

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: - (1938)

Heft: 871

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: 16.03.2025

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

A SUGGESTION.

By an Englishman.

How little known to-day is Switzerland to the large mass of the British people. The average Englishman is aware of Switzerland and its people as the country, where the rich and moderately well-to-do go for various kinds of holidays, populated by peasants, guides, and makers of clocks and watches, and who surely must at one time or other have made a piece of confectionery which the whole of England knows as Swiss Roll.

No doubt the average Englishman seems to the ordinary Swiss very much as he did to that Dutch Professor of ethnology who said that after many years of intensive study, he had come to the conclusion that on the whole, the world was peopled by human beings. But he excepted England from this statement — he had not yet come to a conclusion as to the nature of the peoples of England but he was certain of this, that whatever they might be, they were not human. This nascent appreciation of the English character is not common in Switzerland.

These two communities who resemble each other so closely in their attitude to life at large, in their tolerance, love of political liberty, innate sense of fair play and uncommon taciturnity, would get on very well together if each only knew a little more of how the other lived.

What is the best way of getting these two people to know each other more intimately, so that with knowledge may come liking, the discovery of common interests and the creation of common wealth?

There is very little doubt that there is insufficient intercourse in the affairs of life between the two nations, in the sense that it exists between Great Britain and France, or the United States. It would not be of any use at this time to examine carefully the cause of this disconnection, but it is of the highest importance to the two countries that some means should quickly be found, and when found, put into immediate use, which will bind both countries closely together in a common interest. Profitable commerce is a substantial bond. It seems that this interest would be most easily promoted by the despatch from Switzerland to England, and from England to Switzerland of Trade Delegations, which should promote commercial activity between the two countries. It is true that many Swiss firms have Branches or Agents in England, but they subserve individual and not national interests.

No one can effectively contradict the proposition that commerce between two countries is the best means of generating acquaintance and developing friendship. It is, of course, true that in the past centuries it has been easier for Switzerland to trade with German speaking than it has been to deal with Western Nations. Circumstances which it is unnecessary to particularise at the moment seem to prescribe a "Drang Nach Westen" and a development of Anglo-Swiss trade is likely to foster more profitable relations than the temporary residence of a horde of tourists, bent only on amusing themselves, and not concerned in any way with the manner in which their hosts live and have their being.

We have in mind the permanent presence of Trade Delegations. The Delegations by their respective Governments, and their function should be to put on the market to which they are accredited as many national products as they can. The question may be asked as to whether this is not a redundant function since it is already

adequately performed by the Chambers of Commerce, but the answer must be in the negative in view not only of the proposition contained in the first paragraphs of this article, but because it is evident that one looks in vain in the shop windows of Switzerland for British products of whatever kind, and so far as England is concerned, watches and chocolate constitute almost the whole of displayed and identifiable Swiss commodities.

The method here advocated for bringing the two countries together has already been tried with success by the British Dominions and Crown Colonies. Some of them have shop windows with attractive displays in London, and arrange with many of the large shops to display their goods from time to time in a varied and attractive manner.

If Swiss firms have a Mission in London to whom they can address themselves when they desire to trade here, and receive initial guidance in the manner in which it is easiest to do business, when they have a place in which they can display their goods and a staff, who will describe and market them, then perhaps there may be a mutual recognition.

The cost of maintaining an adequate Swiss Trade Agency or Commission with a High Commissioner in London, should be well within the power of the Swiss people, since South Africa with a white population of two million, or half that of Switzerland, is able to keep South Africa House going, while Australia with a population of 50% in excess of Switzerland has established the magnificent and stately Australia House, and both these Institutions are without question profitable to their owners. If the Federal Government were carefully to consider the proposition here tentatively and respectfully set forth, and then to decide to cultivate a commercial association with Great Britain, there would unquestionably ensue a relationship of great and enduring benefit to both countries.

SUMMER COURSE COLLEGE OF SWISS MERCANTILE SOCIETY.

On Saturday, July 16th, the Swiss Minister to Great Britain, M. Paravicini, visited Swiss House, Fitzroy Square, in order to give an official welcome on behalf of the Swiss Mercantile Society, London, to the students taking part in the Summer Holiday Course organised annually by the Society.

In his address of welcome, the Minister, who was introduced to a large assembly by Mr. Pfaendler, humorously pointed out that the first person the students met on arriving in London was a Swiss. The Minister then outlined the history and scope of the Holiday Course, which was inaugurated in 1936, with sixteen students. In 1937 the number was the same, and in the present year the number was fifteen, which, considering the troubled times in which we are living, was a very encouraging total. He was always pleased to meet his compatriots in England, in fact, he was inclined to think that the present meeting was arranged for his pleasure. He extended a hearty welcome to the students, and hoped that when the Course was ended they would take home happy memories of England. Lastly, he asked the students to believe that the teachers were anxious to be not only their instructors, but their friends.

