

**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:** - (1935)

**Heft:** 706

  

**Rubrik:** Swiss Mercantile Society

### **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:** 13.03.2025

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

spring we have stretched our continental line out over the sea to our friends in England, so that thanks to the new Douglas high-speed planes (which you see here flying over the Alps) there are now only three flying hours between us.

A Swiss business-man can see to his morning's mail in Zürich, embark in our plane at 9 o'clock and flying via Basle — be in the city, in the greatest town in Europe, by one o'clock mid-day. — Some difference compared with 18 hours rail journey including a channel crossing! (and should he have a dinner appointment in Zürich, he can be back by 6 o'clock the same afternoon).

Our Swiss line is not to be considered as a competition to Imperial Airways — on the contrary, it is a supplementary line and is especially intended to serve the passenger who, be he business-man or holiday-maker, wants to fly the shortest route between England and Switzerland. The excellent service with which Imperial Airways with their comfortable and accordingly slower "air omnibuses" have been connecting London and Switzerland for years, flies via Paris. In order to avoid all rivalry, Swissair and Imperial Airways fly according to a pool arrangement.

Ladies and Gentlemen — the advantages which a regular air service has to offer are so manifest, that I am sure that you will all hasten to avail yourselves of them.

These big planes are so steady — the noise problem has been so admirably solved on the new Douglas machine and the double security which enables the plane to fly, if necessary, on a single engine without you ever noticing a difference, is so reliable — there are the main reasons why flying has become such a matter of fact and such a preferred means of travelling. And remember the most up-to-date instruments for blindflying, the automatic pilot, the constant wireless communication with the ground and so on, enable us to fly with perfect safety even in bad weather and fog.

I know that everyone who has once made a flight above the clouds and has seen the Alps near at hand cannot be anything but enthusiastic about flying and that is why from year to year more and more people are becoming air-minded. And that is what we are all aiming at.

And at the same time, I sincerely hope that we are not only bringing England and Switzerland literally nearer to each other, but that above all we are doing our part towards bringing the two nations nearer to one another and helping to deepen the friendship, esteem and appreciation which they enjoy with each other.

\* \* \* \* \*

This most interesting lecture, illustrated by beautiful slides, was greeted with great applause and on behalf of the audience, Monsieur C. R. Paravicini thanked Mr. Mittelholzer for the great pleasure with which everyone present followed his exciting narrative.

## The Original

### CHALET CHEESE

6 or 12  
Portions



#### Novelty :

HAVE YOU TRIED CHALET CREAM CHEESE ?

Reputed 1st Class Quality

Obtainable at  
O. BARTHOLDI'S DELIKATESSEN SHOP  
and at most of the better class Stores and  
Provision Merchants

### NEWS FROM THE COLONY. "OLD FRIENDS" DINNER. UNION HELVETIA.

Once a year the Union Helvetia asks their "old friends" to a little dinner at their headquarters, 1, Gerrard Place, W.1.

This year's "rally" took place on Friday last, and about a hundred guests answered the call; and sat down to an enjoyable dinner in the nicely decorated Banqueting Hall.

If there were any grumblers about the lateness of the start of the dinner, they were soon appeased when they were served with a really excellent repast, and the stewards Mr. and Mrs. Wymann are to be heartily congratulated both for the excellent fare and the arrangements that were made.

It goes without saying that a gathering of this kind is quite an informal affair, and it was therefore devoid of the usual "Banqueting oration" (For which everybody was truly thankful).

After the usual toasts, Mr. Indermaur, President of the "Landesverwaltung" of the "Union Helvetia" welcomed the gathering, expressing his pleasure at seeing so many old friends, who, year after year turn up to spend a few happy hours in congenial company. His statement that the "Union Helvetia" has, in spite of the still difficult times, managed to close their accounts with a small profit, was greeted with much acclamation, and this satisfactory state of affair is undoubtedly due, to a great extent, to the untiring efforts which Mr. Indermaur and his various committees are making to bring back prosperity to the Club.

Mr. Indermaur, then extended a hearty welcome to the few guests amongst them, M. P. Hilfler of the Swiss Legation, M. G. Marchand, Vice-President of the City Swiss Club, M. H. Senn, Mr. and Mrs. A. Stauffer of the Swiss Observer and Mr. F. Hediger, President of the "Schweizerbund."

M. G. Marchand, on behalf of the guests expressed the thanks for an invitation which is always very much appreciated by the recipients.—

During the dinner, such old and trusted friends of the U. H., as Mrs. Rossier, Mrs. Aebersold and Mrs. Schaefer entertained the company with their splendid repertoire, I have now heard these charming ladies for many years (I am sure they do not want me to mention how many), and I am puzzled at their great vivacity, they simply refuse to grow old, and I wish they would give me the tip how they do it.

