

**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:** - (1954)  
**Heft:** 1229

**Artikel:** A new venture  
**Autor:** H.O.E.  
**DOI:** <https://doi.org/10.5169/seals-690481>

### **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>**

### A NEW VENTURE

Some ten years before the last War, a young Swiss came to London full of ambition and a will to get on. It was a trifle easier to get a Labour Permit in those days, and our good friend, after four months at the S.M.S. School, went to Manchester for two years as a Language Teacher and Translator. In 1933 he was appointed Director and Manager in London of the British Sonceboz Company, Precision Engineers. Still with the urge to get on he accepted in 1945 the Director- and Managership of Aspec Ltd. in London, Instrument Manufacturers. His many professional duties did not prevent him from taking an active interest in the life of the Swiss Colony.

Mr. A. Gandon—for, as many readers will have guessed—is our man, has for six years been President of the Société de Secours Mutuel, also founder and leader of the Swiss Accordeon Band, and altogether an active member of several Swiss Societies.

It is generally speaking the ambition of every ambitious Swiss to have sooner or later a business of his own. Adolphe Gandon is no exception. He has lately bought an old-established and flourishing Travel Agency in West London. Although it seems to many a far cry from Precision Engineering to Travel in all its various aspects, there is little doubt that our friend will make an unqualified success of his new calling. It is almost true to say that he has come back to his first love. Adolphe Gandon was trained in his young days at the Traffic Institute (Verkehrsschule) in St. Gallen. Now he is back in the same hectic but satisfying atmosphere of Travel and Tourism. Under his active leadership, his Firm which has so far dealt mainly with local British Traffic, will no doubt blossom out into a truly international Travel Office. In any case it would be rather surprising if he did not make a special effort to specialise in travel to his Homeland.

Let us wish him every success.

H.O.E.

### AMERICAN-SWISS FLY TO THE FOOTBALL WORLD CHAMPIONSHIP IN SWITZERLAND.

On Friday, May 28th, 96 Swiss Nationals living in California will arrive in Zürich by Special Swissair DC-6B from New York. They are flying to attend the various matches to be played for the World Cup. These passengers are all members and friends of the Swiss Football Club in Los Angeles. The whole group will be returning to the U.S.A. by Swissair on July 26th.

*Delicious*

# Ovaltine

*the World's most  
popular Food Beverage*

### SWISS CLUB MANCHESTER.

June 2nd, 1954.

Lecture by Madame G. O. Davidson.

In the Chair: Mr. E. Berner, President.

It was a rare and happy experience to listen to Madame Davidson's personal reminiscences of three remote Alpine valleys. First Macugnaga, on the Italian side of the Alps, just beyond the Monte Moro Pass which was the only access until a road was blasted out of the rock from near Domodossola. The inhabitants live, dress, build their chalets and even speak as the Swiss and are in fact of Swiss origin, their ancestors having taken refuge here during the fifteenth century. Next another valley not far from Macugnaga if it were not for the mountains in between, but in Switzerland this time. This is just south of Brigue, with Binn as the chief village. What a profusion of flowers, what cleanliness and what honesty. And last the better known Loetschenthal, taking the village of Wyler for detailed description, but mentioning also Kippel, Blatten and of course Goppenstein. Before the building of the Loetschberg Railway this valley was almost inaccessible.

Madame Davidson's word picture of these lovely valleys, their people, customs, ways of life and simple needs, was eloquent, the eloquence that is possible only when happy memories are remembered and her enthusiasm was imparted to and shared by all present.

We feel very grateful to Madame Davidson for letting us share such a beautiful experience and thanks were very suitably expressed by Madame E. Bébié, seconded by our Consul, Mr. Oscar Schneider.

H.M.

