

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 15 (1988)  
**Heft:** 4

**Anhang:** Local news : Great Britain

### **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:** 26.11.2024

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



# Local News - Great Britain THE GREEN PAGES

## Hello again...

Well I made it to my second editorial without too much turmoil. No bolts of lightning from above. No chastisement from the powers that be. In fact quite the reverse. As you will have gathered, after just ONE edition I have been granted TWICE as much space!

Judging from the many phone calls, letters and third-hand bits of gossip that have come my way, you seem to like our new look 'Green Pages'. Come to think of it, I cannot quite fathom out why the pages ARE green. If the intention is merely to stand out from the rest of the magazine then I think we could do that WITHOUT the colour !! Whoops! A little risqué already and we're only in the first column of the first page!

Not only do the readers seem to like the new look. Our advertisers seem happy too. We are in the remarkable position of having to TURN AWAY business even with four extra pages. Could it be due to the breadth of subject matter that we now tackle? Arts. Travel. Business. Youth issues. Reviews. Our writing team is strengthened further this time with the arrival of **Aliah Blackmore**, **Andrew Harland** and occasional contributor **J. Broggin** (see 'Briefing'). Don't forget, we are still looking for your legal queries which will be tackled by another newcomer, **Mauricette Scheurer**.

Surely the most exciting new feature in this issue is the great competition on page VII. **Airtour Swiss** and the **SNTO** have allowed us to offer the lucky winner free air travel for two people to Switzerland and back with two free 'Fly-Rail' tickets to ensure that your luggage enjoys the holiday too (see page VII).

## Swiss Radio International.

You may have noticed that, before my time, previous issues of the Local News have carried reference to the programmes broadcast by Swiss Radio International. You could be forgiven for thinking that the frequency guide, which SHOULD simply show you where to find SRI on your tranny, looked more like a logarithm chart than a tuning chart. With 30,000 potential listeners reading this magazine, you'd think a little more attention could be paid to marketing the service in a more accessible fashion.

Well ... on my recent visit to Switzerland I met up with **Richard Dawson** who is one of the presenter/producers of the English Language Service of SRI. I asked him whether SRI would be interested in running a regular feature in the Green Pages. I subsequently suggested a

'Radio Times'-style programme guide listing programme times, presenter names, feature details etc, and, of course, a frequency guide that you don't have to have a degree in Applied Science to understand. As of our next issue this becomes a reality, with members of the SRI English Language Service contributing occasional features.

## Lingo.

Had I had more space in the last issue I was intending to run a list of names of people in this country running private language tutorials for people, like myself, recently blessed with dual-nationality but unable to converse in any of Switzerland's native tongues. However, in a fit of disorganisation I seem to have misplaced the list of such tutors that Lisa Hall passed on to me. I would therefore be grateful if you would let me know (by post, please) if you fit the bill and I will publish a newly compiled list in the next issue. I shall then take the plunge to learn High German, or add to my pigeon-French (I can just about order a pizza whenever I go skiing). Either way, I shall keep you informed (like it or not) of my progress!

## Photographic memory.

Commenting to one of my staff, recently, that what the Green Pages lacked was 'picture power' (as the tabloids would put it) I was told that another picture of myself was NOT the answer! Sauce! We both agreed, however, that a far nicer picture was recently published in Local News (issue 2/88) and that, for no apparent reason, we should print it again.



... in case you're wondering, it's a picture of the lovely **Nadia Myerscough**, a gifted violinist with many male fans in the offices of MGB Publications. On that, hopefully not too sexist, note, I shall bid you adieu until the next time.

## Nick Miller, Editor

*Nick Miller is a regular feature presenter of LBC Radio's weekend arts programme 'The Night is Young'*

## In this ISSUE

### Page II

#### OPENING LETTERS

*Our first post bag, including our first DISatisfied customer!*

#### EATING SWISS

*Nick Miller selflessly eats his way through the menus at London's Swiss Centre. All in the interests of research, of course!*

### Page III

#### NEXT GENERATION

*Our young roving reporter, Aliah Blackmore, meets the Moscow Classical Ballet and visits an exhibition championing a worthy cause.*

### Page V

#### TRAVEL

*Joseph Buebler's round-up of the Swiss travel scene and steps back 2000 years!*

### Page VI

#### ARTS

*Sterchi's 'Blosch'. Three books on Giacometti. Elliot Carter at 80. The Bern Symphony Orchestra and a little salon music ...*

#### BUSINESS BRIEFING

*1992. J. Broggin of the Commission for the Swiss Abroad offers his comments.*

### Page VII

#### FLY FREE TO SWITZERLAND

*Our first competition offers the winner two free return tickets to Switzerland with a runner-up prize for EVERY entry.*

#### SWISS IN BRITAIN

*More details of our monthly newsletter for Swiss Clubs and organisations.*

### Page VIII

#### MARIANN MEIER

*Mariann's regular column looks at the first 100 years of the Swiss Mercantile Society.*

