

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: - (1931)
Heft: 516

Artikel: A Swiss invasion
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-695126>

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: 16.05.2025

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

SWISS TRADE NEWS.

Conditions have not altered very much in Switzerland during the past six weeks, and, though they have not become worse, they show no decided tendency to improve. The foreign trade returns for July were not as bad as had been expected: imports totalled £7,490,065, as against £7,529,888 in June, and exports aggregated £4,383,858, as compared with £4,407,968 the previous month. Compared with July, 1930, which was a normal month, imports show a decrease of £2,047,088, and exports a drop of £1,138,418. Imports from Great Britain reached a value of £295,018, as against £1,424,488 in July, 1930; while exports to her totalled £710,190, compared with £832,447 last year.

The number of unemployed has slightly risen since the end of May, and the total is now about 14,700 out of a population of 4 millions, which is a small figure when it is recalled that during the crisis of 1921-23 there were nearly 100,000 unemployed in Switzerland. It should be remarked that unemployment is particularly important in the exporting industries: watchmaking, metal and machines, textiles industry; while it hardly affects home industries, a great number of which are very active—a sign that the home market is sound and that the country has not lost much of its purchasing power.

The present crisis has induced the watchmaking industry—which is very seriously hit by the slump—to bring about a reorganisation of its methods of work and a concentration of its activity. Recently a "super holding," as it is called, has been created by the Swiss watchmakers with a capital of £400,000. Its seat is at Neuchâtel and its full name is "Société générale de l'horlogerie suisse." The object of the company is to encourage by all possible means the concentration of the watchmaking industry and of its sister industries, to give financial help to the watchmaking concerns, to control and stabilise prices, and to improve the watchmaking industry as a whole. Its mission further consists in suppressing as quickly as possible the particular trade known under the name of "Shabloning," in other words, the selling of Swiss watch pieces to foreign factories which are making with them cheap and unreliable watches, thus competing with the Swiss watchmaking industry. It will also try to eliminate factories and industrials which, by producing cheap and low-grade watches, have done great harm to the Swiss watchmaking industry. It is expected that the influence of the new organisation will already be felt in the course of the coming winter. At any rate, the principal result of the action undertaken by the "super holding" will be to restore the old reputation of Swiss watchmaking and the high standard of its products.

The withdrawal of funds from the Swiss banks has been considerable during the past month, but it did not exceed the capacity of the banks. At the same time funds which had been deposited abroad were recalled, so that money remains comparatively abundant, the interest on deposits has not been raised and does not exceed 3½ per cent. on long-term deposits. It is estimated that the amount of short-term deposits made by the Swiss banks in Germany is about £3,000,000, and the situation might be embarrassing should the foreign investors—mostly French—whose funds were invested in Germany by means of the Swiss banks, be compelled to ask all at the same moment for the repayment of their money; though even if such an event should occur, it is estimated that the Swiss financial market would be in a position to meet all the needs of the public.

The finances of the Federal Government are sound, and, in spite of the general crisis, it is probable that the estimated deficit will be lower than had been expected. On August 15th the Swiss National Bank had £48,877,200 worth of banknotes in circulation, while its gold reserve was at the same date £47,562,600, to which should be added gold deposits abroad to a total of £21,374,000.

Some economic experts here are of opinion that the worst period of the crisis is over and that trade and industry will slowly improve during the coming months, but the general belief is that no immediate change is in prospect and that the coming winter will be very difficult.

Economist.

"FUNNY CUTS"

Après dîner: on prend le café chez des amis. Samuel, profitant d'une petite inattention qu'il croit générale, chipe une petite cuillère en argent et la dissimule dans une de ses chaussettes; mais Jacob l'a vu.

Tout le monde va partir. Alors, Jacob: "Mes amis, avant qu'on ne se quitte, je vais vous faire un joli petit tour de prestidigitation." Il prend une autre petite cuillère d'argent: "Vous voyez bien cette petite cuillère d'argent? Je la mets dans une de mes chaussettes. Une, deux, trois; passez. Elle est dans la chaussette de Samuel." On fouille Samuel. "Bravo, merveilleux, très bien..." Et pendant ce temps Jacob s'en va.

(De la revue "FIDAC").

Tell your English Friends
to visit

Switzerland

and to buy their Tickets
from

The Swiss Federal Railways,
Carlton House, 11b, Regent St., S.W.1

PHARMACIE SUISSE
SCHWEIZER APOTHEKE

ZUM WEISSEN KREUZ

älteste Apotheke in London, gegründet 1827

Anfertigung Schweizer und ausländischer
Rezepte; Lager deutscher, englischer,
amerikanischer, italienischer, schweizer und
französischer Medikamente, Drogen, Chemi-
kalien und Mineralwasser. Fabrik für
Bandagen, Bruchbänder usw. Laboratorium
für chemische und mikroskopische
Untersuchungen.

M. SCHLIEPHAK, Ltd.

42, Charlotte Street, London, W.1.

