

# Ernest Frederick Sommer

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rest of the country, a district where it is not only good to live but also — to a greater and greater extent — to work.

The economic structure of the canton of Vaud — apart from the large number of its skilled workers, proportionately greater than the average for Switzerland — is now composed of very different concerns making products from all the various branches of economy, and offering therefore a fine selection of high quality articles of all kinds. To go into details and mention one or other of these concerns would be to step outside the scope of this introduction where only the main outlines may be touched upon.

The most important industries in Vaud are those of metals, apparatuses and instruments carried on in factories employing more than a thousand workers alongside other smaller concerns. A large proportion of the products of these industries is exported. But this need to seek the indispensable outlets beyond the small home market is also felt in most other branches of industry in Vaud: foodstuffs, chemicals electro-chemicals, paper, textiles, etc. The products of these industries are exported not only to the countries around us, but very often to the most distant parts of the globe, where the products of Vaud have made themselves known and appreciated.

The development of the economy of Vaud, which mainly started towards the end of the last century, has achieved important results in the last fifty years. The economy of the canton is now extremely varied. The foreign buyer can find there in all the main fields any product he is looking for. Industries of all kinds, important concerns based on craftwork, importing firms of world-wide repute or wholesale distributing concerns covering the whole of the French-speaking part of Switzerland, are found side by side with banks and insurance companies, financial and holding companies. The tourist trade in its turn adds a pleasant touch to this harmonious whole, and foreign businessmen and manufacturers can count on a stay that will be pleasant from every point of view during their business trips or holidays in this canton. Past development makes possible still further improvements in the future so as to build up on ever wider, ever sounder foundations the economic conditions of this attractive canton.

GUIDO PETITPIERRE.

(*Swiss Industry and Trade*).

### ST. MORITZ AND AROSA.

#### Film Show of the N.S.H. and Anglo-Swiss Society.

On November 16th the N.S.H. together with the Anglo-Swiss Society gave a most enjoyable film show at Londonderry House. They had secured the co-operation of the Kurdirektor Peter Kaspar of St. Moritz and his counter-part Mr. Grob of Arosa for showing delightful films of these two famous summer and winter resorts. The performance finished much too soon for everyone present. The attendance was very numerous so that additional chairs had to be fetched to accommodate the late-comers. The film show was pleasantly introduced by a friendly talk by Lord Brabazon of Tara about Switzerland.

The show was preceded by a joint reception of the two societies.



ERNEST FREDERICK SOMMER.

75 Years Old.

On the 7th of next month Mr. E. F. Sommer, Chairman and Managing-Director of the World Transport Agency, Ltd., of 1, Martin Lane, Cannon Street, E.C.4, is celebrating his 75th birthday anniversary, and we are sending him, on behalf of our readers, our sincere congratulations on this auspicious occasion.

Mr. Sommer was born in 1879 and began his career in a Shipping and Banking House in Basle, later entering the offices of one of the largest Transport and Travel Agencies in London. His activities were directed to gain experience in the principal European countries, and later he was called back to fill an important post in the Company's headquarters.

In 1913, he founded the World Transport Agency, Ltd., International Shipping and Forwarding Agents, a concern which allowed him to exercise his powers of organisation and able management. This latter company has, during nearly forty years, developed into a world-wide organisation with English branches in all the important centres of Lancashire and Yorkshire. The head offices are at No. 1, Martin Lane, Cannon Street, London, E.C.4, with a Subsidiary Company in Covent Garden, to deal with the fruit and vegetable traffic.

Mr. Sommer has not only concerned himself with land and sea transport, but in moving with the times, has founded a Company, World Air Express, Limited, which deals exclusively with the air traffic. He has, for many years, been a member of the Institute of Transport and is a Fellow of the Institute of Shipping and Forwarding Agents.

Apart from his many business activities, Mr. Sommer has taken an interest in the doings of the Swiss Colony in London. He became a member of the City Swiss Club in 1906, and of the Swiss Mercantile Society in 1917; he is also a member of the Swiss Economic Council.

We sincerely hope, that a kind Providence will allow him to remain amongst us for many more years to come.