

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: - (1967)
Heft: 1536

Artikel: 1500 gipfeli- croissants - curnett - paimins
Autor: MM.
DOI: <https://doi.org/10.5169/seals-696439>

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: 24.01.2026

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

AMBASSADOR VISITS S.M.S. COLLEGE

The Swiss Ambassador, in his capacity as Honorary President of the Swiss Mercantile Society, paid an official visit to the Society's College in Fitzroy Square on 2nd November. He was accompanied by Madame Long. The Principal of the College, Mr. C. Slade, M.A., the President of the S.M.S. and Mrs. A. Jaccard, and the Chairman of the Education Committee, Mr. J. F. Carlen, welcomed the visitors and took them round in two groups to witness lessons in progress (Grammar, Literature, Correspondence and Pronunciation).

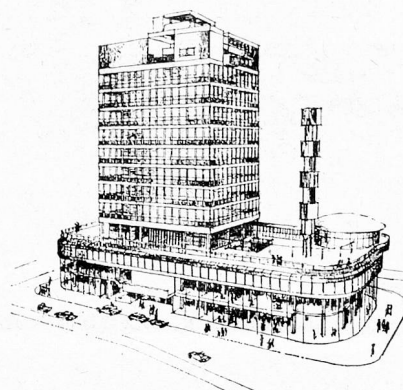
Afterwards, the party adjourned to the lecture room where students were assembled. Owing to restricted accommodation, only about one-third could gather. (There are some 300 students in day time and about 200 for evening classes). After the Principal had introduced the Ambassador and Madame Long to the students, the President addressed the party. He expressed appreciation of the sustained active interest the Ambassadors and their collaborators at the Embassy had always taken in the College and the Society; it was gratifying to see that Monsieur Long carried on the tradition, gracefully supported by his wife. He said that the Society was only too well aware of the inadequate facilities as regards the school building. It was a private undertaking, partly subsidised by the federal authorities, for which the Society was truly grateful, for it enabled them to keep fees at a relatively low level. But the students were the best judges of how the College was trying to make up for the lack of amenities by a sound and thorough programme of teaching, thanks to an experienced and keen staff. Mr. Jaccard appealed to the students to respond with application which alone would ensure success, and he wished them luck in their examinations and future careers.

The Ambassador supported this and thanked the College Staff and the Society's officers for their valuable work. He said how impressed he and his wife were by the high standard of tuition. He and Madame Long had spent long years studying and were able to appreciate the degree of excellence of the College's endeavours and results. (Madame Long holds a Cambridge Economics Degree, and Monsieur Long is a Doctor of Law and of *Sciences Politiques*, and he had also studied in U.S.A.). The Ambassador said he had a professional interest as a teacher, too, for he was still a Lecturer at Geneva University, and as such he was able to value the S.M.S. College standards doubly.

Monsieur Long referred to the ever increasing international relations. Switzerland had an important part to play in these, otherwise she would be just a small country with high mountains and a low standard of living. The students at the S.M.S. were not only preparing themselves for their own share in developing these relations, but they were also here to get to know the people and the British way of life.

The Society then invited the Ambassador and Madame Long to some refreshments in the Members' Room, and this provided an opportunity to meet the members of the Education Committee, the teachers and the secretarial staff headed by the Society's Secretary, Mr. W. Burren.

MM



SWISS CENTRE
LONDON

1500 GIPFELI — CROISSANTS — CURNETT —
PAIMINS

The first Swiss Centre Restaurant open

Not quite at the crack of dawn, but at an unusually early hour, the first Restaurant at the Swiss Centre opened on Thursday, 16th November. About thirty customers, some casual passers-by and some in the know, had assembled in the lobby waiting for the inaugural breakfasts. At 8.15, one of the Swiss Fair Directors, Mr. O. Gontersweiler presented the first lady customer with a bouquet, and with this simple ceremony, the "Rendez-Vous" Restaurant was open to the public. It will go on being open from 8 a.m. to midnight every day.

Already on the first morning, 150 breakfasts were served, most of them continental, though apart from *Café Complet*, one can have a farmers' breakfast, its main dish consisting of smoked bacon, Swiss cheese and some superb, coarse wholemeal bread. But all kinds of delectable combinations are available, including *Birchermuesli*, fresh, I repeat, fresh orange juice, and, of course, *Croissants*.

In fact, the only advertising was the distribution outside the Centre entrance in New Coventry Street of 1,500 *croissants* which had been baked on the premises from 5 a.m. onward. A baker in immaculate white and one of the hostesses in "federal" red, handed this delicious baker's ware to passers-by. Just how many returned later due to this novel advertising idea, is not known, but already at lunch time, the restaurant was unexpectedly busy, and since then, business has been brisk. The "Rendez-Vous" is the first of four Restaurants, and it is in the style of the German-speaking part of Switzerland. A large part of this section is designed for quick service (bar style), and whatever one's purse, there is something to one's taste.

On 22nd November, at lunch time, the second Restaurant opened: the "Locanda", and that is, as its name implies, in the Ticinese style. The Grisons Restaurant "Chesa" and the *Romand* one "Taverne" will open on 29th of this month.

The verdict so far can be put in one word: excellent. The atmosphere is pleasant, furnishings are attractive, the décor pleasing, cleanliness and service true to Swiss catering tradition, and the food — well, you had better go and try for yourself. I'll eat my . . . typewriter if you are disappointed!

MM

COME TO THE N.S.H. FILM SHOW ON 29th NOVEMBER