Ecke Goodge Street,

Telephon-No. Museum 5194.

PRE-WAR RATES.

Bed, Full Breakfast, Bath, Light & Attendance 5/6, 6/6 & 7/6.
From 3 guineas inclusive, Weekly Terms.

These exceptionally low terms are now operating at the

GOWER HOTEL,

EUSTON SQUARE (METRO) STATION, LONDON N.W.1

UNDOUBTEDLY THE BEST VALUE IN LONDON.

120 ROOMS. BILLIARDS. FULLY LICENSED.

Telephones—Museum 0466, 2434 and 2435. Telegrams—Proximity, London.

All Swiss and their Friends are most welcome. EDWARD BRULLHARDT.

Drink delicious "Ovaltine"
at every meal—for Health!

FORTHCOMING EVENTS.

Sunday, September 27th—City Swiss Club—
"Picnic" by Car to Whipsnade Zoo.

Saturday, October 10th, at 2 and 4 o'clock p.m.—
Nouvelle Société Helvétique—Swiss Film
Show at King George's Hall, Caroline Street,
Tottenham Court Road. Admission Free.

A SWISS INVASION.

Bath, we hear, is shortly to have quite a Swiss "invasion." Within the next fortnight about 40 Swiss girls are coming over here, having had domestic jobs secured for them by a Bath agency. Apparently if 100 come over, they would all be placed in domestic service.

Many will regard this procedure as unfair to our English girls, though it is a fact that they have brought the situation largely on themselves. Many of them refuse domestic service, and most of those who do not, frequently demand very high wages, and are often inefficient into the bargain. Not only Swiss girls, but Danes, and Swedes are exceedingly hard-working, clean, honest and contented. It often happens that girls take jobs, not necessarily as housemaids, but as nursemaids, who come from Continental homes where their parents keep servants themselves. They are keen on learning the language.

Bath Chronicle and Herald.

ADVERTISE in the "SWISS OBSERVER"

It's Patriotic and it Pays !

SWISS BANK CORPORATION,

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.

and 11c, REGENT STREET, S.W. 1.

Capital Paid up £6,400,000
Reserves - - £1,960,000
Deposits - - £43,000,000

The WEST END BRANCH
opens Savings Bank Accounts on
which interest will be credited
at 2½ per cent. until further notice.

FOYER SUISSE, 15, Upper Bedford Pl., W.C.1

SUNDAY, SEPTEMBER 13, 1931.

at 4 o'clock.

Native Songs,

by Mr. D. C. MARIVAT & FRIENDS, African Singers

AT

FOYER SUISSE

Every Swiss Girl Welcome.

Tea Provided.

ADVERTISEMENT

IS THE MOTHER OF
NECESSITY

In other words, if you advertise insistently you will CREATE a market for your goods. Well executed Printing is essential if your advertising is to possess the necessary "punch." Therefore send along your enquiries for Leaflets, Circulars, Folders, Price Lists, etc., to

The Frederick Printing Co. Ltd.

23, LEONARD STREET, LONDON, E.C.2.

Telephone - - CLERKENWELL 9595.

Divine Services.

EGLISE SUISSE (1762),
(Langue française.)

79, Endell Street, Shaftesbury Avenue, W.C.2.
(Near New Oxford Street)

Dimanche le 13 Septembre 11h.—M. M. Prader-
vand. 6.30—M. M. Pradervand.

Dimanche le 13 Septembre—Jeune Federal, Ser-
vices spéciaux avec Sainte Cène matin et soir.

Pour tous renseignements concernant actes pastoraux,
etc., prière de s'adresser à M. R. Hoffmann-de Visme, 102,
Hornsey Lane, N.6. (Téléphone: Archway 1798).—Heure
de réception à l'église: Mercredi de 10.30—12 h.

SCHWEIZERKIRCHE

(Deutschschweizerische Gemeinde)

St. Anne's Church, 9, Gresham Street, E.C.2.

(near General Post Office.)

Sonntag, den 13. September 1931.

11 Uhr morgens, Gottesdienst.

7 Uhr abends, Gottesdienst.

Sonntag, den 20. September 1931.

Eidgenössischer Dank—, Buss—und Bettag,
Gottesdienste 11 Uhr morgens und 7 Uhr
abends mit anschliessender Feier des Heiligen
Abendmahls. Zu diesen Feiern sind unsere
lieben Landsleute herzlich eingeladen.

CREMATION.

Am 4. September wurde kremiert Hermann Frido-
lin Elmiger von Inwil (Kanton Luzern), geb.
am 14.8.1907, der am 28.8.31 tödlich verung-
lückte.

BEERDIGUNG.

Am 7. September wurde beerdigt:

Hugo Gysin von Wittinsburg (Baselland),
geb. am 22.10.1892, gestorben am 1. September
1931.

Printed for the Proprietors, by THE FREDERICK PRINTING CO.,
LTD., at 23, Leonard Street, London, E.C.2.