at Lugano has been struck by lightning; all the sacerdotal vessels and the rich tapestry has been destroyed.

The Basle criminal courts have sentenced the 62 year-old motorist who, two months ago, knocked down and killed a well-known local university professor, to four months' imprisonment for negligent driving.

Col. O. Senn-Gruber, principal of a silk factory bearing his name, died in Basle at the age of 59; he took a keen interest in the social activities of his native town.

Georges Marcuard-von Gonzenbach, a local banker who played a leading rôle in both the commercial and musical life of his town, died in Basle at the age of 84.

Through colliding with another car on the road near Oensingen (Solothurn) Hans Romann, a master plumber of Solothurn, lost his life; his car turned a double somersault and pinned him underneath.

EXTRACTS FROM SWISS PAPERS.

Das Spionagenezt in Lugano.—Als ungeheuerlich bezeichnet es der "Corriere del Ticino," dass das Schicksal der Ueberwachten von Individuen wie den bisher bekannt gewordenen Spitzeln abhing. Auch ihre Auftraggeber waren sich klar über deren moralischen Wert: wie aus den weiteren Enthüllungen der "Libera Stampa" hervorgeht, waren die verschiedenen Spitzelgruppen angewiesen, sich gegenseitig zu überwachen. So erklärt sich beispielsweise auch der höchst merkwürdige Umstand, dass, obwohl nur die Luganeser Polizei und der Denunziant von der Verhaftung des Vezzari wussten, dessen Frau, offenbar durch andere unbekannte Spitzel, umgehend Nachricht von dem ihrem Mann widerfahrenen Missgeschick erhielt und ihm, der als angeblicher Kokainhändler Marzorati im Gefängnis sass, unter seinem wahren Namen in dasselbe einen Trostbrief sandte. Der Vernizzi hatte sogar auch Auftrag, richtige italienische Polizeibeamte zu kontrollieren, so musste er feststellen, ob ein solcher namens Vincenzo Orselli sich auch tatsächlich mit einem italienischen Flüchtling, früherem Redaktor eines grossen Blattes, namens Mascarin, traf, dem gegenüber Orselli natürlich den Anti-fascisten spielte. Die weiteren von dem Blatte veröffentlichten Namen haben mehr lokales Interesse bis auf den des Sekretärs des Berner Fascio, Becchi, der dem Vezzari eine Liste von zu überwachenden Personen übergeben hatte. Des Vezzari eigentlicher Vorgesetzter war eine schon dadurch als wichtig gekennzeichnete Persönlichkeit, dass diese bei ihren Reisen nach Lugano jeweils und selbst zur Nachtzeit von dem Luganeser Konsul in eigener Person am Bahnhof abgeholt wurde: es war ein Dr. Massei, wohnhaft im Hotel Nice zu Mailand, Beamter der italienischen Polizei. Dieser Herr hatte den Vezzari auch mit Dr. Aubert in Genf, Präsidenten der anti-bolschewistischen Liga, in Verbindung gebracht: wusste Aubert, dass beide von der italienischen Regierung für den Spionagedienst auf Schweizer Boden bezahlte Agenten waren? fragt das Blatt. Vernizzi hingegen stand in Beziehung zu dem Brigadiere Ghidoni, der in Chiasso dem Grenzpolizeidienst vorsteht. Der italienischen

Grenzpolizei zu Chiasso wiederum ist nachgewiesen, dass sie am 15. August, also etwas mehr als acht Tage vor Rossis Verhaftung, zwei mit Sonderausweisen versehene Frauenspersonen angelegentlich den Schweizer Beamten empfahl: sie besuchten dann in der Villa Praderio zu Bissone jenen "Christiani," der Rossi entführte und der nun als Polizeikommissar beim Ministerium des Inneren in Rom, Puliti, identifiziert wurde. Zum Schlusse eine niedliche Anekdote. Einiges Tages verbreitet sich zu Lugano das Gerücht, in einem Restaurant sei ein Komplott gegen das Konsulat geschmiedet worden und ähnlich wie in anderen Ländern sei ein Bombenattentat geplant. Der Konsul meldet es der Polizei, diese stellt die gänzliche Unbegründetheit des Gerüchtes fest, der Wirt läuft zum Konsul, um sich zu beklagen. Was wollen Sie? entschuldigt sich der Konsul wörtlich, es gibt eben gar soviel Leute, die, um die 5 Franken zu erhalten, das Tollste zusammenschwindeln! Auch der Name von Tessinern, eines Anwalts und eines Kunstmalers, werden im Zusammenhang mit der Affäre genannt. Das von der Polizei beschlagnahmte Material an Briefen, Notizen usw. ist so gewaltig, dass sie noch mit dem Aufarbeiten beschäftigt ist. —*Nat. Zeitung.*

