

# Swiss Mercantile Society

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# NEWS FROM THE COLONY

## SWISS MERCANTILE SOCIETY

The Monthly Meeting of the Society was held at Swiss House on Wednesday, 10th April. The attendance was below expectations, due no doubt to the approaching Easter holidays, which was regrettable as it proved to be a most interesting evening.

Reporting on the activities of the College, the Chairman, Mr. A. Jaccard, was pleased to announce that at the London Hospital six-a-side Tournament at Walthamstow on 6th April, in which 40 teams competed, the College football team had reached the final. The Challenge Cup was won by Imperial College (London University), the SMS being awarded the Runners-up Shield. Great credit is due to the Captain and organiser, Mr. R. Bachmann, under whose guidance the College have reached the final three times in five competitions and secured the trophy once.

Due to the Fête Suisse being held on 8th May, the next Monthly Meeting was postponed by one week to 15th May, when the Society's delegates will report on the meeting of the SKV at Vevey on May 3rd/5th.

For this summer's family outing it was decided to visit St. Albans (Cathedral and Roman Verulamium) and Hatfield House. Fuller details will be announced in due course.

Following the official proceedings, Mr. Roger Harrison, B.A., gave a talk on "The Production of a National Newspaper", with special reference to "The Times".

Dealing with all aspects of management, distribution, advertising and production, the lecturer gave his audience a fascinating account of the vast organisation with which he is connected. When it is remembered that one edition equivalent to a 270-page Penguin novel is being set and printed within a matter of a few hours, one can obtain some idea of what is required to produce such a paper day by day.

We learnt how news, home and foreign, is collected from reporters, foreign and special correspondents and how it is disseminated to all parts of the world.

Perhaps few readers realise what it needs to have news on almost every conceivable subject brought to the breakfast table each morning. Equally few may know that the main revenue of the quality papers is derived from advertising and that the rates of subscription cover little more than administrative and distribution expenses as well as newsagents' commission.

Although a number of members present had seen the paper being printed on the occasion of a visit some time ago, this talk in a way took us behind the scenes and greatly helped to form a clearer picture of the elaborate organisation and processes required to produce a paper of this standard and size.

Mr. Harrison's many interesting sidelights evoked great interest among his listeners, as evinced by the numerous questions put to him, which he answered competently and with alacrity. In fact few lecturers recently have stimulated such keen and sustained attention.

A cordial vote of thanks to the lecturer, moved by Mr. W. Renz and seconded by the Chairman, was warmly supported by all present.

W.B.

## WELFARE OFFICE FOR SWISS GIRLS IN GREAT BRITAIN

### Annual Report 1962/63 (Abridged)

Mme. A. Daeniker, the Honorary President, was present at the Annual General Meeting of the Welfare Office for Swiss Girls in Great Britain which took place on Monday, 25th March 1963.

The report showed that the activity of the Welfare Office during the period under review was again maintained at a high level although the actual number of registrations was slightly lower than last year. There were a great many demands for general information and enquiries about jobs, but also a substantial number of cases where practical help was necessary. Every effort was made to assist girls who were mentally or physically ill, and a great deal of the Staff's time was taken up in travelling in and around London visiting such cases. Assistance was also given in cases of repatriation.

At the harbour in Folkestone the President continued to aid Swiss nationals who for various reasons were refused permission to land. Throughout the year twenty girls and six men received help, and it is gratifying to note that the number of Swiss who encountered difficulties at Folkestone was much inferior to that of other nationals.

For the first time since 1959 the Welfare Office was manned throughout the year by the same two Welfare workers. Closer co-operation with English bodies, both official and voluntary, was established and the President with one of the Welfare workers attended various meetings and conferences in London. These contacts proved most useful in dealing with the more difficult problems.

Thanks to the efforts of H.E. the Swiss Ambassador the annual Federal subsidy was maintained, whilst the annual contributions from the two organisations in Switzerland, viz., Amies de la Jeune Fille and Katholischer Mädchenschutzverein, were again received. These funds, together with the annual donation of the Swiss Benevolent Society, constituted the basic income of the Welfare Office. The Verband der Schweiz. Evangelischen Frauenhilfe, who last year made a first contribution, again sent a donation.

Throughout the year the work was greatly facilitated by the practical assistance given by H.E. the Swiss Ambassador and Madame Daeniker, who at all times follow the activity of the Welfare Office very closely, and the co-operation of the Swiss Benevolent Society, the Clergy of the Swiss Churches in London and the Wardens of the Swiss Hostel.

Miss E. Zimmermann, the Welfare Officer, had asked to be released from her duties at the end of April. A fully trained and experienced welfare worker from Zurich had been engaged and would take up her duties early in May. The work would therefore continue without interruption and the Welfare Office could look forward to greater activity. In order to continue on these lines, however, every effort would have to be made by the Committee to maintain contributions and raise fresh funds.

The report concluded with a word of appreciation to the Staff for their excellent work throughout the year.

E.K.