#### LOCAL NEWS - GREAT BRITAIN

is published quarterly as a supplement to  
THE SWISS REVIEW  
by MGB PUBLICATIONS  
Editor/Publisher: Nick Miller  
86 Camberwell Road London SE5 0EG  
Tel: 01-701 6662 Fax: 01-701 2299

## Opening LETTERS

*Exciting stuff! Our first mail-bag, and so many kind congratulations (from readers and advertisers alike), hereby acknowledged most gratefully! Here are my favourite letters. One positive. One not!*

"... Let me congratulate you on your first edition of 'Local News - Great Britain'. I, as an Anglo-Swiss, find your style of writing very easy-going. No complicated words to fumble over in the concise dictionary, no highbrow expressions to get worked up about. In other words ... I can't wait for your next edition".

**Nelly Scott-Niederberger**  
(Swiss Club Tyne & Wear)

*... I'm blushing, Nelly! Thank you. Not that I NEED to have my ego massaged to be happy to receive a letter. Hence the reason I have printed this one ...*

"...The printing on the green pages in the Swiss Review, to older eyes like mine, looks like one big jumble. Could you please revert to the old print we could read."

**H. Hand**

*Comments noted, Mr Hand (is there REALLY a town called Socks Heath?). I introduced the new typestyles to make the look of the magazine more appealing, but in retrospect our printers have struggled to reproduce them clearly. You may notice that the typography is now larger and bolder. Perhaps a comment on the content may have been helpful!*

*All correspondence is welcome at the address on page 1.*

## Eating SWISS

### The Restaurant Review

**The Swiss Centre**, situated in the heart of London's West End, offers an oasis of gastronomic delights in a choice of highly individual settings, all under one roof. Anything from a quick snack to a sumptuous gourmet dinner. Here, Nick Miller eats his way through all five restaurants ...

### The Chesa

To escape from the rush of Leicester Square into a haven of tranquility and elegance, you need travel no further than 'The Chesa'. Ideal for business lunches or special social occasions, the wide variety of dishes combines the best of Swiss cuisine with creative modern cooking and a carefully selected list of excellent wines. I was initiated into the Chesa during one of the regular 'Dinner Clubs' attended by some notable figures including our own Mariann Meier.

The multi-course fayre included a superb duck consomme and one of the most satisfying cuts of beef I can recall. The chef confessed to a fetish for vegetable sorbets. Being a lover of lemon sorbet between courses I was somewhat culture shocked by the celery variety but, to my surprise, I adored it. I can't remember the dessert, being not a lover of anything bar chocolate ice cream at that stage of a meal, but I'm sure it was appreciated by the assembled masses. In the final analysis, I was obviously impressed, having lunched there twice since on business. On both

occasions I confess to, perhaps boringly, plumping for the same dish ... the superb breast of chicken with atlantic prawns. Attention to minor detail is, I always find, an appreciable plus point in any restaurant, particularly if you feel you are paying for it. Whilst the Chesa is not cheap (bank on £25 to £30 per person with wine), it comes as a relief when you don't have to remind the waiter 'who is having the fish'. The split-second synchronisation of waiting staff unveiling everyone's meal from beneath the highly polished domed silver salvers at exactly the same time is a sight to behold.

### The rest ...

At the other end of the spectrum, **The Rendez Vous** provides an ideal place for a light lunch, afternoon tea or a snack at any time of the day. It's versatile menu includes traditional Swiss 'toggenburgers' and mouth-watering home-made cakes and pastries. Guaranteed to revive any flagging visitor. As a regular Rendez Vous visitor I have to admit to being something of a toggenburger devotee!

A unique treat awaits you in the **Fondue Locanda**, by way of the extraordinary choice of fondues. Valaisanne (cheese) and bourguignonne (meat), sound relatively average against fruits de mer (fish) and ... chocolate (??).

More Swiss regional specialities can be enjoyed in the rustic atmosphere of the **Taverne**. These include raclette (hot, melted cheese), delices des grisons (air cured meats) and traditional fondue. I have to say, on the strength of one visit, that this is my least favourite of the five restaurants. I find the tables are too small and the bills too big! Never mind. You can't win them all!

*If you own or run a restaurant offering Swiss fayre and dare to be a future subject for Nick Miller and the 'Eating Swiss' team, please contact Karyn Smith at our editorial office.*

# GOING HOME ?

Save time, trouble and expense and make your flight arrangements with



## HAMILTON TRAVEL

3 Heddon Street, London W1R 7LE - Tel: 01-439 3199 (10 lines) Telex: 229176  
Mansfield Chambers, 17St Ann's Square, Manchester M2 7PW - Tel: 061-834 6364  
OR PRESTEL 20261

*Fourteen years' experience in providing low cost, reliable scheduled flights to Switzerland plus many other European destinations.*



*Air Tour  
Organisers  
Licence 1489*



# Next GENERATION

## Introducing Aliah ...

*As promised in our last edition, our youngest resident writer, Aliah Blackmore begins her regular column 'Next Generation' right here and now. I'm sure you will agree that the quality of her writing would be a credit to someone far above her years. In fact, Aliah became a teenager on 2nd December (fan letters & cards will be gladly passed on from this office). Over to you, Aliah ...*

In the middle of their London tour, I got the chance to interview some of the stars of the **Moscow Classical Ballet**. I was given invaluable help by Maria Donde, a Russian girl who acted as interpreter and who previously interviewed me for the BBC Russian Service.