Weitere Enthüllungen.—"Libera Stampa," im Besitze eines umfassenden Materials, das, wie wir uns überzeugen konnten, kein Dementi zu befürchten braucht, setzt ihre Enthüllungen fort. Der oberste Leiter des Dienstes in der Schweiz ist der Vizekonsul Cavaliere Dr. Signori an der Gesandtschaft in Bern, der dort dem Passwesen vorsteht und auch die Spione horriert. Sein durch die Verhöre kompromittierter Name wurde zuerst auf seltsamen Wege bekannt. Der Luganeser Polizeikommissar Bernasconi begegnete eines Tages anlässlich eines Ausfluges zwei hiesigen Sozialisten, von denen einer Italiener ist, und wurde mit ihnen zusammen photographisch aufgenommen. Wenige Tage später brachte der "Democrate" die Bemerkung, eine solche Aufnahme sei ein Skandal. Wie war der Vorgang herausgekommen? Einer der photographierten "Genossen" war—wie sich herausstellte—ein Spitzel, der mit dem Dr. Signori sich öfters im Tessin traf. Und den "Democrate" hatte niemand anders informiert, als der bekannte Tessiner Emilio Colombi—Vater einer der Direktorinnen der "Adula" und Schwiegervater des Sekretärs der Fascistenverbände im Ausland—auf dessen Zusammenhang mit der italienischen Gesandtschaft in Bern wir wiederholt hingewiesen haben. Unter den durch die Aussagen der Verhafteten und Verdächtigen in die Sache verwickelten Namen findet sich auch der des früheren Direktors der "Squilla italiana," der jetzt einen Konsulposten in Südamerika einnimmt, Laorca: er hatte einem Flüchtling in Lugano eine Falle stellen wollen, der Streich misslang aber—wie auch ein von der Gegenseite beabsichtigter. Ein gewisser nach Locarno geflüchteter Albertante hatte seine Familie in Italien zurückgelassen. Der Quästor von Novara, Cavaliere Marra suchte durch dessen Frau den Flüchtling zu Spionagediensten über Locarneser Verhältnisse zu gewinnen. Der Albertante ging scheinbar darauf ein, nachdem ihm der Cavaliere in einer Besprechung zu Locarno 600 Lire monatlich auszahlte und für des Albertante Familie in Italien zu sorgen auf sich nahm. Der "Spion" liess hernach einmal seine Frau nach Locarno kommen, die richtig in Begleitung des Herrn Quästors von Novara und des Polizeikommissars Cavaliere Tommasi dort eintraf, aber vorzog, nicht mehr nach Italien zurückzukehren. Nun suchte der Albertante den Cav. Marra zum dritten Male nach Locarno zu locken, unter dem Vorwand einer neuen Besprechung und mit der Absicht, ihn dort verhaften zu lassen. Aber dieser hatte Verdacht geschöpft und wagte sich nicht mehr auf Schweizer Boden. Der Brief Marras, der das Engagement des Albertante einleitete, befindet sich in Händen der Tessiner Gendarmerie, ein Beweis, dass auch durch Behörden in Italien Spitzel erworben wurden. Ueberwacht wurden nicht bloss italienische Flüchtlinge und dem Regime in Italien feindlichgesinnte Tessiner, sondern u. a. auch ein deutscher Baron und sogar der Erzpriester von Lugano, Poretto. Ueber die Basler Tätigkeit des Vezzari ist bis jetzt nur die Ueberwachung der Wirtschaft eines gewissen Pieri, eines republikanischen Flüchtlings, bekannt geworden. Die Enthüllungen der "Libera Stampa" gehen weiter. Die Liste der Namen der Spitzel und ihrer Gewährsmänner im Tessin wird demnächst von dem Blatte veröffentlicht. —*Nat. Zeitung.*

NOTES AND GLEANINGS.

The Italian Spy Network.

Practically no comment is contained in the English dailies on the deplorable events in the south-eastern part of Switzerland; the papers confined themselves to reproducing the reports of the news agencies. Not even our staunch friend the *Manchester Guardian* has given us any editorial space on the subject; however, we find the following reference in the *Evening Standard* of Sept. 22nd:—

"The tone which the Fascist Press has adopted with regard to the Swiss Note on the Rossi arrest is sublimely impudent and aggressive. Signor Rossi, it will be remembered, was the member of the Fascist Quadrumvirate who recanted and who from Paris violently attacked the Fascist régime and even the Duce himself.

Signor Rossi, who has been staying in Switzerland, was recently inveigled into making a motorcar trip with a pretty woman and some Italian tourists. He was apparently drugged and smuggled across the Italian frontier, where his companions, who were detectives in disguise, arrested him.

