

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:	- (1949)
Heft:	1119
Rubrik:	Our next issue

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: 09.01.2026

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

**"MAIGLIEGGGLI" YODEL CLUB AND
"ZUGERLAENDLI" BAND AT
CHELTENHAM SPA.**

Visits from Male and Yodel choirs from Switzerland to this country seem to become quite fashionable nowadays.

We are informed, both through the local Press and our old friend, Mr. A. P. Walliman, Proprietor of the well-known "Savoy Hotel" at Cheltenham Spa, that the "Maiglöggl" Yodel Club and the "Zugerländli" band, including "Alphorn" blowers and "Fahnen-schwinger" recently gave a concert at the Town Hall in Cheltenham Spa before an audience of well over a thousand.

The "Gloucestershire Echo" writes about this visit of our compatriots from the "Zugerländli" as follows:—

"Greetings from the Mayor of Zug, one of the oldest towns in Switzerland, were conveyed to the Mayor of Cheltenham at the first concert to be given in this country by the famous Swiss Maiglöggl Yodel Club, at the Town Hall, Cheltenham.

Before the concert began the manager of the Maiglöggl Club, Mr. Fröhlich, read to the Mayor of Cheltenham (Ald. P. T. Smith), an address from the Mayor of Zug, who wrote:—

"The Yodel Club and the Zugerländli Band both represent characteristic Swiss peculiarities and visit

your town to bring to interested parties, through concerts, an idea of Swiss folklore.

"I gladly take this opportunity to point out to you through these 'singing and music-making ambassadors' the close contact between our two countries."

In a written reply, which he read to the large audience before handing it to Mr. Fröhlich for conveyance to the Mayor of Zug, Ald. Smith said he hoped that Cheltenham had been able to give the Swiss visitors a happy and interesting time.

"We all realise how much these visitors do in promoting friendship and understanding.

"May our two countries always preserve that friendship which has endured through the centuries and may we always keep that determination to be free and independent which has carried us through many changes of fortune. Long live Switzerland!" The Mayor ended his address amid applause.

The concert itself was an unusual mixture of Swiss yodelling songs, popular band-pieces, solos on an Alphorn and short demonstrations of flag-throwing.

All these ingredients were of a national flavour, and the cheerful informality of the entertainers was delightful.

The Zugerländli Band, consisting of piano, piano-accordion, string double-bass and two clarinets, opened with a march, "Salute to Berne," an exuberant piece with more than a touch of Sousa in it.

The yodelling itself was a little more relaxing and varied and many of the songs possessed a slightly sad or nostalgic mood.

They were all beautifully sung by the small Maiglöggl Club — each verse, after telling its story, developing into a sort of concerto for one yodelling, falsetto voice against the soft rhythmic tones of the others.

* * *

Both combinations were dressed partially in Swiss decorative costume, and the members of the Yodelling Club wore small, peakless black caps, velvet jackets with pink piping, and white shirts and green ties.

The yodellers and bandsmen are recruited from all spheres of Swiss life, and there are cobblers, farmers, builders, and merchants — all from Zug — in their ranks.

A final fillip to a delightful programme of folk-music and song was provided by Karl Waldis, whose flag throwing was as clever as it was colourful.

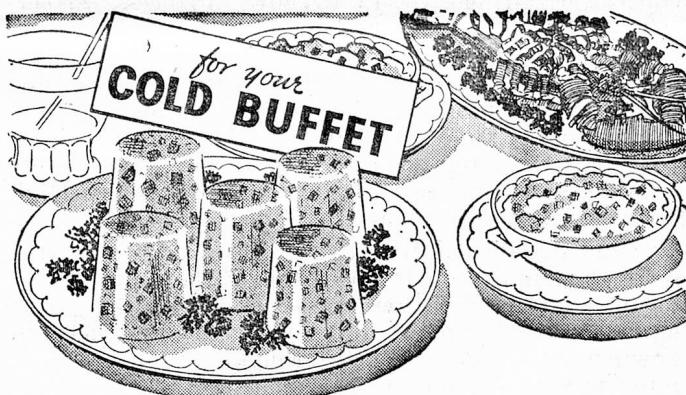
The audience included many of the Swiss boys and families now visiting Cheltenham."

The entire choir, after their successful performance at the Town Hall, were the guests of Mr. and Mrs. Walliman at the "Savoy Hotel", and we hear, that the party was an exceedingly jolly and happy one.

To acknowledge their appreciation to their generous hosts, the entire choir, on leaving Cheltenham the next morning, assembled in front of the Hotel where they gave a "Ständli" to Mr. and Mrs. Walliman.

OUR NEXT ISSUE.

Our next issue will be published on Friday, September 16th, 1949.



Aspic dishes make meat go further

In these days one cannot afford to neglect any device that makes the most of the meat ration. Aspic dishes do this in an attractive and appetizing manner. With Maggi Beef Aspic Jelly one can convert unattractive meat, fish and vegetable 'left-overs' into sparkling supplementary dishes that invite the eye and moisten the palate.

MAGGI

FREE TESTING SAMPLE Recipes
and a generous sample of Maggi Beef
Aspic Jelly will be sent on request

Beef Aspic Jelly

MARBER & CO. (FOOD PRODUCTS) LTD. HAYES, MIDDLESEX Telephone: Hayes 3811

cvs-28