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Register: New members of the Swiss Benevolent Society

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A personality who has interested the public mind more and more in Switzerland, is Mr.G.Duttweiler, who, some ten years ago, created an organization called "Migros". Mr.Duttweiler, who has great capabilities as an organizer, realised that in the grocery trade big economies could be made for the housewife if by a good organization the costs could be reduced and therefore the products sold to the public at a lower price. The idea of selling groceries in the street from a specially equipped van was an absolute novelty for Switzerland and has proved, in the course of the years, to satisfy the need of an ever-growing number of customers. Apart from the vans, the Migros has also started to open shops in all the main cities of Switzerland, and the vans are extending their tours to more and more suburbs and even to the villages round the large cities.

Recently,Mr.Duttweiler again came to the fore-ground with an entirely new scheme for the assistance of the very hard suffering hotel people. He called his scheme "Hotel Plan" and the main idea was to fill the hotels and therefore reduce the running cost, and on the other hand, by reducing the running cost, find more people to fill the hotels. The "Hotel Plan" has brought forward a great controversy among the different classes of interested people. However, the result for the first season, which has just closed, was very considerable and more and more people are beginning to believe that Mr.Duttweiler's scheme will bring salvation to our hotel business. During the peak season, he brought whole train-loads of people from Holland and Germany to Switzerland, and the hotel people and railways of the holiday places where the "Hotel Plan" is in operation have found out that the scheme is really a good one. On the other hand, the customer, or in this case the holiday-maker, finds it a very attractive holiday to be able to go to a very good hotel at a much cheaper rate, with sight-seeing trips and entertainment all included.

We are trying to find a suitable place to give our aged countryman, Mr.Baechler, a new home. Mr.Baechler is suffering at intervals from nervous depression, and a good home, where he could work in the garden, would be best. A small amount for his board could be paid.

Swiss people, if you have a spare bach, and think you could give him a good home, let us know.

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All Correspondence should be addressed to :-
W.Ungemuth, Secretary,
Clarence Rd.,Northcote,
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