These Fascist Pinkertons have been hailed as heroes by their colleagues, and because the Swiss Government has ventured to remonstrate very politely to Signor Mussolini regarding the staging of this escapade, and similar dramas on Swiss soil, the whole Swiss nation has been subjected to a torrent of abuse in the Fascist Press.

The first prize for minatory hysteria is taken by the *Impero* which, after comparing Switzerland and Italy as a dwarf and a giant, and a bug and a lion, bids the Swiss remember that Ticino (in Switzerland) is an Italian province, and in the sphere of Italian Irredentism!

Switzerland, who has always defended herself valiantly in history, may comfort herself with the thought that the small animals are nearly always the heroes in animal life and that even a bug can incommode a lion!"

And this voices the opinion of every Swiss in this country. We have, of course, no quarrel with the Italian Prime Minister and we cannot but wonder at the phenomenal change which his accession to power in Italy has brought about, but we are no less emphatic in condemning the happy-go-lucky policy of our authorities at home in allowing our country to be turned into a hunting ground for foreign spies and agents provocateurs. It is only natural that the Fascist régime in its determination to root out all opposition should follow, and keep an eye on, its adversaries who have taken refuge abroad; it is also not our business to criticise the subversive measures employed in this secret warfare, but we are staggered to learn that for months a spying organisation with ramifications throughout Switzerland has been built up and is in existence right under the nose of our own Government. The Swiss Press has been singularly silent on this matter, partly from a benevolent desire not to embarrass the authorities and partly guided by the pitiable notion that we are powerless in the matter. It is barely forty years since the Federal Council of that time was not afraid to take up a firm attitude against similar machinations backed up by the far more dreaded and powerful dictator Bismarck—and the Iron Chancellor yielded to and honoured our rights. It is stated by the semi-official Press that the Swiss Note which has been presented at Rome will receive attention when the Italian Government is less occupied with more important current affairs! The Ticinese paper *Libera Stanza* is courageously giving publicity to a number of established and startling facts; it seems that this spying organisation first came to light through the indiscretion of the newspaper vendor Turba, at the Lugano station, who was in the pay of Fascists and received Frs. 200 per month for his noble services. Can we wonder that the Fascist régime, which is reputed to be the most incorruptible body, treats the Swiss and their institutions with contempt and a Swiss Government Note with disdain. We Swiss who are living abroad, still proud of our origin, in a country which jealously guards its democratic institutions— we also wonder.

League's New Home.

Though the plans of the new League buildings are all complete there seems to be considerable squabbling about the acquisition of the necessary ground. First the Geneva authorities offered a certain plot to the building committee without the knowledge of the owner, who was later on not slow in declaring that he "had no intention of selling his land." Now the owner of another plot manifests a similar disinclination. The solution to

Please reserve FRIDAY, NOVEMBER 23rd,
for the BANQUET and BALL of the
CITY SWISS CLUB.

hand over a public park is vigorously opposed by the Socialists. In the meantime other towns in Switzerland, notably Lausanne, are anxious to provide suitable sites à fonds perdu. It seems like killing the goose that lays the golden eggs. The following is from the *Daily News* (Sept. 18th):—

"The involved and delicate controversy regarding the site for the League of Nations' new buildings has taken a fresh turn to-day, when an alternative solution, which has been under private discussion for some time, took definite shape after a special meeting of the Administrative Council of the City of Geneva.

The elements of the situation, it will be remembered, are that the League requires adequate space for a new assembly hall, secretariat and library. The site it has in view for this purpose consists of three adjacent properties. The owner of one of these, Mrs. Barton, was unwilling to part with it voluntarily, and Lord Cushendun, on the Council, expressed the hope that no pressure would be exerted on her.

In these circumstances, the Swiss authorities, who might have considered expropriation, naturally have not moved. Now there is some possibility that the original plan will be abandoned altogether, and that the League will be given a public park, called Ariana, near the other site, the City of Geneva receiving in exchange the two lakeside properties which the League already holds.

There is a good deal to be said for this solution. The park is larger in area than the site originally chosen, and as regards levels and soils is favourable for building work. It stands on high ground on the Lausanne-road, opposite the International Labour Office, with fine views over the lake and the mountains beyond.

But Geneva Socialists are expected to insist that the private property shall be compulsorily acquired before there is any question of handing over the public park. They have power to call for a referendum on the question and will almost certainly do so. The matter is likely to come before the League Council and the Assembly this week.

To-day's meeting of the Administrative Council definitely decided to recommend the Park site, but this was carried by a majority of only one vote, two Socialists out of five members voting against it. When the question comes before the full Municipal Council, on which the Socialists hold about 30 per cent. of the seats, the opposition will certainly be maintained, and the League may thus be trapped into a rather unsatisfactory municipal struggle.

