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SWISS THINGS.

The appeal so sincerely and cleverly given earned a deserved response, and the collection produced the sum of £105.

This ended the official part, and whilst the Banqueting Hall was made ready for dancing, the company adjourned to the Foyer.

Shortly after 10 o'clock dancing started, and the various "Paul-Jones" greatly added to the gaiety which was so prevalent throughout the whole evening. A "cabaret," by some members of the Grosvenor House "Cabaret," was a welcome diversion for those, who for some reason or other did not "take the floor." At two o'clock the orchestra gave the signal for the departure, and so another Banquet and Ball came to an end, at which nearly 300 members, visitors and guests were present.

I feel sure that all those who took part, will agree that it was a most successful evening, thanks to the efficient organisation of the Committee of the Club, which deserves nothing but praise. One of my Lady friends on parting confessed to me, that it was one of the happiest evenings she ever spent, need I say any more?

ST.

Apart from those already mentioned, the following were present:

Mr. F. Avery, Mr. and Mrs. Ammann, Mr. and Mrs. Brunner, Mr. and Mrs. Bernhard, Mr. and Mrs. A. Baume, Mr. Brandt, Mr. and Mrs. Bower, Mr. and Mrs. Bessire, Mr. and Mrs. Bonesi, Mr. and Mrs. Boehring, Mr. O. Boehring, Mr. and Mrs. U. Bretscher, Mr. and Mrs. Bruggisser, Mr. and Mrs. Bertschi, Mr. and Mrs. Billeter, Mr. W. Burki, Mr. Balsler, Dr. and Mrs. Bode, Mr., Mrs. and Misses Beyli, Mr. and Mrs. Berger, Mr. and Mrs. Bucher, Mr. Bartholdi, Mr., Mrs. and Miss Bindschedler, Mr. and Mrs. Bonvin, Mr. and Mrs. Binggely, Mr. and Mrs. Clivaz, Mr. and Mrs. Craddock, Mr. and Mrs. De Cintra, Mr. and Mrs. L. Chappuis, Mr. and Mrs. Ch. Chappuis Mr. Chandler, Miss Cotti, Mr. and Mrs. Deveguay, Mr. and Mrs. Donat, Mr. and Mrs. Delaloye, Mrs. E. Ellis, Mr. and Mrs. Endicott, Miss Evenson, Miss Egan, Mrs. Elmer, Mr., Mrs. and Miss Epprecht, Mr. Filliez, Mr. and Mrs. Ferrière, Mr. and Mrs. Fischer, Mr. Flory, Mr., Mrs. and Miss Grau, Mr. Gardiner, Mr. and Mrs. W. R. Gampfer, Mr., Mrs. and Miss Gattiker, Mr. Gredig, Miss Gassmann, Mr. and Mrs. Glanser, Mr. Grob, Mrs. Hahn, Mr. Heidsick, Mr. and Mrs. Honegger, Mrs. Hoare, Mr. and Mrs. E. Homberger, Mr. Homberger, Mrs. Koch, Mr., Mrs. and Miss Huber, Mr. and Mrs. Hardy, Mr. and Mrs. Hassauer, Miss Hebeslein, Mr. and Mrs. Heitzelmann, Mr. Heitzelmann, Mr. and Mrs. Hungerbühler, Mrs. Indermaur, Mr. and Mrs. Jacques, Mr. and Mrs. Jobin, Dr. Jones, Mr. and Mrs. Kienast, Mr. and Mrs. Kung, Mr. and Mrs. Koch, Miss Koch, Mr. Koch, Mr. and Mrs. Krueker, Dr. Kessler, Mr. and Mrs. Lehmann, Mr. Laemlé, Mr. Liomin, Dr. Lawrence Bruce, Dr. Lwow, Miss Ella Mawbey, Miss De Maria, Mr. and Mrs. Matthey, Mr. and Mrs. Maeder, Mr. and Mrs. Moser, Mr. G. Marchand, Mr. and Mrs. Masserey, Mr. and Mrs. Martin, Mr. Marson, Miss Mathys, Mr. W. Meier, Mr. and Mrs. R. Marchand, Mr. and Mrs. Oggier, Mr. and Mrs. Oboussier, Mr. and Mrs. Oberhaensli, Mr. and Mrs. Pape, Dr. Pettavel and Mrs. Pettavel, Mrs. Philpot, Mr., Mrs. and Miss Pfister, Dr. Rast, Mr. Rendall, Mr. and Mrs. Ryf, Mr. and Mrs. Roost, Mr. and Mrs. Remington, Mr. and Mrs. Rueff, Mr. and Mrs. Rowley, Mr. Rowley, Mr. Roulston, Mrs. Suter, Mrs. Sinclair, Mr. and Mrs. Schobinger, Mr. Stoll, Mr. Scheller, Mr. Schübeler, Mr. Schübeler jun., Miss P. Suter, Mr. and Mrs. A. Schmid, Mr. Sturzenegger, Miss Steiger, Mr. Kenneth Smith, Mr. and Mrs. Saager, Mr. and Mrs. Stieger, Mr. and Mrs. Seinet, Dr. Siler, Miss Schuppach, Mr. and Mrs. Schad, Mr. and Mrs. Schorno, Mrs. Tschopp, Mr. and Mrs. Tillier, Mrs. Trachler, Mr. Ullmann, Mr. Vandendries, Mr. and Mrs. Wyss, Mr. and Mrs. Werner, Mr. Wuthrich, Mr. and Mrs. Wetter, Mr. J. Wetter, Mr. P. Walser, Miss H. Walser, Mr. and Mrs. Wildi, Mr., Mrs. and Miss Willi, Mr. and Mrs. Waldesbühl, Mr. Webber, Mr. and Mrs. Yeo, Mr. and Mrs. Zogg, Miss P. Zaehner.

