

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: - (1958)

Heft: 1332

Rubrik: Our Next Issue

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: 16.03.2025

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

THE
ANGLO-SWISS INSURANCE &
REINSURANCE AGENCY LTD

29/30, High Holborn, London, W.C.1

Telephone: CHAncery 8554

draw the attention of merchants, forwarding agents and firms connected with Switzerland engaged in the import and export trades to the fact that the SCHWEIZ ALLGEMEINE VERSICHERUNGS-AKTIEN-GESELLSCHAFT, Zurich, have a British subsidiary company the **Switzerland General Insurance Co. (London) Ltd.**, offering the facilities of a first class British insurance company backed by the Swiss company and a world-wide agency organisation. Insurances can be effected at very competitive rates with personal service and advice given where required. We have special facilities for arranging insurances with this company and welcome enquiries.

'there's always time for Nescafé'

perfect
instant
coffee

made right in the cup

NESCAFÉ

INSTANT COFFEE - 100% PURE



Nescafé is a registered trade mark to designate Nestlé's instant coffee.

SWISS MERCANTILE SOCIETY.

Despite the inclement weather, there was an exceptionally good attendance at the monthly meeting of the Society, held at Swiss House, on Wednesday, 12th November.

The President, Mr. O. Grob, extended a cordial welcome to the members and friends present. It was with deep regret that he informed the meeting of the death of Mr. E. F. Sommer, who had been a contributing member to the Education Fund ever since the foundation of the College.

After the official business on hand had been dealt with, the assembly were treated to an excellent film show by courtesy of the Swiss National Tourist Office.

The programme opened with a colour film, "Mountain Holiday in Switzerland". It showed the ascent of the 14,000 feet high Finsteraarhorn in the Bernese Alps. After scaling perpendicular rock and ice walls, the small party with their guide, on reaching the summit, were rewarded for their many hazards with unforgettably beautiful scenery.

By way of contrast, the second film, kindly lent by British Transport, showed some of the aspects of life in the communities in the Scottish Highlands. The landscapes were of striking beauty, and of particular interest were the many ways in which the inhabitants gain a livelihood, some in very remote parts.

A winter sports holiday in the world famous resort was splendidly depicted in the film "Susie in St. Moritz". Whilst such a holiday may not be within most people's reach, those able to afford it obviously find enjoyment, exhilaration and gorgeous scenery in abundance.

The programme was rounded off with another British Transport film, "Channel Islands". These islands pay their way with their own products — mainly cattle, flowers, potatoes and tomatoes. With attractive bays, they are however best known to holidaymakers as ideal places for enjoyment of sport and relaxation.

As was evident from the spontaneous applause, the show was thoroughly appreciated by the audience, and thanks are due to the Swiss National Tourist Office and British Transport for having provided these excellent films, and to the operator, Mr. G. Brown, for the efficient manner in which he presented them.

The President drew attention to the talk which will be given at the next monthly meeting — to be held on Wednesday, 10th December — by Mr. Theodor Haller, London Correspondent of the Swiss Broadcasting Corporation, on "How to misinform the Swiss about the English".

W.B.

OUR NEXT ISSUE.

Our next issue will be published on Friday, 19th December 1958 (one issue only). We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: G. S. Brenni, Charles Fer, E. C. Enz, T. Schurch, J. D. Bernoulli, Mr. and Mrs. W. Meier, P. Hatz, N. H. Leuzinger, A. Wymann, J. C. Wetter, W. Allenspach, Louis Chapuis, O. Grob.