Meanwhile the original plans are held in suspense, but they can be taken up again if the Ariana Park solution falls through."

Building in Switzerland.

An instructive article on this subject is contained in the *Illustrated Carpenter and Builder* (Sept. 14th):—

"I have just visited in Zurich—the industrial capital of what is assuredly the most prosperous nation in Europe—a house that would delight the heart of every British carpenter, and, indeed, of every lover of good, sterling work in wood.

Externally the house is of the usual cottage type with which we are familiar in our housing schemes. The material used is brick, cement rendered. The roofs are covered with bright red tiles. The elevation is charming, and the little front garden is cultivated to the full. The windows are ample, and the architect has not played any cubist pranks in the new Dutch manner.

But the internal treatment is the most original that I have yet met in my journey to study building conditions throughout Europe.

There is not a single partition slab or brick wall in the house. Wood everywhere. On the walls not a vestige of wallpaper or paint. Decoration is secured by the use of 12in. wide panels of varnished, light Swiss wood. The joints between the panels are hidden beneath cover strips of the same material. Every room from the ground floor to the spacious loft-room under the roof (which every Swiss housewife insists on having) is dealt with in a similar way.

What is the resultant effect? I am bound to say that it is handsome and in every way successful. It leaves miles behind in charm of appearance our plaster-covered walls treated with distemper. The pictures on the walls stand out with distinction.

What about vermin? I asked the architect of the City Council, Mr. Mosser Weber, who had been appointed to act as guide in my journey of inquiry to see what Zurich is doing for the better housing of the people.

The answer was that they have confidence in the cleanliness of the Swiss people. Judging from the high standard of cleanliness everywhere apparent, I am inclined to say that this confidence is not misplaced. But my mind went back to some of the controversies concerning vermin in steel houses, and I shuddered to think what might be the fate of the walls and partitions if the hypothetical dirty tenant of whom we used to hear so much were placed in possession of any one of these ninety houses built in this Utohoff

scheme of the Zurich City Council. All of them were treated in the same way.

In the same scheme I found another charming feature. Standing in the background and well away from any danger of passing traffic there was a kindergarten school for very little children. Mothers going out to work find this an admirable feature, and it is so popular among the citizens that the word has gone forth to build similar schools for the smallest children in every new colony—as housing schemes are here called.

What is the position of the building industry in Switzerland? The answer is that employers and operatives alike are passing through a period of unexampled prosperity. There is an enormous demand for new buildings of all kinds. At every turn one sees standing out like giant bean stalks the poles which, under the Swiss building law, must be put up to show the actual height of the projected building. In the suburbs, where richer people dwell, new villas are quickly rising, and since the ground is irregular and the architects are great lovers of balcony building as a form of decoration, the result after a year or two has passed is extremely charming. Some houses look as if they are almost bowers of flowers. Both frame and picture are beautiful.

What does a Swiss building operative earn? The best paid man is the carpenter or zimmerman. His wage is about 1s. 6d. an hour. There is an eight hour day. Overtime is allowed, but the payment per hour for this is 50 per cent. higher from five to seven in the evening. After that it is 100 per cent. higher. The bricklayer and mason earns 1s. 4d. an hour. The building labourer earns 11d. an hour.

The cost of building is very high. The dwellings in the Utohoff Colony, which I have described above, were finished last year and cost, apart from land and roads, £660 each to build. They contain five rooms, and it would seem that, since the same measure of accommodation (minus the ample loft room, which must count for something) is that of a parlour cottage in a British housing scheme, the building cost in Switzerland is from 30 to 50 per cent. higher than it is with us. The prices of land are high. For working-class colonies the city of Zurich is paying at the rate of upwards of a thousand pounds an acre.

This high cost of building is reflected in terms of rent. There is a saying in Zurich that the workman spends five months in the year earning the rent for his house and another month earning the taxes to be paid to the State. This is, of course, a gross exaggeration. But from many enquiries made I have reached the conclusion that the Swiss family pay from one-fourth to one-third of the earnings of the chief breadwinner in rent. Here is an example taken from a small town in the Bernese Oberland. The husband is a machine worker, and he earns £12 a month. The rent which has to be paid, however, is £1 a week. What happens is, of course, that the wives of workmen go out to work as well and earn at seasonal or other tasks sufficient to bridge the difference between a wage which provides little more than the normal necessities of life and that measure of comfort and amenity which in every country in Europe working-class folks are now demanding and securing.

