

**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:** - (1948)

**Heft:** 1102

**Rubrik:** Swiss Club Birmingham

#### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

#### **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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

#### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 20.01.2026

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

others. The world has changed beyond all recognition since either the name of Birmingham was first entered in the doomsday book or since Switzerland came into being. This world, this human society, as we know it to-day, will change again and again. But I cannot believe that either creative effort or craftsmanship will ever be "derated" from their high places in the scale of human values.

As long as they are linked to moral values, they will open ever wider fields of new adventures for our youths. As long as they do so exist, we have no right to talk — or even think — about the end of our civilization."

#### SWISS CLUB, BIRMINGHAM.

A full report of the Annual Banquet and Ball of the Swiss Club, Birmingham, which took place at the Midland Hotel in Birmingham, on Saturday, November 20th, 1948, will appear in our next issue.

#### OUR NEXT ISSUE.

Our next issue will be published on Friday, December 17th, 1948, (one issue only, owing to Xmas holidays).

We take the opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: Max Kimché, E. Steiner, L. Gempeler, F. Imhoff, G. Schwartz, Th. Erb, E. Ullmann, J. H. Speich, R. Weist, F. Kibiger, G. Ferrari, Mrs. F. L. Guggenheim, P. Bessire, O. Frei, R. Ryf, Miss B. Sandmeyer, E. Winzeler, John Zimmermann, J. A. Donat, O. Gambazzi, A. F. Clemence, J. H. Buchi.



*Spend your Winter-Holidays  
in Switzerland*

---

**THE HOTEL "ALBEINA"**

the house for Swiss from abroad, at Klosters-Village, Grisons (3690 ft.) is open from December 18th, 1948, until April 18th, 1949.

All-inclusive prices for 7 days from fr.87.- to fr.99.-

For early reservations please get in touch with Mr. Pfister, Manager of the "ALBEINA," Klosters-Village, Grisons, Switzerland.

— EVERY COMFORT —

★

(From the 18th of December, Klosters-Village can be reached in 24 hours: London, Victoria Station dep. 1.30 p.m. — Klosters-Village arr. 1.30 p.m.)

#### SWISS MERCANTILE SOCIETY.

The Society held its Monthly Meeting on Monday, November 8th, at Swiss House. It is a long established custom in the S.M.S. to meet on the second Wednesday of the month and the change of date was made to enable the delegates from Switzerland, who attended the 60th anniversary celebration to be present. This unfortunately prevented some members from being able to attend but it was, nevertheless, a fairly numerous gathering, including a sprinkling of the fair sex.

Apart from the distinguished visitors from Switzerland, the meeting was attended by Monsieur P. Clottu, Labour Counsellor at the Swiss Legation, and Dr. H. W. Egli, President of the Nouvelle Société Helvétique. They were all extended a cordial welcome by the Chairman, Mr. W. Meier, who announced that in view of the special nature of the meeting, the usual business agenda would be dispensed with.

A message of greetings and best wishes from the parent association was conveyed to the assembly by the Central President, Mr. K. Strickler. He expressed thanks for the reception accorded to the delegates and underlined the friendly relations between the Central Authorities and the London Section. He said that the activities here were necessarily confined to education, employment service and the social side. This, however, in no way diminished the importance of the S.M.S. as an outpost of Swiss commerce and industry. He reiterated that the association were proud of the Section in London, the largest abroad, and particularly



Delicious meat juice concentrated and flavoured. An ideal meat stock for soups. A stimulating hot drink, made in a moment. Specially packed in glass airtight containers of 24 cubes (approximately 6 pints). Price 1/3

*One of  
Maggi's Products  
Made in England*

**MARBER & CO.**  
(Food Products) Ltd.  
HAYES, MIDDLESEX  
Telephone: HAYES 3811