The two principal dancers, **Stanislav Isayev** and **Vladimir Malakhov** took turns to dance the demanding role of the Prince in "Swan Lake". Vladimir, from the Ukraine, was the Prince in the performance I attended. When asked what other career he would have taken up if he hadn't been a dancer, he answered, "Zookeeper". This earned him an extra round of applause from my sister, if nothing else!

Stanislav, from Gosky, on the Volga, would have chosen to be a humanitarian, believing that helping the future of mankind is a duty for artists. "Even in the coldest times, the thing that encouraged East-West relations was art. Art brings people together and helps them to understand each other. People are the same everywhere. They have very different traditions and obviously they are different in social standards, but, overall, people are the same".

**Valeria Tsoi** danced the part of Eve in "The Creation of the World". My family all thought that she was really lovely and would become a star of the future given the right opportunities. Her quality of dancing raised the level of the entire company. We invited the dancers to our home and - yes, when we offered fruit, 'Eve' rejected the peach, said no to the plum, and, true to her fate, picked ... the apple!

What variety of apple? Here's a world scoop for Swiss Review readers. Eve's choice was a French Golden Delicious!

## The End of World Hunger

I recently interviewed **Anna Christina Bozzo**, Co-Founder and Project Director of the **International Art Show for The End of World Hunger**. This exhibition ran in London before going to New York to continue its world tour. Anna Bozzo said it was **Patterson Sims**, Curator of the Whitney Museum of American Art, who originally had the idea of an exhibition to arouse public concern. Anna and her companion, **Marcia Godosky**, were so moved by the hunger and pain which millions are forced to endure needlessly every day, that they gave up their lives to make the exhibition a reality. Against all the odds, their combined strength and determination pulled them through the hardest and most disappointing moments. Anna even persuaded her art students, despite their pessimism, to help her raise the \$150,000 needed to start the exhibition.

Many people were against the idea, saying that it would never work. Others were unwilling to help, not because they were against trying to end the problems from which hunger stems, but because they were afraid to be seen to take too political a stance.

Because the exhibition's effectiveness depended on the amount of attention the public gave it, choosing the right artists was considered very important. The artists were given the task of influencing people in the best

possible way, each with their own originality.

Tom Lubbock of The Independent took a dim view. "The title suggests a somewhat mismatched struggle. World artists against world hunger?". James Hall of the Guardian was even more sarcastic ... "It would be wrong to single any of them out, as most of the works, lent or donated by 42 internationally famous artists are equally feeble or irrelevant".

They gave the impression that they would have exchanged Anna's efforts for a video nasty as, Lubbock argued, "Human feelings are most quickly aroused by a reasonable level of dehumanisation".

Anna Bozzo disagreed. "The whole aim of the exhibition is not to shock. People automatically turn off when they see horrific pictures of people dying or in great pain".

America was certainly more enthusiastic. To quote **Mary Abbe Martin** in her review for the Star Tribune (13/9/87) when the exhibition was having its world premiere in the Minnesota Museum of American Art, "The art's subtlety is one key to the exhibition's success. Cause-related art is more illustrational than inspirational and is frequently trite, combining hackneyed imagery and predictable pieties, many of which readily come to mind with a subject like world hunger. While undeniably disturbing and poignant, such images have all but lost their evocative power through over-exposure. Therein lies their power to evoke ideas, to prick conscience (and) to provoke change".

Words are a part of the exhibition's structure and lend it a necessary coherence for, as **Peter Schjeldahl** points out "There is an odd, subtle poetry to the notion of an Art Show for The End of World Hunger, a phrase with art at one end and hunger at the other ... containing between them the entire human spectrum".

*Aliah Blackmore is a regular contributor to an excellent newspaper called "Early Times". Be sure to rush out and buy it ...*

# SMS

**SCHOOL OF ENGLISH**  
**34/35 FITZROY SQUARE**  
**LONDON W1P 6BP**  
**TELEPHONE: 01-636 2892**

The SWISS MERCANTILE SOCIETY COLLEGE is beautifully situated in a traffic free square in Central London between Regents Park and Oxford Street. We have been teaching English to Swiss people since 1923.



