

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: - (1966)

Heft: 1498

Artikel: Swissair solar holidays

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-693188>

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: 16.01.2026

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



LEO W. KRUCKER 70

The average age of the compatriots in the Swiss Colony may be getting higher, but it is also a fact that our septuagenarians and octogenarians look younger than of old. Amongst those whose age it is difficult to believe is one, Leo Werner Krucker, who will be 70 on 11th April.

He was born in the Toggenburg village of Bütschwil where his father Arnold ran a successful saddler's and upholsterer's business. No doubt, this is where young Leo developed his first interest in leather and materials. Small wonder that he went in for an apprenticeship in this field. Coupled with his intelligence — he achieved three "very goods" in his diploma in St. Gall, a thing which happens only every fifty years or so — his skill enabled him to make a successful start in his trade. He went to France and returned to Switzerland at the outbreak of the first world war. Not for long, though, and the beginning of the new year already saw him in Germany, Freiburg first, then the School of Art in Berlin-Stralsund where he went in for window dressing. In 1916, he returned to Switzerland for military service. In between spells of army duties, he worked in Lugano for which he has had a soft spot ever since (he owns considerable property in the Ticino and the adjoining parts of Italy).

It was in 1919 that Leo Krucker came to England. He visited the "Ecole Internationale" in Herne Bay and moved to London the following year. He started his own business in 1924, and today, his firm, manufacturers of high class evening handbags is one of the most important in the trade. A Krucker bag, be it of delicate *petit point*, bright brocade, fine beads, of gold or silver kid or tapestry is a treat to behold and a pleasure to own. His beautiful Chinese embroidery bags are especially distinctive, perhaps all the more so since Mr. Krucker's ample knowledge of Chinese art shows itself in the expert use of design and material. Royalties in this country and abroad use his bags; he is engaged in considerable export trade; and he supplies all big ocean-going liners on the seven seas.

Leo Krucker is well-known in the Swiss Community, member of City Swiss Club, Nouvelle Société Helvétique, Schweizerbund, Rifle Association, Catholic Committee, and above all most actively engaged in the running of the Swiss Mercantile Society where he has held many offices and rendered much valuable service for which not only the S.M.S. in London, but the Mother Society in Switzerland awarded him Honorary Membership.

Mr. Krucker got married in Bellinzona in 1921, and his wife lived in this country for many years. Now she

is resident in Switzerland on account of illness. He travels not only to and fro between the two countries, but all over the globe.

We wish Leo Krucker many happy returns of the day and hope that his genial, generous nature may brighten his friends' lives for many more years to come.

MM

ACKNOWLEDGMENT

We wish to thank the following subscribers for sending donations in addition to their subscriptions, or for taking out or renewing gift subscriptions for friends or old-age pensioners: Mrs. H. Grant, Mrs. F. Horsfall, Mrs. O. H. Morton, Miss C. J. Schweizer, Mrs. E. West, Miss I. White and Messrs. A. Abplanalp, F. C. Adam, O. J. Brunner, G. Ferrari, J. Frei, E. Hofstetter, M. Merian, R. J. Mock, H. Ochsner, J. Oertli, R. Ryf, P. Savoie, R. Schweizer, C. E. Thiébaud, W. Wagner, R. Weisbrod, H. E. Widtman. We are most grateful for their kind and welcome support.

SWISSAIR SOLAR HOLIDAYS

Following the success of its "Solar Holidays" tours to Greece, the Middle East and Tunisia, launched in 1964, Swissair has now prepared a new and extended programme along similar lines and taking in more countries farther afield.

The highlight of the airline's new "Solar Holidays" is a 32-day escorted group tour to China leaving London on 2nd September, 1966. After three days in Bangkok the tour enters China from Hong Kong and goes on to Canton, Hangchow, Shanghai, Nanking and Peking, with five days being spent in the Chinese capital. From there the tour returns to Canton by air and then continues from Hong Kong to Cambodia with four days at Siem Reap to allow thorough exploration of the ancient city and temples of Angkor. The return journey is made via Phnom Penh to Bangkok and from there to London. The price of the tour is £785.

Also available are individual tours to China ranging from £644 8s. 0d. to £821 3s. 0d. depending on length of stay.

Other major new features in the Swissair programme include a 25-day Far East tour (Thailand, Philippines, Japan, Taiwan and Hong Kong) from £592, an 18-day India tour from £380 and a 25-day tour of Pakistan, India, Nepal and Ceylon from £456. The prices depend on the period of travel and the number of people travelling together.

A new 28-day tour of South America costing £698 takes in Brazil, Peru, Chile, Argentina and Uruguay.

The programme again contains a selection of nine to 20-day inclusive holidays in Greece, Israel, Tunisia and Egypt at prices ranging from £75 13s. 0d. for nine days in Tunisia to £182 for 20 days in Egypt.

All "Solar Holidays" include Swissair jet travel from and to the U.K. In addition to individual departures, certain tours offer group travel on fixed dates at reduced rates. The land arrangements of all the tours have been made in association with leading British tour operators.