

**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:** - (1959)  
**Heft:** 1335  
  
**Rubrik:** Swiss Mercantile Society

### **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:** 09.12.2025

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

## THE 40th SWISS CHILDREN'S CHRISTMAS TREE PARTY.

On Saturday, 3rd January, at the Victoria Halls, London, was held the 40th Swiss Children's Christmas Tree Party. The members of the Committee had met on various occasions during the past year and together thought out a programme for the children which might be different and yet follow the usual pattern of our previous parties. Well, I can sincerely say that all the people who put so much work into preparing the party were well rewarded by the great success and pleasure that it gave to all the children present.

We had a record number of children who attended — 190. Mr. Reverdin welcomed the children and reminded them of the people who had contributed to the party and presents. This year it was the turn of the children of the French-speaking Sunday school to follow with the Christmas story and carols in French and in English. Then came the surprise to which the children really look forward, and on this occasion we had Freddy the Clown to entertain them, and this he did most successfully. While the Clown was performing I was having tea in an adjoining room and I could hear the roars of laughter from the children — a sound so pleasing to listen to. Freddy the Clown asked various children on the stage to help him with various tricks and this much amused the onlookers. The happy entertainment continued with a Punch and Judy show, and children of all ages are always enthralled with this!

The showing of two films followed, the second — in colour — being "The Candle Maker", a truly simple but very human and lovely story. Then came the filing in to tea of our 190 children, and how orderly and well behaved they all were! Father Christmas appeared again; he had greeted each child on arrival and now he told them a story, but I am afraid many did not listen very attentively as they were anxious to get back into the main hall where the carrier bags were lined up on the window-sills in alphabetical order. This year, again, the children were very spoilt. Beautiful calendars of the Homeland, as before, were in each carrier bag, made again by the loving hands of the kind Mme. Bessire; Madame Daeniker most graciously sent each child a heart-shaped *pain d'épice*; apples and oranges and then a present were in the bags, and some of the older children had books. I think they were all very lucky, and they were grateful; and to see those smiling and contented faces pleased all of us who had organised the party.

M. Daeniker, the Swiss Ambassador, was present. We missed Mme. Daeniker, who was away at the time, but our thanks go to her for her co-operation and contribution to the party. But among all our happiness there is one great regret and that is that Miss Mathey was not among us — the first time she has missed. Because of poor health she has had to give up altogether her tireless work of sending out the invitation cards and assisting with the organisation of the party. This work has kindly been taken on by Mrs. Jean-Jacques Zwicky. Our thoughts were with Miss Mathey that Saturday afternoon and many of us have happy souvenirs of the many parties with which she had helped. We send her our grateful thanks for all she has done for the children of the Swiss Colony in the past and send her our best wishes for the future. It would take too long and take up too much space to

list the names of all the kind donors, those who subscribe in money and in kind towards this party, and I am sure that just to know how happy they made the children on 3rd January 1959 will encourage them to help us again next year. Thank you! E.B.

## SWISS MERCANTILE SOCIETY.

At the Monthly Meeting of the Society, held on 10th December, the Chairman, Mr. O. Grob, on behalf of the Council proposed the election of the Swiss Ambassador, Monsieur A. Daeniker, as Honorary President, in appreciation of his continued support and valuable services rendered to the Society and the College. This motion was enthusiastically adopted with acclamation by all present.

The Ambassador later joined the meeting and expressed thanks for the honour bestowed on him. He praised the work done by the Society, particularly in the education of our young compatriots who would later have to safeguard our interests in trade and commerce with this country.

Following the official proceedings, Mr. Theodor Haller, London Correspondent of the Swiss Broadcasting Corporation, addressed the meeting on "How to misinform the Swiss about the British".

Despite a somewhat paradoxical title in English, Mr. Haller, as announced, delivered his talk in German, relating some of his experiences and impressions gained during eleven years of reporting to Switzerland the events and happenings in this country, on radio, in films and on television. In a speech full of humorous asides, he explained the difficulties of a reporter in trying to explain important pronouncements and trends to audiences who were not familiar with the Anglo-Saxon mentality and particularly its ingrained habit of self-criticism. It was easy enough to report facts which were self-evident, but infinitely more difficult to comment on news which needed amplification and elucidation. Particularly difficult to appreciate was the British sense of humour and even more difficult to explain it. For that reason, the danger of being misunderstood by listeners was greater than that of the public being misinformed.

Whilst it was evident from the speaker's many examples that it was difficult to give a clear and accurate account and interpretation of trends and events in this country without knowing their historic background and the mentality of the British, it was also evident from his talk that he was the right person for disseminating the news from here to Switzerland with full authority and with a deep understanding of the British mentality, sense of humour (often ironical) and way of life. To quote his closing sentences "How to misinform the Swiss about the English. Simple enough, leave it to the English."