Mr. Edwards, also an old friend of the Club eulogized the Ladies, and that everyone agreed with the compliments, which he paid to the fairest of the fair, was proved by the great applause which he received on resuming his seat.

As one compliment deserves another, one would have expected that the responder to this toast would now in return say a few nice things about the Gentlemen present, I am sorry to say, however, that Mrs. Rossier in her reply had but very little praise for us poor men; but perhaps she knows us too well, and a little home truth does not do any harm. Did she really realise though that there might follow a "rebellion" in some of the homes? A friend of mine has just told me, that after this speech, his wife not only asked for a new hat but for a new frock too; I suppose it is that Jubilee spirit!!!

After coffee was served, the Hall was cleared, and dancing was started which lasted up to 2 a.m.

It was altogether a most enjoyable evening, and the authorities of the Union Helvetia, including the untiring Secretary Mr. J. J. Keller, are heartily to be congratulated for their efficient arrangements.

ST.

### SWISS MERCANTILE SOCIETY LTD.

A social evening will be held on Wednesday, May 8th, after the monthly meeting, to which members and friends of the Swiss Mercantile Society are heartily invited.

Mr. Ernest Sewell the well known entertainer and companion of Sir Harry Lauder has been engaged, in addition a section of the Swiss Orchestral Society will play. Mr. v. Bergen, Mr. A. Gandon and Mr. R. Chappuis have also promised their support.

### CITY SWISS CLUB.

Members of the City Swiss Club who desire their sons to be entered into the boys relay Race are requested to communicate at once with M. G. Oltramare, 46, Threadneedle Street, E.C.2.



Victor  
P. CERESOLE  
Manager of the  
London Agency  
of the  
Swiss Federal  
Railways.

We have great pleasure in publishing the portrait of M. Victor P. Ceresole, who has, at the beginning of this month taken over the management of the London Agency of the Swiss Federal Railways.

M. Ceresole, who is 40 years of age, was trained as a mechanical engineer. He has, however, had a wide experience in the general export trade in this country, on the continent and overseas.

For the last 12 years, M. Ceresole was with the Nestlé and Anglo-Swiss Condensed Milk Co., of which he was for eight years Advertising Manager at the head office in Switzerland.

We are extending to M. Ceresole our best wishes on assuming his responsible position to which he is so eminently fitted.

We also take this opportunity to once again express the thanks of the whole Colony to the late Manager, M. A. Duruz, who has rendered great services to our country during nearly forty years.

### JUBILEE CELEBRATIONS.

In accordance with the precedent observed on previous Jubilees, the Swiss Colony of London will forward a Message of Congratulations to His Majesty the King. This Memorial is intended to be signed by the Presidents of all the Swiss Societies in London.

The Document will be on exhibition at the offices of the "Swiss Observer," 23, Leonard Street, London, E.C.2, for a few days from Wednesday the 8th inst., and the Presidents are invited to append their signatures to the Document during that period.

### SWISS SALVATION ARMY BAND IN LONDON.

The Swiss Minister accompanied by Madame Paravicini, attended the Concert given by the Zurich Band of the Salvation Army on Saturday last, at the Congress Hall. The Minister was received on his arrival by Colonel Hamilton, Commissioner and Mrs. Howard and other officers. Madame Paravicini was presented with a bouquet in the national colours. Monsieur Paravicini, on taking the Chair expressed in a few words his pleasure to preside over the meeting. He then gave, as the programme went on, explanatory indications about the songs and pieces which were played and, at the request of the officers on the platform, made certain remarks on the Swiss Yodel, explaining its history, its characteristics, its use in the Alps and so forth, pointing out especially its distinctive character in comparison with South German and Tirolese yodelling.

Monsieur Paravicini mentioned that Switzerland numbers 124 Corps with nearly 600 officers, 300 outposts and 30 important social institutions.

The Band, which was dressed in National costume, received great applause for their performance. (Band Playing, singing and recitations).

The Concert was repeated on Monday last, at "The Citadel" Chalk Farm Road, under the Chairmanship of Mr. A. Brauen, the Swiss Minister was represented by M. W. de Bourg, Counsellor of Legation. The Swiss Press was represented by Mr. A. Stauffer from the Swiss Observer.

Here again our Swiss Salvationists met with great success.

### THE ACADEMY CINEMA, Oxford Street.

#### "SON AUTRE AMOUR."

The film now showing at the Academy Cinema is described as giving a "new angle on Child Psychology" and belongs to the class of film with which we were made familiar by Emile and the Detectives, Poil de Carotte, Le Petit Roi.

But like most good things, it can be overdone and especially is this true in the case of children who are supposed to exhibit their psychological reactions on the screen.

I do not want you to imagine that "Son autre Amour" is not a good film, because it is well acted and in parts reaches a very high level,