In one respect Switzerland deserves warm praise. There is everywhere a determined effort to pay special attention to the condition of children, and the provision of privileges for large families is studied. The Friesenberg Colony is a case in point. Every tenant in this colony comes within the definition of the large family. The rent charged for five rooms is about £1 a week, and this includes the municipal taxes. If the tenant is an employee in the service of the railway or the Post Office or the City Council, he will by law receive in addition to his normal wage the sum of £5 a year for each child. Proposals are on foot to make a similar provision obligatory on all employers. But at the moment it is limited to public employees. Where there are four children £20 a year is thus forthcoming to help to pay the rent of the dwelling.

Can Switzerland show us anything really new in the field of building materials? The answer is, quite clearly, no. The steel house has not caught on. Even if the people were not conservative in their attitude towards changes in methods and forms, the fact that all the iron and steel has to be imported would fully explain this.

Has the influence of the ultra-French schools of Le Corbusier and Mallet Stevens produced any effect? Here, again, the same answer must be given. The same applies to the teaching of the Northern European schools of verticality and horizontality. Everywhere beautiful new buildings are going up. But they do not show the slightest trace of the new movement. If any one school is predominant it is that of the classic French school. But there are also many signs that the Italian school, with its richness of arcade treatment, exercises a powerful influence in the work of designing new buildings of a greater scale type.

I have spoken of the Swiss nation as being probably the most prosperous in Europe. The war brought great industrial prosperity. But the great wealth of the nation rests in the fact that it is once more the playground of Europe. Hotels no longer stand derelict as they did during the Great War. All the pre-war prosperity has returned with more ample measure. The working-class of Switzerland is more comfortably off than in any country I have yet visited, with the single exception of the country from which I have set out. The Britisher with a constant job, and especially the British building trade workman, is envied by all the workmen in these other countries. But the most striking of all features is the influence exerted by the British workman in the field of social order. Five years ago Europe was in turmoil. New ideas were boiling up and all kinds of disorder were feared. Now the chaos has passed away. Men are taking the old British view of patiently building up. The extent of the European reputation of the British workman for sound everyday common-sense is nothing short of remarkable. We have a great deal to learn from other countries. But they "sit at our feet" so far as the steadfast determination to think in terms of the next step upward and onward is concerned. And for this, if for no other reason, I take a reasoned and increasing pride in my nationality. I think we get less out of life than some other peoples. But we do contribute a great deal to the steadiness and solidarity of the real progress of the working peoples of the world."

Advertising in Switzerland.

From the following article, contributed to the *Advertisers' Weekly* (Sept. 14th) by a Zurich expert, we learn that Swiss advertising is of a higher standard than that of any other Continental country. We are not told what constitutes the writer's standard but it is evidently not art, for he admits that the latter has now taken a secondary place. We are grateful for this admission for we were told that the poster with reference to the last Gymnastic Festival in Lucerne expressed the latest Swiss notion in that direction. As regards newspaper circulation the writer is very ingenious in his compilation and triumphantly puts the question: "Is there a London daily with a circulation of 2½ millions?"

QUOTATIONS from the SWISS STOCK EXCHANGES.

BONDS.	Sept. 17		Sept. 25	
	£	S.	£	S.
Confederation 3% 1903	80.75	81.60		
" 5% 1917, VIII Mob. Ln.	101.85	102.00		
Federal Railways 3½% A-K	86.40	87.00		
" " 1924 IV Elect. Ln.	101.50	101.20		
SHARES.	Nom. Sept. 17		Sept. 25	
	£	S.	£	S.
Swiss Bank Corporation	500	829	838	
Crédit Suisse	500	946	944	
Union de Banques Suisses	500	733	748	
Société pour l'Industrie Chimique	1000	3305	3322	
Fabrique Chimique ci-dev. Sandoz	1000	5300	5165	
Soc. Ind. pour la Schappe	1000	4190	4145	
S.A. Brown Boveri	350	595	598	
C. F. Bally	1000	1532	1540	
Nestlé & Anglo-Swiss Cond. Mk. Co.	200	938	952	
Entreprises Suizer S.A.	1000	1235	1240	
Comp. de Navig. sur le Lac Léman	500	330	330	
Linoleum A.G. Giubiasco	100	344	344	
Maschinenfabrik Oerlikon	500	890	895	

Break your Journey

half way to the Sea

and stop at the

CANNON RESTAURANT,
HIGH STREET, MAIDSTONE.

FRENCH AND ITALIAN CUISINE.

Wines and Beers of Best Quality.

COMPATRIOTS HEARTILY WELCOMED.

Phone: Maidstone 374. Proprietor: G. Veglio.

Finest German Lager Beer

LIGHT or DARK

guaranteed pre-war standard strength
brewed & bottled by the

Schultheiss-Patzenhofer
Brauerer A.G.

