

**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:** - (1944)

**Heft:** 1022

**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:** 01.04.2025

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

### SWISS MERCANTILE SOCIETY.

The Monthly Meeting of the Society, held at Swiss House on Saturday, March 11th, was attended by a large number of members and friends.

The President, Mr. J. J. Boos, extended a very cordial welcome to the members of the Swiss Trade Delegation, Monsieur C. Rezzonico, our old friend and Hon. Member, and Dr. E. Frey, Secretary of the "Vorort des Handels und Industrie Vereins," accompanied by Monsieur E. de Graffenried of the Swiss Legation. He further greeted Dr. P. de Wolff, Manager of the Swiss Bank Corporation, who is a great supporter of the S.M.S. in all its endeavours.

The Chairman then opened the formal proceedings. One new member, Miss J. M. Gnos, was admitted and one resignation accepted.

Mr. W. Meier, Vice-President, informed the members that a French Circle had been formed, which will have its first meeting at Swiss House on Tuesday, April 4th, at 6 p.m. Members wishing to join this Circle should have a good working knowledge of the language. The programme includes reading and discussions under a fully qualified instructor. In response to a number of enquiries, it is also intended to hold an Elementary course in Russian. The Society is endeavouring to engage a fully qualified teacher and the course is due to start beginning of April. If there is a sufficient demand, language circles in Italian and Spanish will also be formed. For further particulars, please apply to the Secretary at Swiss House.

A copy of National Councillor Ph. Schmid-Ruedin's publication, "Export Aufrüstung," has recently been received by the S.M.S. This book has created great interest in commercial circles and is widely read in Switzerland. It is hoped that further copies will be available ere long.

The lady members of the Society, though few in number, are striving to make membership more attractive from the feminine angle. For this purpose, they held a meeting later in the afternoon and it is to be hoped that their efforts will be crowned with success and result in increased membership and greater interest in and support of our activities.

This concluded the official deliberations and the Chairman then called on Dr. Frey, who addressed the meeting on present day conditions in Switzerland. He gave a very comprehensive survey of the economic, financial and social situation in our country. He also explained the various steps taken prior to and since the war both by our authorities and the trade organisations to ensure the economic life and industries of Switzerland, steps which have proved very beneficial in view of the serious position in which the country found itself through blockade and counter-blockade. Dr. Frey also dealt at length with questions such as rationing, raw materials, taxation and all the other difficulties facing the country. In these days when news from Switzerland is very scanty, it was gratifying for members to learn of the most efficient manner in which the numerous problems have been solved. Dr. Frey also gave an outline of how the solution of future problems, including the immediate post war period, is envisaged. Most interesting was the lecturer's news about the greater progress made in synthetic substitutes for industrial purposes, replacing some of the essential raw materials such as cotton, wool, etc. Equally interesting was the news of the tremendous

progress made in all fields of technology as a result of untiring research work.

Dr. Frey's address was followed by a very animated discussion in which many of the members took part. The lecturer was able to enlighten most of the enquirers on the points raised. A very hearty vote of thanks was accorded to him for his most interesting and instructive talk, which was heartily endorsed by all present.

As and from April, the Monthly Meetings will again be held on the evening of the second Wednesday in each month, the April meeting being on Wednesday, April 12, at 6 p.m., at Swiss House, to be followed by a social evening.

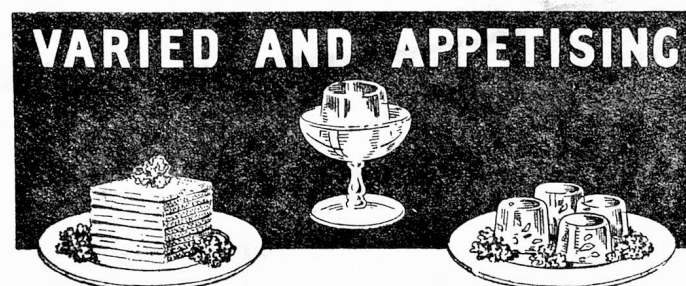
WB.

### SWISS TRADE DELEGATION.

The Council for the Study of Swiss Problems had the pleasure of entertaining to luncheon at Brown's Hotel the members of the Swiss Trade Delegation now in London, viz.: Professor P. Keller, Dr. R. Hohl, Monsieur C. Rezzonico, Monsieur V. Gautier, Dr. E. Frey, in company with Monsieur P. de Rham and Monsieur E. de Graffenried of the Swiss Legation.

Before the luncheon, the members of the Council had the opportunity to listen to informative talks on present day conditions in Switzerland, information which was highly appreciated.

E.St.



With Maggi's Aspic Jelly valuable additions may be made to war-time menus. From meat, fish and vegetable "left-overs" attractive supplementary dishes can be contrived.

#### INVALID ASPIC

Maggi's Aspic Jelly in a small mould daintily served with two or three small strips of toast will be a welcome change from "beef tea."

#### FISH ASPIC

Cod or Salmon remaining from the boiled fish can be used, also prawns or shrimps. Fill the mould  $\frac{3}{4}$  full and when nearly set put in the flakes of fish and fill up.

#### MEAT ASPIC

Cooked fresh sausage meat or meat left over from the joints may be used minced. Drop the meat into the jelly before setting and serve with a little watercress or cress.

#### ASPIC SANDWICHES

Spread the slices of bread with margarine and then with a thin layer of jelly. Add grated cheese, watercress, mustard and cress, meat or fish paste.

#### JELLIED BEEF SOUP



A rich jellied beef soup may be made instantly with the addition of boiling water. Greatly appreciated by Fire-Watchers.



# MAGGI'S ASPIC JELLY

**FREE SAMPLE.**—Send 1d. stamp for free sample of Maggi's Aspic Jelly. Apply MARBER & CO. (Food Products) Ltd., 1, Stanhope St., London, N.W.1