### We can offer:

- ★ Intensive English tuition daily at all levels
- ★ Late afternoon and evening classes
- ★ Business English
- ★ Translation (English - German, French, Italian)
- ★ SMS Diploma (recognised in Switzerland)
- ★ Preparation for Cambridge, BSCC, ARELS and other public examinations
- ★ Accommodation service

Please write, telephone or come to see us for further information, or send us this coupon:

To: SMS COLLEGE, 34/35 FITZROY SQUARE, LONDON W1P 6BP  
Please send me your prospectus

NAME .....  
ADDRESS .....



# The best way to travel to Switzerland – by Swissair

5 flights London – Zurich – London

4 flights London – Geneva – London

2 flights London – Basle – London

Daily direct flights: Manchester – Zurich – Manchester  
and Birmingham – Zurich – Birmingham

---

A choice of First, Business and Economy Class on all flights

---

Inexpensive Super Apex fares:

£104\* return London – Switzerland

£121\* return Birmingham – Zurich

£126\* return Manchester – Zurich

\*Subject to advance booking 14 days before departure and a stay in Switzerland which includes Saturday night

**swissair** 

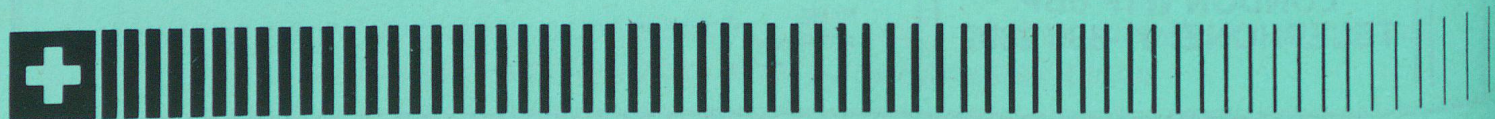
**Booking Offices:**

**London** SWISSAIR, Swiss Centre,  
New Coventry Street  
Tel: 01-439 4144

**Manchester:** SWISSAIR, John Dalton House,  
12 John Dalton Street,  
Tel: 061-832 8161

**Birmingham** SWISSAIR, Room 108,  
Birmingham International Airport  
Tel: 021-782 7882

**Glasgow** SWISSAIR, Room 224  
Glasgow Airport  
Tel: 0345-581333





# Joseph Buehler TRAVEL

## Travel round.

1989 has been set aside by the **Swiss National Tourist Office** as a special year for the promotion of Switzerland's many historic towns and cities. The foundation for some towns goes back 2000 years. Some buildings, steeped in history and lovingly preserved, were erected in the middle ages. From the ski resorts of the famous Jungfrau region to the lower regions like the Jura, a rich cultural history is carefully preserved for visitors, with a wide variety of sights, events and festivals to choose from. EVERY Swiss town or city is a potential holiday resort.

## Publications.

A number of new, very helpful and informative publications are now available, free-of-charge, to ensure that visitors can enjoy the best of Switzerland's enchanting scenery and hospitality. **The Swiss Hotel Association Guide**, for one, provides detailed data on a variety of accommodation ranging from 'Five

Star' hotels to mountain inns, with a range of gastronomic delights to savour from its list of 350 restaurants.

Swiss hotels and inns are known, the world over, for the quality of service and comforts, so we are ever more spoiled for choice with the opening of a number of new hotels. In the **Graubunden** area you can now find hotels called 'Ratia', 'Bundnerhof' (☆☆☆) and 'Pension Battaglia'. In the **Bernese Oberland** you now have the 'Sporthotel Adler' (☆☆☆), the 'Baer' (☆☆☆) and the more compact 'Lot-schberg' to confuse your choice. **Neuchatel** boasts the ☆☆☆☆ opulence of the 'Hotel au Parc' while the **Lake Geneva** region contrasts the ☆☆☆☆ 'Hotel Bristol' with the more modest 'Hostellerie du Chateau. In **Valais** we find Hotels 'Montpelier' (☆☆☆☆), 'Garni Urania' (☆☆☆☆) and 'Helvetia Intergolf'.

Switzerland is, indeed, a winter wonderland, and the publication of **'Switzerland All-In 1988/89'** aims to prove it by providing details on a number of top resorts. Information on winter sports packages, accommodation, ski or langlauf instruction, local and international travel etc is included along with price details.

As more and more Brits head for Swiss ski slopes, the SNTO has produced an excellent guide called **'Winter Holidays in Switzerland 1988/89'**, listing some 60 destinations offered by tour operators. Downhill, cross-country,

power and heli-ski courses, ski safaris, and mountain walks are all featured.

## Travel savers.

At the recent 'World Travel Market' the **Swiss Travel System** unveiled plans for the Swiss Federal and private railways, postbuses and the rest of the transport system which take effect in January 1989. The **'Swiss Pass'**, for instance, offering unlimited travel by rail, boat, bus or tram for a single fare, discounts on mountain railways and concessions for families within free travel areas.

The **'Swiss Card'**, valid for a full month, completes the link between border stations and/or airports to the resort of your choice. The new **'Swiss Transfer Ticket'**, fulfilling a similar operation, and various regional half-fare and travel concession cards will also be available.