BERLIN

(the world's largest Lager Beer Brewery)

Sole Agents for Great Britain and
Export:

JOHN C. NUSSLE & Co. Ltd.

8, Cross Lane, Eastcheap,
LONDON, E.C.3.

Phone: Royal 3649.

Single Cases supplied at Wholesale Prices.

MISCELLANEOUS ADVERTISEMENTS

Not exceeding 3 lines.—Per insertion, 2/6; three insertions 5/—
Postage extra on replies addressed to *Swiss Observer*

SWITZERLAND: Shipping Agents in Zurich req. cap. young Swiss, shipping clerk conversant with exports to U.S.A.—Swiss Merc. Society, Employment Dept. (Agents), 24, Queen Victoria Street, E.C.4.

"To the outsider, the highly developed poster art appears to be the most outstanding feature of Swiss advertising. This development is based upon three reasons—a number of important artists have created posters of outstanding merit, and are still creating new posters; secondly, great care is being bestowed upon the reproduction of the design, so that these posters frequently represent printed sheets of no mean art value; and, finally, considerable care is shown in the display of the posters of uniform size.

The Swiss poster of to-day, perhaps like the posters of other countries, has left behind its glorious time. In advertising, art has taken a secondary place, and stands behind the questions of organisation and psychology. Also, as an advertising medium, the poster has lost a good deal of its former importance.

The thing that interests the advertising man (as well as the foreign manufacturer who wishes to sell his goods in Switzerland) is not on the surface of Swiss advertising. It is its entire character, its construction, its typical individuality, the manner and form in which the advertising appeal is being made to the Swiss consumer.

Generally speaking, Swiss advertising bears a European, if not Continental character. And yet it is distinguishable from the advertising of the other Continental countries—even from the advertising of its neighbours who speak the same language. German advertising carries no weight in German Switzerland. The German Swiss thinks differently and expresses himself differently from the inhabitant of Germany. There is a similar, but perhaps not as considerable, difference, between the French Swiss and the Frenchmen. The 150,000 Italian Swiss play too small a part in Switzerland to be of outstanding influence in advertising.

Advertising in Switzerland, therefore, will have to be made for the Swiss, and by Swiss, or at least by those who thoroughly know the Swiss character, in order to be able to strike the correct note. There are but few advertisements of really striking power and form, such as the Chrysler advertisements, which are almost the same as those used in other countries, with very few alterations, yet retaining their pulling value.

Switzerland exploited American methods and adapted them to her own requirements, long before France or Germany. Advertising experts started a fruitful activity as advertising consultants long before this happened in Germany, which country was cut off from all contact with other countries of the world through the war, more completely than Switzerland.

Above all, these experts worked seriously; right from the beginning they were the advisers, the friends and not the exploiters, of their clients. And they knew their job. The result is twofold. Their advertising is, on the average, of a higher standard than that of the other Continental countries. One need but go through a number of Swiss newspapers in order to find an amazingly large number of excellently constructed advertisements. The second beneficial result is that Swiss business men have great confidence in these advertising consultants.

It must not be forgotten that Switzerland is but a very small country. It is impossible for Switzerland to spend on advertising those sums of money which are being spent in countries with larger populations. This, also, is the reason why certain aspects of advertising of other countries are absent in Switzerland.

There is practically no illuminated advertising in Switzerland; even the largest city, Zurich, with a population of 220,000, could not, perhaps, economically exploit much illuminated advertising, so that its official prohibition is a rather unnecessary restriction.

There are also few gable advertisements, no hoardings along the railway lines. The Swiss "Heimatschutz," an organisation of considerable influence, is active in opposing advertisements which might spoil the landscape and scenery, and by demanding the removal of such advertisements.

There is a complete absence of all bluff in Swiss advertising. The Swiss is too sober, too materialistic. He wants to be convinced and persuaded quietly. In a way he is still somewhat prejudiced against advertising, though this attitude is gradually disappearing. The only modern form of large-scale advertisement was sky-writing, with which the Swiss branch of a large German company which does an important trade in Switzerland advertised its washing powder.

The most highly-developed and most extensively used advertising medium in Switzerland is the newspaper advertisement. This is chiefly due to the absence of other equally efficient advertising media, but justified above all by the fact that Switzerland is one of the most highly cultured and educated countries, with, comparatively to the population, the largest number of newspapers in the world. This fact furthers, but at the same time hinders, Press advertising. Because if every party, every small community, every movement, has its own organ, the great number of media makes for splitting of efforts, and

renders it extremely difficult for the advertiser to make large-scale and far-reaching publicity.

This situation has been exploited by a large Swiss concern which publishes a journal which is being sent regularly every month, with a coloured cover, free of charge to every one of the 671,000 households of German Switzerland; this undoubtedly constitutes most effective general publicity.

