

**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:** - (1960)  
**Heft:** 1373  
  
**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:** 13.08.2025

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

## SWISS MERCANTILE SOCIETY

The Monthly Meeting of the Society was held at Swiss House on Wednesday, 12th October. About eighty members and friends attended, and Mr. A. Jaccard expressed the pleasure of all present at seeing Mr. O. Grob, President, back in the Chair after his recent illness.

The steady influx of new members was maintained, Messrs. J. P. Christen, A. K. Mueller and M. Stricker being unanimously elected to active membership.

It was with deep regret that the Chairman announced the death of Mr. O. Bartholdi, Contributing Member, whom many had known personally and to whose memory the meeting paid a last silent tribute.

The Chairman congratulated Mr. A. S. Kiener on his recent appointment to the managership of the newly opened City branch of the Atlas Assurance Company and Essex and Suffolk Insurance Company.

After the official proceedings, the following films were shown by courtesy of the Swiss National Tourist Office:—

*Passport* — A Television film with Richard Dimbleby, featuring the Bernese Oberland in winter. This was an excellent study in black and white and all present enjoyed the beautiful scenery as well as the commentary by the B.B.C.'s star commentator on one of the World's most famous holiday areas.

*Postman's Holiday*, by contrast, showed an English postman flying to Switzerland by Swissair and enjoying a summer holiday in Berne and Lucerne, with a trip in an alpine postal coach as a guest of the Swiss G.P.O. This fine technicolor film showed many well-known scenes from different angles, with a lighthearted story woven into a picturesque pattern.

*Geranium Day in Berne* portrayed our capital City in its festive mood, with the boys' band in its quaint old costumes and the annual Geranium Day celebrations with a gorgeous display of colours. The history and background to it all was explained in a fine commentary by Wynford Vaughan-Thomas.

*Tessin*, another very colourful film, rounded off an entertaining programme, showing this paradise in Southern Switzerland with all it can offer to the holiday maker. Many must have imagined themselves back in familiar surroundings where they had spent happy days in the gay and sunny South.

A cordial vote of thanks was accorded to the operator, Mr. Brown, of the Swiss National Tourist Office, for the excellent manner in which he had shown the films.

WB.

## OUR NEXT ISSUE

Our next issue will be published on Friday, 11th November 1960. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscriptions: F. C. Lichtensteiger (Palma, Mallorca), Miss C. C. Fragnières, J. Stettler, H. Ott, J. Sieber, Mrs. H. C. Cownie, E. H. Muller, F. G. Sommer, J. Dubs, J. D. Bernoulli, W. Schlapfer, O. Frei, J. B. Tschudy.

## SCHWEIZERBUND (Swiss Club)

74, Charlotte Street, W.1.

**FRIDAY, 4th NOVEMBER 1960**  
**GEMUETLICHER ABEND**  
 with typical Swiss meal and airs by the  
**SWISS ACCORDEON CLUB**

to brings old friends together in a happy informal atmosphere.

Tickets: 15/- inclusive. Please book your table with our Manager, M. FELIX VUISTINER.  
 Tel: MUS 0036.



## WORLD TRANSPORT AGENCY LTD.

Incorporating WORLD AIR EXPRESS LTD. and WORLD TRAVEL AGENCY

HEAD OFFICE: 1 MARTIN LANE, CANNON STREET, LONDON, E.C.4

Shipping — Forwarding — Insurance  
 Air Freight — Travel

Telephone: MANsion House 3434.  
 Telex 28401 - London  
 Telegrams: Wortrancy, London, Telex.

**Specialised Regular Groupage Services**

**GREAT BRITAIN — SWITZERLAND  
 and ITALY**

and VICE VERSA

MANCHESTER . LIVERPOOL  
 LONDON AIRPORT

HULL . BIRMINGHAM  
 and at

**Passenger Reservations and Tickets by**

**LAND — SEA — AIR**

**NO BOOKING FEES**

BRADFORD - SHEFFIELD  
 SOUTHEND AIRPORT

**WORLD TRANSPORT A.G. 33, NAUENSTRASSE BASLE, 2**