Delays and congestion seem to be a growing concern across Europe's resorts but Switzerland's novel **'Fly Rail Baggage'** idea attempts to resolve all that by arranging the transfer of your luggage from your destination airport to your destination resort negating the need to loiter at the baggage reclaim and struggle up airport escalators! A welcome relief!

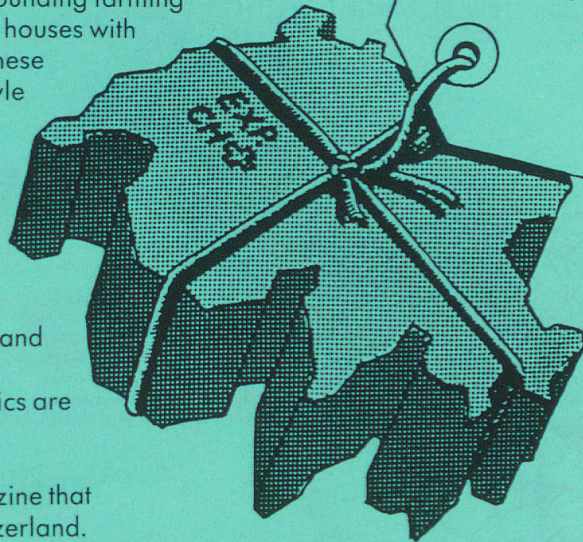
*Joseph Buehler is the new Director of the Swiss National Tourist Office in London. Further information on any of the subjects discussed here may be obtained from the SNTO at The Swiss Centre, New Coventry Street, London W1. Tel: 01-734 1921.*

# Switzerland by post

Regularly, every month. So many memories and discoveries. Things familiar and things new. 60 pages of carefully researched articles in English, French, German and Italian, with an impressive range of photographic illustrations.

This month, for example, we discover Appenzell. Where peasant traditions and heathen customs are still fascinatingly interwoven. Where, every New Year, local mummer groups enact ancient traditional entertainments for the surrounding farming community. Where behind the rows of houses with neat façades and spotless windows, these highly individual townfolk live a lifestyle unchanged by the passage of time.

In future months, we'll visit Delémont, Switzerland's newest cantonal capital. The streets of olde Berne with their many arcades and picturesque fountains ... and the Lötschberg, featuring the well-known railway line and the not-so-well known mountain pass. These and many other fascinating topics are all discussed in forthcoming issues of **SCHWEIZ SUISSE SVIZZERA SVIZRA SWITZERLAND**. An illuminating magazine that captures the many splendours of Switzerland.



- Yes, I would like to discover (or rediscover) Appenzell. Please send me this issue as a free sample copy.
- I would like to get to know the whole of Switzerland better and wish to subscribe to your magazine for one year @ SFr.55.- (12 issues, including postage). I will then receive a free copy of your Appenzell issue.

Full Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Simply cut out the coupon and return it to:

Swiss National  
Tourist Office (SNTO)  
The Swiss Centre  
New Coventry Street  
London W1V 8EE



Andrew Harland  
**ARTS**

**'Blösch'.**

Many readers may have vivid memories of an evening in December, two years ago, when **Beat Sterchi** read passages from his first novel, 'Blösch', with lucent English translations read by Mr Michael Hofmann. Following the success of the novel in Switzerland, you may be pleased to note that the book has now been published in England, by Faber and Faber. The hardback edition sells at £11.95.

**Giacometti**

**Alberto Giacometti** seems to be the man-of-the-moment with no fewer than THREE new publications on current release chronicling his life and times. **Valerie J. Fletcher**, Curator of the Painting and Sculpture Department of Washington's Hirshhorn Museum, conscripts the artist's nephew, **Silvio Berthoud**, and leading Giacometti scholar **Reinhold Hohl**, to include essays alongside the photographic examples of the artist's many stick-like human subjects. An authoritative survey, but costly at £29.95, published by Lund Humphries.