It is, however, wrong to assume that the large number of different newspapers in Switzerland is accompanied by a comparatively small circulation of these journals. On the contrary, Swiss magazines and newspapers have comparatively higher circulations than those of other countries, America not excepted. There are several papers with a circulation of 110,000 and 112,000. Compared with the population of England, this means that these papers have circulations of similar magnitude to English daily papers with a circulation of from 2½ to 3 millions. The largest Zurich paper has a circulation of 83,000; is there a London daily with a circulation of 2½ millions?

Collective publicity for entire industries has gained very little ground in Switzerland so far. The Swiss business man is generally an extreme individualist, but the experience of other countries in this field of publicity are constantly watched and followed in Switzerland, and already begun to be taken note of.

London Hotel Acquired by Swiss.

From the *Morning Advertiser* (Sept. 13th):—"Brown's Hotel, an old-established business in Dover Street, W., has recently been sold, together with the freehold, and it will change hands on October 1st, when the well-known Swiss hoteliers, Messrs. Bon Brothers, will take over. Messrs. Bon Brothers are the owners of three successfully-conducted hotels in Switzerland—Suvretta House, St. Moritz; the Park Hotel, Vitznau, Lake of Lucerne; and the Rigi First Hotel. In connection with the Dover Street purchase a limited company has been formed under the name of Suvretta (Ltd.)."

APRES L'ASSEMBLEE DE SEPTEMBRE.

Au moment où j'écris ces lignes elle n'est pas finie, mais elle est mourante. Aussi peut-on épiloguer sur son existence. Au fait, pas grand chose à dire...rien à dire! si ce n'est narrer un attentat et ses répercussions. Tel est en somme le bilan de cette 9ème Assemblée des Nations.

Il y eut quelques paroles courageuses. Elles ont protesté, elles ont réclamé, elles ont exigé un contrôle plus efficace. Elles ont demandé pour les petites puissances une participation plus étendue. C'est ainsi que soit par la voix du Président de la Chambre des Députés, M. Hambro, soit par la voix du plus sympathique des secrétaires généraux de l'Union Interparlementaire, Mr. Lange, soit par la voix de l'explorateur et administrateur bien connu Mr. Fridtjof Nansen, la Norvège s'est fait entendre. Elle a été cette année de loin la plus courageuse.

De son côté, le Secrétaire Général a montré à réitérées fois le peu de souci qu'il prenait de l'Assemblée, lorsqu'il était sûr d'être approuvé—même tacitement—par certaines grandes puissances. On a ainsi appris que lorsqu'il pénétra pour la première fois dans la salle du Conseil, Mr. Stresemann avait manifesté son étonnement de la voir si petite. Ces paroles qui étaient revenues aux oreilles de Sir Eric Drummond ont amené sans aucune amoration spéciale un agrandissement—d'ailleurs remarquable—agrandissement qui coûta 100,000 francs! Lorsque la 4ème commission est à s'occuper de ce point, elle protester à juste titre et pour marquer sa mauvaise humeur noctroya finalement que 70,000 frs. C'est là un cas, il y en a d'autres...

On peut également s'étonner du vote de la Suisse en ce qui concerne la réligibilité au Conseil demandée et obtenue par l'Espagne. Là encore les petites puissances et surtout les nordiques protestèrent 6 huées: la Norvège, la Suède, la Hollande et la Perse. Elles ont estimé qu'on allait créer un précédent dangereux; qu'il fallait absolument l'empêcher de s'établir. Il n'a pas été nécessaire d'attendre 48 heures pour démontrer la justesse de leur raisonnement. La Chine qui ne fut point réélue, ne parle pas moins que de se retirer. Nous avons l'habitude de ces choses, mais elles sont toujours désagréables, surtout lorsqu'il s'agit d'un peuple de près de 500 millions d'habitants. Du vote, il faut retenir qu'à part de rares et louables exceptions, les petites puissances tourment dans l'orbite des grandes. Elles sont "courtoises" et leur rôle est bien plutôt de faire chorus que d'exprimer une opinion, dussent cette opinion briser les vitres. Branc-ing n'est plus à Genève, cela se sait, cela se sent aussi. Lors Cecil lui-même qui fut—ne l'oublions pas—de fameuse mémoire délégué de l'Afrique du Sud, ne siège plus et ceux qui aimaient à trouver sous son regard tutélaire un appui de haute valeur, n'ont plus que le plafond devant eux.

