

A successful Swiss in the U.K.

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as well as a pied-à-terre for the thousands of young Swiss coming annually to this metropolis. Is it thinkable that we and our friends in the home country could fail to live up to the generosity of the Federal authorities now that the total realisation of this noble and useful project is within our reach? Please send your contributions to the Swiss Embassy, 77 Gloucester Place, London, W.1, right now.

H. W. Egli.

A SUCCESSFUL SWISS IN THE U.K.

In its January issue, the "Purchaser's Journal", a well-known publication devoted to the assessment of new industrial products, contained an article on "Workwear for Safety". Describing the activities of the companies engaged in the protective-garment field, the article naturally mentioned the firm of Airguard Ltd., which was founded 35 years ago by a compatriot, Mr. Willi W. Landauer. The article also pointed out that Mr. Landauer was a Fellow of the Institute of Company Accountants (FIAC) and a member of the London Chamber of Commerce. The aim of his company was to produce and market industrial protective wear of the highest quality available. Its activities were concentrated on the manufacture of industrial overalls, gloves, aprons and headwear under the Trade Mark "Guard".

The kind of material which Airguard has to order from its suppliers for the manufacture of overalls must necessarily be spun and woven in a special way, and this in fact has secured the success of the Guard J.601 overalls. More recently, the firm has developed and secured the exclusive rights

for an acid-proof material. When it had been officially tested, Guard contracid overalls fell into tremendous demand from the industries whose operatives face the hazards of contact with acids, such as the chemical, photographic and printing industries. As an additional proof of its recognition, Airguard has contracts with the Ministry of Defence, the UK Atomic Energy Authority, the GPO, the Ministry of Supply and the GLC.

Those of our readers who have read the Christmas number of the Swiss Observer in 1958 may remember that Mr. Landauer comes from St. Gall and that, having studied at the École Supérieure de Commerce of Neuchâtel, he started on his career with the St. Gall Textile Company and was soon sent as a salesman to Egypt and the Sudan, where he stayed for four years. Having been struck with typhoid fever, he had to return to the healthier climes of Europe and spent a holiday in Great Britain in 1936. The country appealed to him and he decided to stay there to found his own company. Beginnings were difficult, as Mr. Landauer disposed of very little capital and had to struggle single-handed. But the company soon became airborne. The war brought about new opportunities and Airguard specialised in the construction of air-raid shelters and the manufacture of their necessary lining material.

It was commissioned, among other important jobs, with the restoration of the fabric of the Chapel of King George VI at Buckingham Palace and the air-raid shelter for Queen Wilhelmina of the Netherlands.

In 1958, the company was already well known for its patented unshrinkable cotton material and employed 200 people. Today, it has become public and continues to fare very well.

(PMB)

FORTHCOMING EVENTS

Every Thursday from 6 to 7.30 p.m.—
Discussion Circle in English —
Young men specially invited. Tea
from 6 to 6.15 p.m. Swiss Y.M.C.A.
Building, Great Russell Street,
W.C.1.

Secours Mutuels des Suisses a Londres.
Monthly Meetings every first Wed-
nesday of the month at 34 Fitzroy
Square, W.1., 7 p.m.

FEBRUARY

Wednesday 18th. Annual General Meet-
ing of the SMS Swiss Ho. 7.15 p.m.

Thursday 19th. 7.45 p.m. Swiss Hostel
for Girls, Nouvelle Société Hel-
vétique. TALK in German on
"The Intellectual Situation of
Swiss Literature after 1945" by the
well-known author Dr. Hugo
Loetscher.

Tuesday 24th. 8 p.m. Swiss Club Edin-
burgh. Sing-Song at 187 Canongate

Tuesday 24th. 6.30 for 7.15 p.m. Dor-
chester Hotel. Soirée familiale of
the City Swiss Club.

MARCH

Monday 2nd. Anglo-Swiss Society din-
ner with speaker. Dorchester
Hotel, 7.30 for 8 p.m.

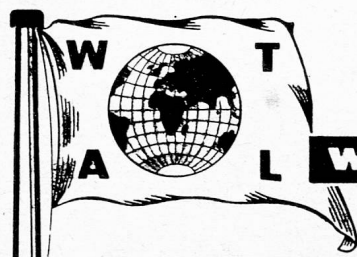
Friday 6th. London Swiss Philatelic
Society Dinner. Dorchester, 6.30
for 7 p.m.

Monday 9th. Swiss Club Manchester.
Buffet at 6.30/7 p.m. Annual
General Meeting at 8 p.m. Grand
Hotel.

Wednesday 11th. Swiss Mercantile
Society. MONTHLY MEETING.
Swiss House, 35 Fitzroy Square,
W.1.

Thursday 12th. Nouvelle Société Hel-
vétique. ANNUAL GENERAL
MEETING. Swiss Hostel for
Girls.

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