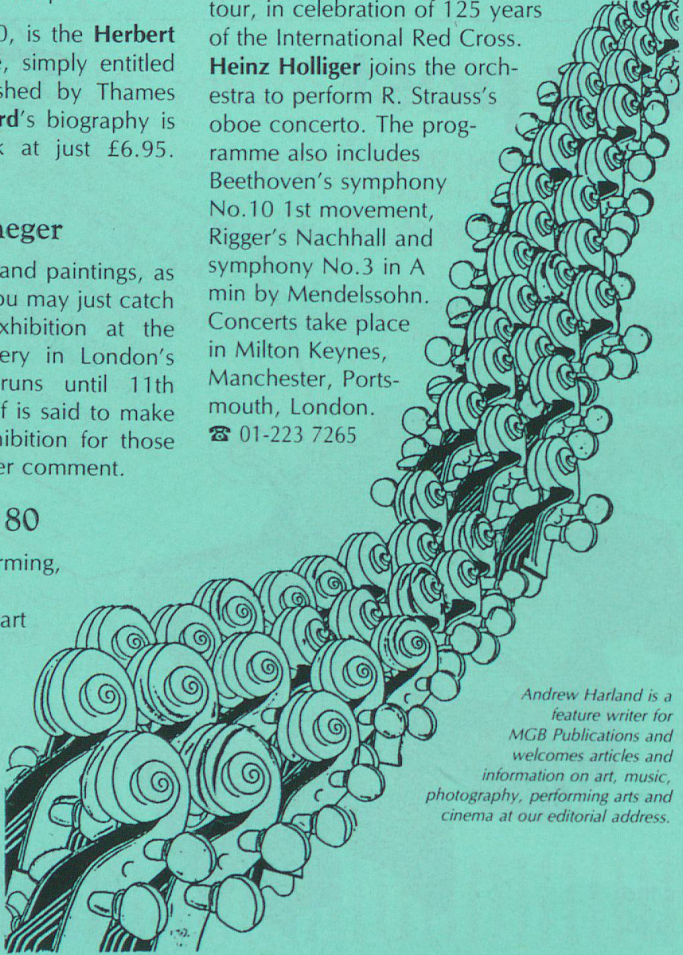
Even more costly, at £37.50, is the **Herbert and Mercedes Matter** tome, simply entitled 'Alberto Giacometti', published by Thames and Hudson, but **James Lord's** biography is excellent value in softback at just £6.95. Published by Faber.

**Happy Honneger**

On the subject of sculpture and paintings, as we were with Giacometti, you may just catch the **Gottfried Honniger** exhibition at the Annely Jude Fine Art Gallery in London's Tottenham Mews which runs until 11th December. The artist himself is said to make himself available at the exhibition for those feeling so moved as to proffer comment.

**Elliot Carter at 80**

**Heinz Holliger** will be performing, for the first time in Britain, Carter's oboe concerto, as part of the 'Elliot Carter at 80' concert at the Queen Elizabeth Hall, London, on Monday 12th December at 7.30pm. Guest conductor is **Pierre Boulez** and he is joined by the **Arditi String Quartet** for an excellent evening's entertainment.



**I Salonisti**

One of Switzerland's leading chamber music ensembles **I Salonisti**, give their debut London concert of 'Salon Music' at the Wigmore Hall on Monday 19th of December at 7.30pm. Works originating from German, Italian and Hungarian collections, specially arranged pieces by Leoncavallo, Massenet, Debussy, Kreisler, Rimsky-Korsakov and arrangements from Fellini's film music are moulded together in a distinctive and inspirational concert.

**I Salonisti**, comprising two violins, cello, double base and piano, have successfully popularised the association between classical music and salon music. The term 'salon music' was first introduced during the latter part of the 19th century, when patrons frequented the illustrious cafés and cabarets of Vienna, Barcelona, Berlin and Budapest to exchange views on current political and social events.

**I Salonisti** have already made six highly acclaimed recordings for EMI and release their first Album entitled 'Orient Express' with Decca to coincide with the London concert.

**More music ...**

This coming spring, audiences across Britain can continue to enjoy Swiss musical excellence when the **Bern Symphony Orchestra**, conducted by **Peter Maag**, undertake their U.K. premiere tour, in celebration of 125 years of the International Red Cross.

**Heinz Holliger** joins the orchestra to perform R. Strauss's oboe concerto. The programme also includes Beethoven's symphony No.10 1st movement, Rigger's Nachhall and symphony No.3 in A min by Mendelssohn. Concerts take place in Milton Keynes, Manchester, Portsmouth, London.

☎ 01-223 7265

Andrew Harland is a feature writer for MGB Publications and welcomes articles and information on art, music, photography, performing arts and cinema at our editorial address.

Business  
**BRIEFING**

*In response to the request in the last edition of Business Briefing, regarding Switzerland's attitude to Europe's Single Market scheduled to come into force in 1992, J. Broggin of the Commission for the Swiss Abroad offered the following comments ...*

How will a single market affect the interest of Swiss business and commerce in the U.K. and of Swiss nationals either currently seeking, or already benefitting from, an economic or residential base here ?

By 1992 the 12 nation states which at present form the Common Market will have become one single market of, potentially, 320 million consumers. One single, dynamic force which will rival the advanced technologies of the USA and Japan, respond to the collectivist bureaucracies of Eastern Europe and deal more favourably with the structurally unstable systems of the Third World countries.

Unless the Swiss government finds a politically and constitutionally workable solution, its economy, commerce, industry, and its citizens are bound to suffer heavy penalties. What will the future hold for Swiss Businesses forced to locate production and headquarters outside their homeland without being able to control the total process, except perhaps the flow of investment capital.

In order to maintain Switzerland's reputation for quality, reliability and service it must attempt to extend its operating base within the EEC. How can the Swiss industrial image for utmost precision, performance, innovation and reliability, be sustained abroad if highly trained, dedicated and efficient Swiss nationals are prevented from obtaining work permits ? In Britain, at present, there is already a discrepancy in immigration between the two countries in favour of British subjects, but U.K. laws are unlikely to be altered in favour of any one group of nationals, however desirable their presence may be.

