

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: 1339

Artikel: "Swiss Forthnight" in great Britain
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688106>

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: 13.08.2025

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

"SWISS FORTNIGHT" IN GREAT BRITAIN.**5th to 17th October 1959.**

As will be seen from the report of the Meeting of the Swiss Economic Council — published in this issue — the preparations for the "Swiss Fortnight" are well under way.

It may interest our readers to learn "Who's Who" in this big undertaking, which is being held under the auspices of the Swiss Office for the Development of Trade (OSEC), and the Swiss Economic Council in London.

The Executive Committee in London includes the following names: *Hon. President*: H.E. The Swiss Ambassador, with the collaboration of the Commercial, Cultural and Press Counsellors; *Chairman*: Alfred Renou; *Treasurer and Finance*: R. J. Keller; *Transport and Tourism*: W. Wyler; *Fashion Section*: Alfred Renou; *Ex officio*: M. Wiesendanger, Chairman of the Swiss Economic Council, London; *Publicity and Horological Section*: O. Rohn; *Receptions and Catering*: G. Ronus.

On behalf of OSEC, Director A. J. Staehelin and Vice-Director Dr. H. Brunner have the matter in hand in Switzerland, and we are glad to hear that by their great efforts they have achieved very satisfactory results so far.

Whilst the "Swiss Fortnight" is still only in a rudimentary stage the above-mentioned gentlemen have already worked very hard.

It goes without saying that the Swiss Colony, as such, is expected to play its part too in giving moral and financial support to this campaign to bring home to the British public that Switzerland has cultural as well as commercial values to offer.

We shall endeavour to keep the Colony and our readers fully *au courant* with the course of developments. Meanwhile we wish to extend our appreciation to the London Executive Committee and the Swiss Office for the Development of Trade (OSEC) for the services they have so far rendered to this great and costly undertaking.

NOUVELLE SOCIÉTÉ HELVÉTIQUE (London Group)

Council's Annual Report for 1958/59.

The last Annual General Meeting was held on Tuesday, March 18th, 1958, followed by a dinner. Since then the following Open Meetings were organised by the Society:

Talks and Film Shows:

- April 22nd, at Swiss Hostel for Girls: Display of Colour Photos of Yugoslavia, by Mr. A. R. Memory.
- May 20th, at Swiss Hostel for Girls: Conference by Dr. Arnold Saxer, Director of the Federal Insurance Office, Berne, on "Schweizerische und englische Sozialversicherung".
- June 17th, at Swiss Hostel for Girls: Conference by Mr. Th. Haller, of the Swiss Broadcasting Company and the "Basler Nationalzeitung" on "Am Rande der Objektivität".
- September 23rd, at Swiss Hostel for Girls: Causerie by Sir Seymour Howard, Bt., on "Reflections on Switzerland".
- October 21st, at Swiss Hostel for Girls: Colour slides of Mexico presented by Consul Ribi, of the Swiss Embassy.

ZURICH for INSURANCE

All classes of Accident Insurance transacted



British Board of Reference

JOHN BEDFORD, O.B.E.
H. NORMAN LETTS, O.B.E.
Sir ROWLAND SMITH, M.I.Mech.E.
W. HAROLD WOOLTORTON

**FAIRFAX HOUSE, FULWOOD PLACE, HIGH HOLBORN,
LONDON, W.C.1.**

Telephone: Chancery 8833 (20 lines)

Assets Exceed : - - £60,000,000

NOW! MAGGI SWISS SOUPS (in sachets)

MAGGI Swiss — the Continental soups which appeal to British tastes — are now in foil sachets, both in Britain and in many parts of the Continent. MAGGI soups are prepared to recipes by famous Continental chefs and the ingredients are the world's best. For really international success serve MAGGI Swiss soups today.

TEN EXCITING VARIETIES
MUSHROOM · PEA & HAM · TOMATO · OXTAIL
SPRING VEGETABLE · ROMANY · ONION
ASPARAGUS · CAULIFLOWER · CHICKEN NOODLE



4-6
HELPINGS
FROM ONE
SACHET

First Choice on the Continent!