The Minister, whose speech was heartily applauded, was followed by Mr. A. Levy, Principal of the College, who began by saying that

the Minister's presence gave them all great pleasure, was an inspiration to both the staff and the students to put forward even greater efforts than heretofore. All concerned in any way in the Holiday Course were grateful to the Minister for his warm and kindly interest in their work.

Mr. Levy went on to say that the teaching staff endeavoured to be the guides, philosophers, and friends of the students, and not merely dry-as-dust pedagogues. This was only the third year of the Course, but already many former students had written to express their pleasure and satisfaction with the work done. In the words of the English proverb, "all work and no play makes Jack a dull boy." Pleasure and work should go together, hand in hand. It was never an easy matter to learn a foreign language, but a knowledge of the customs, institutions, and ways of life of the people was always of great assistance. The excursions to such celebrated English institutions as Westminster Abbey, the Houses of Parliament, Cambridge University, Windsor Castle and Eton College were designed to give students some insight into the historical bases of English life.

Mr. Levy then described the lectures of the Course in detail. They comprise a study of the English Constitution, English commercial and educational systems, grammar, literature, geography, composition, translation, vocabulary, and pronunciation.

In conclusion, the Principal said that he was always ready and willing to receive constructive criticism on any point connected with the Course. He hoped that the students would have a happy time during their stay in London, and would carry away many pleasant memories.

At the close of the formal proceedings, a short conversation, in which the Swiss Minister took part, was held, after which the company dispersed, under the happiest auguries, and with the confident hope that "well begun is half done."

There were also present Messrs. H. H. Baumann (Vice-Chairman Education Committee), R. Weist (Member Education Committee), A. C. Stahelin (late Chairman S.M.S.), J. J. Schneider (Secretary S.M.S.), and A. Stauffer (Swiss Observer).

A PEAK WITH ALEXANDER BURGNER.

One of our readers has sent us a description of a climb, which he undertook some 38 years ago, with the then famous alpine guide, Alexander Burgener, which we are sure will be of interest to all those, who at one time or other have "indulged" in mountaineering.

(Alexander Burgener, whose name will always be remembered in connection with Mr. Mummery's triumphal conquests in the Alps, lost his life in an avalanche when proceeding to the Bergli Hut (Jungfrau) in the year 1908.) Ed.

I had engaged Alexander Burgener for the 27th of June, 1900, and we were to meet at Saas-im-Grund. Originally I had wished to make Saas-Fee my centre but Burgener prevailed upon me to select "Grund" instead. His arguments for "Grund" were not quite convincing, and after a stay there of ten days, striking a balance between the two spots, I am inclined to vote for Fee in preference. (I wish, however, to say at once that my wife and I were extremely comfortable at the only hotel at Grund, and that we regretted very much, for the proprietor's sake, the small number of visitors. On one Sunday there was a congregation of three in the English church, and twice, on rest days, I had lunch in solitary state. Of course, the season was young, but somehow everybody predicted a dearth of visitors on account of the war and/or the Paris exhibition and/or the offence given in England by the attitude of some Swiss papers and of a large portion of the Swiss themselves in connection with the war.) (Boer War. Ed.)

After a day spent at Geneva, which included a lovely walk on the Savoy side of the lake to the last Swiss village my wife and I arrived at Stalden on the 25th of June. On the platform, among several Swiss, sat a burly, somewhat forbidding-looking man, who on our alighting from the train rose and introduced himself as Alexander Burgener.

He immediately disclosed what had brought him down the valley to intercept me, a plan for a new ascent of the Balfrinhorn. My axe and my boots were already in Saas, moreover I was not really fit for a big expedition, having caught a chill on the journey and I ought to have said no, but

Consequently, I sent another pair of boots to the expert in nails, Alexander borrowed a "bergstock" for me, and I eagerly read up the history of the Balfrinhorn, in Studer's "Ueber Eis und Schnee," which confirmed that the mountain had not yet been done by the proposed route,

ACME - GOTH SERVICES
FOR SPEED AND RELIABILITY

TRAIN DOVER		FERRY DUNKIRK
----------------	---	------------------

OFFICIAL AGENTS

ACME TRANSPORT Co. Ltd.
Head Office: 20, WHITECROSS STREET, LONDON, E.C.1
Also at : BRADFORD - DOVER - PARIS.

GOTH & Co. BALE - ZURICH - ST. GALL - GENEVA.
FASTEST DAILY EXPRESS, G.V. & GROUPAGE SERVICES
TO & FROM SWITZERLAND.