Much remains to be done and major questions remain to be settled among the nations subscribing to the Single Market. Switzerland, although geographically in its midst, is not party to the deal. The negative prospects for a small but committed population wishing to contribute to European development may become unbearable for a nation who, in 1991, will celebrate the birth of the oldest and least imperfect democracy in the world.

*This article was abridged (with great care and attention to the thrust of the original, rather longer epistle) by Andrew Harland.*



# the Swiss in Britain

We appreciate wholeheartedly the efforts of everyone who sends us reports and reviews of events, forthcoming functions, births, deaths and marriages etc. The bulk of this correspondence comes from the many Swiss clubs and societies dotted around the country. As a free service, MGB now publish a monthly journal, **The Swiss in Britain** exclusively for these communications.

A supply of copies is sent to each Swiss organisation on our official list and free copies can be obtained from our office address at the cost of a stamped-addressed envelope (preferably A5 or A4 size) for anyone who may wish to join any of the Clubs listed. We carry a full list of EVERY organisation with a contact name and telephone number PLUS features, news, reports, forthcoming events, pictures, gossip ... and anything else you care to contribute. Moreover, as it is a MONTHLY magazine no more will we have to read your news three months in arrears. The 2nd issue (December) is now available featuring information and reports from all over Britain. Don't miss it ...

# Fly FREE to SWITZERLAND

**Airtour Swiss**, part of the Holidaymaker Group plc, the **Swiss National Tourist Office**, and **MGB Publications**, publishers of these Green Pages, are proud to announce our first exciting joint venture. An easy-to-enter competition in which you can win two FREE return tickets to Switzerland ... and your suitcases travel in comfort too!

## Every One a Winner !!

The main prize winner may travel to Switzerland on ANY day in 1989 and return at any time (within 14 days). Airtour Swiss will look after your air travel, from London Gatwick or Heathrow. As for your luggage, the **Swiss Travel System**, via the Swiss National Tourist Office, will provide you with two of their new **Fly Rail Baggage** tickets. They allow you to leave your bags and cases at your departure airport and they will transport them safely from Zurich or Geneva airport to your destination in Switzerland.

## Every One a Winner !!

To make our competition even MORE unique EVERY ENTRY receives a runner-up prize. A discount voucher valid for any of the holidays on offer from **Holidaymaker Group**. All you have to do is answer the following ...

### The Questions ...

1. How many Swiss airports do AIRTOUR SWISS travel to ?
2. Who is the writer of the regular Travel column in the Green Pages ?
3. Where in Switzerland are the Parliament buildings ?

### The Tie-Breaker ...

... now answer the following in 20 words or less ...

*"I like/dislike the new-look Green Pages of the Swiss Review because ..."*

*(Don't worry ! You don't have to say nice things in order to win !)*

Now all you have to do is remember to tell us your name, address and telephone number and we will send you your prize. Send your entries, by **31st December 1988** to our editorial address ... and GOOD LUCK !

# Fares fair.

With regular daily return flights from London to Zurich, Geneva, Berne and Basle from only £79 it would be hard to beat **airtour swiss** for value. So confident are we that we can provide you with the CHEAPEST WAY to Switzerland, we will GUARANTEE that if you can find a fare cheaper than ours WE WILL BEAT IT ! As all of our flights are scheduled, we also GUARANTEE no cancellation of flights and no time changes (barring adverse weather or acts of God !).

Contact us now for a free brochure. We have an impressive choice of flights and packages such as Special Saver, Early Saver and Swiss Express. Accommodation options range from the basic to the luxurious. Choose from many city and alpine excursions, or hire a self-drive car to enjoy that special Swiss air at your leisure.

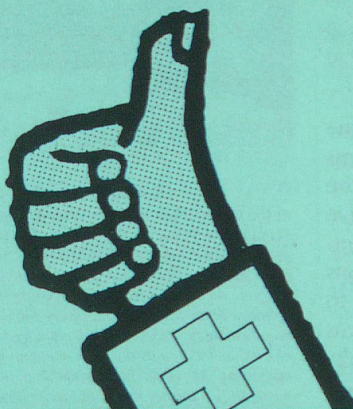
**airtour swiss** are British Government Bonded for your security.

# airtour swiss

A PART OF THE HOLIDAYMAKER GROUP PLC



British Government Bonded



**airtour swiss**  
Holidaymaker House  
157 Praed Street  
London W2 1RL

## 01-724 2388



# Mariann MEIER

100 years young ...

## The Swiss Mercantile Society

On 26th September 1888, thirteen men met at a cafe in Islington, London, and founded the **Swiss Mercantile Society** with the aim of advancing the professional and linguistic education of its members. The society was to be modelled on its parent organisation the "**Schweizerischer Kaufmaennischer Verein**" (SKV), founded in Lucerne some 15 years previously.