Reste donc le discours de M. Briand. Ah! celui là personne ne l'attendait. Il est parti comme un cyclone sur une ville assoupie. Les délégués allemands qui siègent au premier rang ont reçu ces paroles comme des coups de poignard. Par de fois, le grand, rond, replet et d'ailleurs sympathique chancelier du Reich a voulu se lever; par deux fois

le bras plus diplomatique de M. Von Schubert l'a rassi; mais la revanche ne s'est pas fait attendre. Hindenburg a tonné, les Polonais tremblent à nouveau. C'est ainsi que se déplacent les pions sur l'échiquier européen. Ne méconnaissions cependant pas le beau résultat des pourparlers franco-allemands. On "va" entrer en matière. On "va" discuter. Rien n'a été obtenu, si ce n'est la possibilité d'une négociation! Ce n'est déjà pas mal, il faut le reconnaître.

Il yeut tempête autour d'une date: celle de la prochaine réunion de la commission préparatoire du désarmement. De menaçants orages ont grondé. Ils ont éclaté. J'entends par là que M. Paul-Boncour et le Comte Bernstoff ne sont pas parvenus à s'entendre. Nous avons eu une résolution et un exposé allemand. Nous en avons l'habitude, car il ne faut pas nier que l'un et l'autre ont fait tout leur possible pour arriver à un texte unique. Seulement les politiques s'ordonnent de Paris et de Berlin; elles ne se fabriquent pas à Genève.

L'an dernier, on avait crié, clamé la nécessité d'un poste de radio-télégraphe pour la Société des Nations. Cette année, on en renvoie la construction aux calendes grecques. Ainsi varient les opinions humaines!

Une dette d'honneur qu'il faut payer, c'est celle contractée par l'humanité envers les arméniens. Il a été plus fait dans ce domaine qu'on ne le croit. La France en Syrie, la Grande-Bretagne en Irak ont dépensé des sommes énormes, mis des territoires immenses à la disposition des réfugiés et Nansen s'offre maintenant à parfaire l'oeuvre. Les allemands sont prêts à la financer dans une certaine mesure. C'est le moins que les grandes puissances se doivent, car il y a les promesses! les tragiques promesses, les trop beaux discours d'antan et certains ne les ont pas oubliés...

Et pour clore, je me dois de vous dire deux mots d'un incident qui n'a pas paru frapper l'opinion publique, ni même la grande presse et qui est pourtant lourd de conséquences. Devant le Conseil, on a vu le représentant du Chili, demander qu'une association religieuse siège de droit dans une commission. Peu importe l'association, peu importe la commission, peu importe même la religion; toujours est-il qu'il y avait là demande sectaire et que Lord Cushendun a dû y faire une opposition tranchante. Que sera-ce si les différentes pensées qui se combattent avec tant d'acharnement sur notre planète, veulent ouvertement venir s'opposer les unes aux autres au sein des organes de la Société des Nations? Nul n'ignore la lutte sourde, l'influence néfaste que certaines d'entre elles entretiennent déjà à Genève. Il ne faut pas que cette comédie de couloirs devienne un spectacle au grand jour et l'on ne saurait trop approuver dans sa totale impartialité la fin de non recevoir présentée par le premier délégué de sa Majesté Britannique.

Et maintenant la Réformation va se vider. Elle va reprendre d'abord un calme absolu, puis rentrera à nouveau des accords des concerts et récitaux auxquels elle sied peut-être mieux qu'à cette assemblée, cette année, quelconque et endormie.

Erk.

CITY SWISS CLUB.

A Bridge Competition is at present taking place among those members who are in the habit of meeting every Tuesday at Pagani's. This particular competition, which it is hoped will be followed by others, is limited to 16 competitors. The "tournament" is already in full swing and has attracted several "casuals" who have been too late in joining. One member who thinks that the Portland Club rules do not provide for all the contingencies that may arise in the City Swiss Club has asked us to publish the following *vademecum* as to how to win at Bridge:—

1. Bid high, your partner may have a good hand.
2. When you have a poor hand signal immediately by saying, "Whoever dealt this mess?"
3. Claim all the honours—you might get away with it.
4. If you get a poor partner, keep score yourself, you've got to have some advantage.
5. Lead from your own hand or dummy, as convenient.
6. Trump your partner's ace—and cinch the trick.
7. If your partner doubles a one bid, pass and be glad he has such a good hand.
8. Redouble on general principles—confidence is a great thing even without tricks.
9. Always ask what trump is two or three times during the game; this refreshes everybody's memory.
10. If nobody bids, bid against your partner. You must keep up interest in the game at any cost.
11. Third hand plays low.
12. Always ask your partner why he didn't return your lead! This will remind him to lead it next time.
13. When you are out of suit rearrange your cards. This tells the world you are out of it.
14. If two cards are turned up in a dealing and you have a rotten hand, it's a misdeal!
15. After the third round lay your hand on the table and claim the rest of the tricks. You may not have them, but it's much easier to play with all cards on the table.