A little while ago it was suggested to the writer that the publication of a list of Swiss goods and the London shops at which they could be bought might tend to assist Swiss exports.

This suggestion, in my opinion, is so good that I forthwith sacrificed a Sunday morning's ride to think over the matter and put it into execution. A list is at present in preparation, and will be published in due course. We of the Swiss colony are supposed to assist our own countrymen wherever possible, and to buy their goods and services by preference.

To what extent do we do it? And, if the extent be small, why?

I know very well that even the fullest possible purchasing capacity of the Swiss colony in London could not make any appreciable difference in the total annual exports of Switzerland, but it would make *some* difference and be a good example to others. It would most certainly allow a few shops to exist which, without our clientèle, would have to shut up for want of sufficient support. There are a hundred and one private reasons and prejudices why we go to certain shops for certain things; but, if we were to devote a little more time and thought to this particular matter of shopping, or, in other words, if we were not so prone to fall to the blandishments and temptations of the big store, we could acquire just as easily the habit of shopping at Swiss shops or in quest of Swiss goods.

Take the average Swiss grocery shop in London, with its telephone, its delivery vans, its keen desire to see you as a regular customer and its good Swiss Things. Here dwells the odour that brings forth memories of carefree days of youth and enormous appetite. If you are fond of Landjäger, or Zieger or a particular kind of noodles; if you just think of them, how does your mind react? Not to Selfridges or Harrods, but to Bartholdi and Bruschweiler and you are sorry that you did not ring them up during the day, to take home from the office a little parcel which you would never leave in the train. Or, you want a pair of shoes; what do you do? If you are a man, you go where the last ones came from, if a lady, you gaze into West End shops and finally buy them for reasons totally unconnected with the quality of the shoes. Am I right? But a good Swiss never thinks of shoes without the thought concatenation of Bally. The trouble is, they are so dear. But are they? Have you had a pair? How long do they last in comparison with a 20/- or 25/- pair? Try it and see! Then again, is a good Swiss who buys a Waltham watch a good Swiss?

When you come to the professions, where you buy, not goods, but highly technical and professional services, the same logic applies. Why not a Swiss doctor to cure your ills, a Swiss solicitor

to advise you on your will or estate; a Swiss Insurance to see you safe in old age, a Swiss stockbroker to watch your investments; a Swiss banker to look after your shekels; a Swiss Forwarding agent to do your shipping work and a Swiss advertizer to make your business grow? Why not indeed, when they are all here within the sound of Bow Bells? Honorable Swiss ladies can even have their faces lifted by a rejuvenating compatriot, while for men over fifty there is a truly remarkable Swiss system of line-straightening.

Then there are the Swiss things of little account in themselves, but with a good old Swiss name, such as Maggi, Hero jams and all the chocolates which you find in many big English shops, or which will be stocked by your nearest grocer as soon as you ask for them. Also the things of greater intrinsic value, such as Electric Power Station plants, locomotives and motors and pumps which would interest you if you were a Borough Engineer. I know, I have left out a dozen things which deserve mention, but these will readily come to your mind when you run through the list to come.

When we buy *Swiss Things* there are three parties who gain:— firstly the importer and shopkeeper, who will replenish his stock as and when he sells it; secondly the manufacturer in Switzerland, who has a right to expect our support if his manufacture is serviceable and of the right price; and lastly we, the buyers. We naturally take a delight in buying keenly, according to our nature, and we would bargain with any shopkeeper, I know. But there is more to it than that. In the Swiss seller we meet a friend in whose judgment we trust and whose solicitude for us is greater than for the stranger. He is keen that we should come again and will arrange it so if it is within his power. This leads to pleasant intercourse and closer acquaintance and it is remarkable how much we learn when we hear of other peoples' mode of life. In turn, these bonds strengthen the life, the activity and the resistance of the colony as a whole and bring us back to the old adage of our forebears:— Einer für Alle, Alle für Einen!

New Year is near; we shall all be turning over a new leaf and indulge in the annual spurt of good intentions. They are wonderfully soothing, these good intentions, even if they only last to the end of January. But for once let us start our good intentions earlier; let us put them into practice right away. Let us *Buy Swiss Things* for Christmas and New Year, for our own wants and for presents to others. Let us call it *The Swiss Christmas!* And once we have started to buy *More Swiss Things*, it will become a habit and last all 1935.

A.F.S.
N.S.H. London Group.

PERSONAL.

Nous venons d'apprendre que le Président de la République Française, sur la recommandation de son Ambassadeur à Londres, a nommé notre compatriote, M. Adolphe Paris, Directeur honoraire de l'Agence de Londres de la Société Gen. de Crédit Industriel et Commercial, Chevalier de la Légion d'Honneur.

Nous ne doutons point que tous nos lecteurs se joignent à nous pour féliciter M. Paris de cet honneur.

* * *

Mr. W. Wetter and daughter wish to express their sincere thanks for the many expressions of sympathy and the beautiful flowers received from their friends, on the occasion of the loss of his beloved wife, and dearly loved mother.

DINER COMMEMORATIF DE L'ESCALADE.

Les organisateurs du modeste et intime dîner d'Escalade, rappellent à leurs camarades de Genève, que toujours fidèle à la tradition, l'on chantera les louanges d'un glorieux passé, celles de la Mère Royaume et de sa Marmite, le mardi 11 décembre à 7h.15 précises, au Restaurant Tessinois Pagani, Great Portland Street, W.1.

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