English language evening classes were soon instigated and in 1890 an employment agency was established. Membership grew rapidly and, as evening classes prospered, the SMS received a welcome subsidy from the Swiss Government.

During the First World War the educational sector was dormant, although the social side continued to flourish. In the wake of the Aliens Act of 1920, it was decided that day-time courses should begin and, as a result of an appeal, a suite of six rooms near the Strand were made available. A Principal and a paid secretary were engaged, and the SMS College began its successful life in January 1924, offering day and evening classes. By the summer of that year, 50 students had been enrolled.

## The Swiss House

On 11th December of 1926, the Swiss House in Fitzroy Square was opened, allowing the College and the Society to at last come together under one roof.

When war broke out again in 1939, the 200 students were forced to vacate the building which was then temporarily used for other purposes and, in fact, was bombed twice. When hostilities came to an end it was obvious that the repair work required was substantial. But out of adversity the College grew, enlisting 500-700 students every year.

In the early 1970s the SMS, with the aid of the SKV, the Swiss Government and many firms and private donors, was able to purchase the freehold of the building, making extensive renovation a much more viable investment. During this period there were three occasions when all the students had to be moved to other premises but not an hour of tuition was lost. In 1974, when the building was fully refurbished, an official opening ceremony took place.

As has been the case with many Swiss societies, membership and senior staff recruitment has been problematic. It became increasingly difficult for the SMS to engage officers and committee members but, despite the problems, the work continued. Monthly lectures are now traditionally only by invitation of the **New Helvetic Society**.

## Study Means Success

Over the last century, the society has had the good fortune to have many men and women volunteering their services to carry the burden of administering the College's affairs. Devoted teaching and office staff have been found time and time again, allowing the good work to continue. The SMS is eternally grateful to its staff and to all those responsible for the administration, now and in the past. Thanks to them, thousands of students have now passed through the college's doors proudly living up to the SMS motto: "**Study Means Success**".

There is not enough space to mention the names of all the men and women who, over the years, have generously given their services. However, I feel it is important that we mention two people in particular. The late Walter Burren, once Secretary of the College and the longest-serving President of the Society, devoted a life-time to serving the SMS. The late Walter Meier, first Chairman of the Education Committee and much involved in the rebuilding of College activities after the war, held the role of President for 11 years.

May we end in the words of wisdom of the founders: "**He who gets discouraged by difficulties, he who bows before the storm will achieve little. But he who wants to conquer at all cost will never fail.**"



### A note from the Editor:

*At the Celebration on 11th October, the Swiss Ambassador and Madame Pictet gave a Reception and dinner at the Swiss Centre, also attended by Mrs Monika Weber, Central Secretary of the SKV, and the Society's current President Mr Karl Deuschle. Among the new Honorary Members whose election was announced by Mr Deuschle, were Mr G. Hediger, aged 93 and a member since 1920; Mr J.W. Bonjour (89); Mr R. Senn (77), elected in 1932; and our own Mariann Meier (74), who boasts a staggering 44 years of membership and service to the SMS. Mariann is a former Editor of Swiss Observer and author of 'The Young Traveller in Switzerland' published by Phoenix House.*

## R.V.I. TRAVEL SERVICES

Your friendly, North London Travel Agent

*We have now greatly extended our AMERICA PROGRAMME for you. We have many Special Offers and Discounts waiting for you on FLIGHTS, CAR HIRE & BROCHURE HOLIDAYS.*

*We also offer 'tailor-made' trips to Switzerland, USA and World-Wide. Please give us a call for further information ...*  
**01-882 0103 01-882 3244**

*Member of A.B.T.A. and I.A.T.A.*

## START YOUR OWN (TYPING) BUSINESS

With just a typewriter you could achieve a regular income. By purchasing this highly informative and instructive book for only **£ 4.75** you could soon make money.

So please send your order and remittance (cheque/postal order) to

WINDMILL PUBLICATIONS (SR)  
35 Langley Close, Headington, Oxford OX3 7DB  
Proprietors: M.M. Bucher, B.A. Richardson

## SWISS LAWYER

*French/English*

**Liaison - Translations**

**Legal Advice**

**SUCCESSIONS, WILLS, CONTRACTS  
PROPERTY, MATRIMONIAL, etc.**

**ETUDE de**

**Me M. SCHEURER, AVOCAT**

37 Longmeadow, Cheadle Hulme,  
Cheshire SK8 7ER.

Telephone: 061-485 4388

## JOHN F. KENNEDY INTERNATIONAL SCHOOL



3792 Saanen-Gstaad, Switzerland

### Employment Opportunities

Small, international, English-language boarding school would like to hear from Swiss nationals or persons with working permission for Switzerland, interested in full-time employment from September. Persons qualified to teach an English language program to children 6 to 13, or persons interested in serving as Housemother or Household Assistant or Cook should write to:

William Lovel, Director

Tel: (030) 4.13.72