A cordial vote of thanks was accorded to Mr. Haller at the close of his address and he answered various questions put to him by the audience with verve and often with a twinkle in his eye.

The Monthly Meeting, held on 14th January, opened on a sad note. With deep regret, the Chairman informed the meeting of the death of Mr. W. Fuchs, who had been a member of the Society since 1916 and a member of various Committees since 1937. The Society had further lost, through death, Mr. C. J. Bernheim and Mr. Henry Oswald, both of whom had

Pictures like this that can't be posed—the living, breathing, moving happenings that make the best pictures of all can only be taken with a cine camera. And the beauty of it is that cine films are far from expensive. With this Bolex B8 you can take 24 or more good length action sequences for just over £1, including processing charge. At under 11d. a shot this compares very favourably with ordinary still photography. See the Bolex B8 at any good photo shop. Note its precision construction—so vital in a cine camera. That's because it is made in one of the great watch-making centres of Switzerland.

you get  
it all



with a



CINE  
CAMERA

**BOLEX B8**

The Swiss Precision cine camera

Send for brochure

CINEX LTD., Burleigh Gardens, N.14.

Name .....

Address .....



## SWISS WINES

*Bottled in Switzerland*

### WHITE WINES

L'ARBALETE Dézaley	- -	J. & P. Testuz
L'ETOILE DU VALAIS	- -	A. Orsat
Fendant (Pétillant)		
CLOS DE MONTIBEAUX	- -	A. Orsat
Fendant		
JOHANNISBERG	- -	A. Orsat
NEUCHATEL L'AUREORE	- -	J. E. Cornu
YVORNE	- -	J. & P. Testuz
AIGLE - Cave du Cloître	- -	J. & P. Testuz

### RED WINE

DOLE DE RAVANEY	- -	A. Orsat
-----------------	-----	----------

*Shipped by:*

**J. B. REYNIER LIMITED**  
16/18, TACHBROOK STREET  
LONDON, S.W.1  
VICtoria 2917/18

*Also a full range of Fine French Wines.*

been contributing members for many years. The Chairman also expressed sympathy with several members who had lost close relatives.

The meeting was followed by a talk on "Scotland, its Laws, Customs and Clans", by Mr. W. D. Grant, A.C.I.S., who has been a member of the Teaching Staff of the College since 1953.

Unfortunately, the vagaries of the weather, frost and fog, kept the attendance somewhat below normal. However, those who braved the elements were entertained to a most enjoyable and interesting talk. Although many of the audience had visited Scotland on various occasions, they learnt a great deal new about its history and customs from one hailing from and intimately acquainted with that country. Mr. Grant revealed a keen sense of humour, which was often directed at the neighbours south of the border with whom his clans had many times been embroiled in deadly strife in the not-too-dim past, but with whom they now managed to get on tolerably well.

Mr. Grant filled in many details about customs, religion, laws and industry in Scotland which will enable us better to appreciate items of news from the North, for which the background might otherwise be lacking. The audience revealed its keenness with numerous questions to which Mr. Grant replied with alacrity. The spontaneous round of applause at the close best revealed how much his talk had been appreciated.

Members and friends are reminded that the Annual Dinner and Dance will be held at the Dorchester Hotel on Saturday, 7th February, and as accommodation is limited, are urged to book early. **WB.**

### PERSONAL.

It is with deep regret that we announce the passing away on 11th January — after a long and patiently-borne illness — of Mrs. Ida Dorothy Deutsch, dearly beloved wife of Mr. Willy Deutsch, and dearest mother of Beryl. The funeral service took place at St. George's Presbyterian Church, Fox Lane, N.13, followed by cremation at St. Marylebone Crematorium, Finchley, on Thursday, 15th January.

\* \* \*

We extend heartiest congratulations to Mr. Oscar F. Boehringer, who has recently been honoured by the French Republic with the decoration of Chevalier dans l'Ordre des Palmes Académiques for services rendered.

We send best congratulations to Betty and Max Scherrer, of Mendelssohnstrasse 41, Frankfurt a.M., on the arrival of a son. Mrs. Scherrer is the daughter of Mr. and Mrs. H. O. Ernst, of 32 The Grove, West Wickham, Kent.

### OUR NEXT ISSUE.

Our next issue will be published on Friday, 13th February 1959. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: John Schmid, E. Kern, Miss G. S. Moore, H. Berger, R. Pfenninger, A. von Dach, Mrs. E. Gledhill, J. Manzoni, E. Gallizia, J. E. von Felten, E. Montag, J. E. Margot, W. Schlatter, O. Frei, Robert Sahli, R. J. Helfenstein, R. Ryf, M. Merian, H. Zimmermann, Albert Engelbert, Miss E. F. Irvine, E. von Bergen, C. Mayr.