

**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:** - (1962)

**Heft:** 1401

**Rubrik:** Round and about

### **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>**

# ROUND AND ABOUT

## NORWICH

In these times when there is much talk of the decline of the Swiss Colony in Great Britain, it is encouraging to hear that there are still people enterprising enough to start new societies, and it is with pleasure that we announce the opening of a new Swiss society in Norwich.

Mrs. Elisabeth Watling writes:

*On 28th November 1961, the foundation meeting of the Swiss Society Norwich took place at 57 Lowther Road, previously suggested by Mr. and Mrs. Fischer and myself.*

*The sixteen people who attended agreed to meet approximately every two months for informal get-togethers, film shows, or visits to places of general interest, like factories, etc.*

*A celebration of our National Day on August the 1st was also arranged. The lady-members of the Society are meeting for coffee at two-week intervals.*

*The aim of the Society is to foster the friendship between Swiss people living in Norfolk, and to help newcomers to England to keep in touch with their compatriots.*

*As officers were elected:—*

*Chairman: Mr. W. Fischer*

*Secretary: Mrs. E. Watling*

*Treasurer: Mrs. F. Fischer*

*We wish them every success in their new venture.*

The address of the Secretary is: 252 Bluebell Road, Norwich, Nor. 66F.

## LONDON

Two hundred children from all parts of Britain will have a ten-day educational and pleasure trip to Switzerland at Easter. The children, who will be boys and girls between the ages of 11 and 14, will have been nominated by the winners in a nation-wide competition.

The competition itself, which is sponsored by one of Britain's leading food firms, Crosse & Blackwell Ltd., is open to adults, and the hundred winners will each be asked to select two children who they feel will benefit most from the luxury holiday.

The children, who will fly from London and Manchester airports to Zurich on 26th April, will enjoy a ten-day tour of north-east Switzerland, including famous lake-side and mountain resorts, William Tell's "home town", the Pestalozzi international children's village, and the tiny principality of Liechtenstein, where they will meet the reigning Royal Family.

In the competition, which opened at the beginning of the month, adults are asked to list in order of importance a number of ways in which a child will benefit from the Swiss Holiday. The competition closes on 31st March, and the results will be published on 16th April.

The Swiss National Tourist Office have compiled the itinerary, which will include visits to places of historical interest, famous castles, internationally known beauty-spots such as the Rhine Falls, boat trips, a giant open-air barbecue, and a festival day at which the children themselves will release 3,000 coloured balloons.

The children will be split into groups of 20 under the direct supervision of specially selected party leaders — mainly teachers — recruited in this country, and trained nurses will accompany them on each excursion. The children will stay in first-class hotels in Rapperswil — the 'town of roses' — which is approximately 20 miles from Zurich, and in Wildhaus, a mountain resort near the Austrian and German borders.

Pocket money for the holiday will be provided. As well as being able to nominate two children to go on the Swiss holiday, the hundred adult winners of the competition will each receive a quality Swiss watch, and Crosse & Blackwell are also presenting a hundred watches to adult runners-up.

The planning of the trip will have taken over nine months. Elaborate arrangements to ensure the children's comfort, enjoyment and safety have been made by the organisers.

## OBITUARY

We deeply regret to announce the passing away, on 7th January, of Mr. Werner Tschuy, watchmaker, of 89 Southfields, Hendon, N.W.4. We extend our deepest sympathy to his wife and daughter in their bereavement.

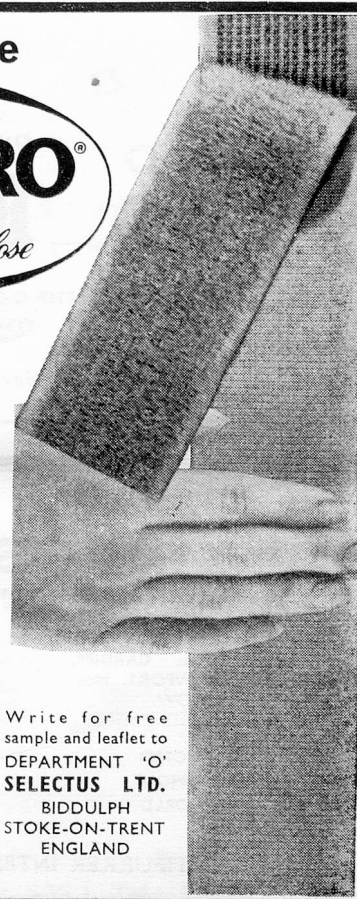
You can use



in so many  
ways . . .

'VELCRO', a Swiss invention, consists of two ingenious Nylon strips which grip firmly together at a touch and which easily peel apart to open. 'VELCRO' makes the perfect fastener for clothes, furnishings and many industrial uses. 'VELCRO' can be washed, dry-cleaned, ironed, mangled, cut to any length, pinked, notched and sewn by hand or machine. 'VELCRO' cannot jam or rust.

Write for free sample and leaflet to  
DEPARTMENT 'O'  
**SELECTUS LTD.**  
BIDDULPH  
STOKE-ON-TRENT  
ENGLAND



## SWITZERLAND — LAND OF AERIAL CABLEWAYS

Swiss manufacturers of aerial cableways, and of similar means of transport, are so experienced in the matter that their constructions are greatly appreciated abroad, as can be seen from the results obtained. Indeed, in 1960, one Swiss factory, the de Roll firm, delivered several aerial-seats to the United States, for the "Lake-land" recreation park in Memphis and for the "Freedomland" recreation park in New York. This same firm also supplied the Ulriken aerial cableway at Bergen, in Norway, and the Miranda funicular, in Portugal.

## TO OUR SUBSCRIBERS

In order to save money and time the Publishers would be much obliged if subscribers who are in arrears with their subscription would kindly send their remittance as soon as possible.

Specimen copies of the "Swiss Observer" will be gladly sent to addresses supplied to our office, of likely subscribers.

by  
**KUNZLE**  
the cake in a full cream  
milk chocolate shell

C. Kunzle Ltd., Garretts Green, Birmingham  
M-W. 119



Your very first sip of NESCAFÉ  
instant coffee tells you . . .  
this is it! This is how  
coffee was meant to taste.

**NESCAFÉ**



\* NESCAFÉ is a registered trade mark to designate Nestlé's instant coffee.

SN233

Telegrams and Cables : TRANCOSMOS LONDON.

Telephone : HOP 4433 (8 Lines)

## COSMOS FREIGHTWAYS

INTERNATIONAL FREIGHT FORWARDERS

AGENCY  
LIMITED.

ALSO AT  
LIVERPOOL, MANCHESTER,  
NEWCASTLE-ON-TYNE,  
HULL, BRISTOL, CARDIFF,  
SWANSEA, NEWPORT, Mon.  
GLASGOW.

CONNECTED  
THROUGHOUT  
THE WORLD

By Road, Rail Sea and Air  
1, CATHEDRAL STREET,  
LONDON BRIDGE, LONDON, S.E.1.  
REGULAR GROUPAGE SERVICES WITH

**SWITZERLAND**

ANGLO-SWISS CUSTOMS EXPERTS.

OFFICIAL FREIGHT AND  
PASSENGER AGENTS FOR  
SWISSAIR AND ALL AIR LINES  
TO SWITZERLAND AND ALL  
PARTS OF THE WORLD

Agents : WELTIFURRER INTERNATIONAL TRANSPORT CO Ltd., Zurich, Basle, Buchs, Schaffhausen, Geneva, St. Gall.