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SWISS MERCANTILE SOCIETY

Annual Dinner and Dance

on

SATURDAY, JANUARY 28th, 1956

at

THE DORCHESTER HOTEL, PARK LANE, W.1.

In the Chair : W. MEIER, President

For nearly thirty years I have reported the many Banquets and Balls held, either in London or in the Provinces, and it becomes increasingly difficult as most of these functions are run on similar lines.

We have the reception with its traditional cocktails and its gay chatter, there are the usual toasts, there are the dinners, which only vary according to the price paid for the tickets, there are the speeches, some long, some short, some interesting and some less so, there are the Ladies, some of whom become with the years a little rounder, and yet no less charming, and last of all there is the dancing, which is to many the chief attraction of the evening.

To describe year after year innumerable social functions in these columns — all much of a muchness — has almost become a nightmare to me, and yet I feel in honour bound to write something about them — after all I surmise that I have not been invited for the sake of my beautiful eyes, nor for the "roundness" of my figure — but to keep an up-to-date record of what happens in the Swiss Colony, for the benefit of a future chronicler, as I sincerely hope, that one day a history of the Swiss Colony in Great Britain will be written.

A journalist friend of mine, and a President of another London Swiss Society, recently put it to me, that reports of social functions should be shorter, and I gladly follow his advice, not only for the reason that it means less work for me, but that I shall be able to allow more space for matters which are of greater interest to many of the readers of this paper.

Therefore if this year's Annual Dinner and Ball

is described in less detail than has been done before, I sincerely hope that I shall not be charged with lacking due respect.

I wish, however, to say without reserve, that this year's Annual Dinner and Dance was a great success, and the 150 members and guests, who attended this festival, will, no doubt agree with me, that throughout the evening a very happy and cordial atmosphere prevailed.

The President, Mr. W. Meier, very briefly and with his usual efficiency greeted the company, the ladies, and especially the official guests, which this year included the members of the Swiss Delegation, headed by Minister H. Schaffner, then present in London for Anglo-Swiss trade talks.

The Swiss Minister, who was accompanied by Madame Daeniker, in his excellent and short address, referred to the splendid work the Swiss Mercantile Society is rendering especially to the younger generation, and paid a well-deserved tribute to the President, Mr. W. Meier, who so ably and untiringly directs the destiny of the Swiss Mercantile Society, not forgetting Mrs. Meier, an active worker in many spheres of the Colony.

He was followed by Mr. A. Stauffer, Editor of the Swiss Observer, who spoke of behalf of the guests.

This concluded the official part of the evening, and dancing started soon after 9 p.m., in which young and old joined with great merriment.

At midnight this really enjoyable function came to its close, with the singing of Auld Lang Sine.

ST.

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