

**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:** - (1969)  
**Heft:** 1565

**Artikel:** "Investors' Club" - the world's first  
**Autor:** S.N.T.O.  
**DOI:** <https://doi.org/10.5169/seals-690056>

### **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:** 18.04.2026

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

### “INVESTORS’ CLUB” — THE WORLD’S FIRST

A British Minister of Finance once called not without hidden malice, the bankers of Switzerland’s commercial metropolis who allegedly rule the world and its currencies, the “gnomes of Zurich”. If there were a newly added reason for envying the unique position of these “gnomes”, it could be because of an idea which they originated and materialised. The Union Bank of Switzerland, one of Switzerland’s “Big Three”, has recently opened in the vicinity of Zurich’s famous Bahnhofstrasse a luxuriously furnished place which is a happy medium between a public coffee house, a private club and an information centre for all banking and investment problems. At the “Investors’ Club”, as the new institution is called, while having a cup of coffee and cake or a snack, one can obtain advice regarding stock exchange and banking matters from hostesses who are as pretty as they are expertly trained and who maintain direct connections with all the world’s important financial centres. TV screens up to Cinema-scope size show the latest quotations of the world’s leading stock exchanges. And to celebrate the inauguration, small laurel trees along the street were richly decorated with (imitation) gold coins . . . .

[S.N.T.O.]

**EXCLUSIVE SHOES**  
by *Bally of Switzerland*

116 New Bond Street, W.1.  
30 Old Bond Street, W.1.  
260 Regent Street, W.1.  
22 Sloane Street, S.W.1.  
132 King’s Road, S.W.3.  
49 Golders Green Road, N.W.11.  
46 King Street, Manchester 2

Bally



for healthy  
happy families

**OVALTINE**

the family drink  
of today





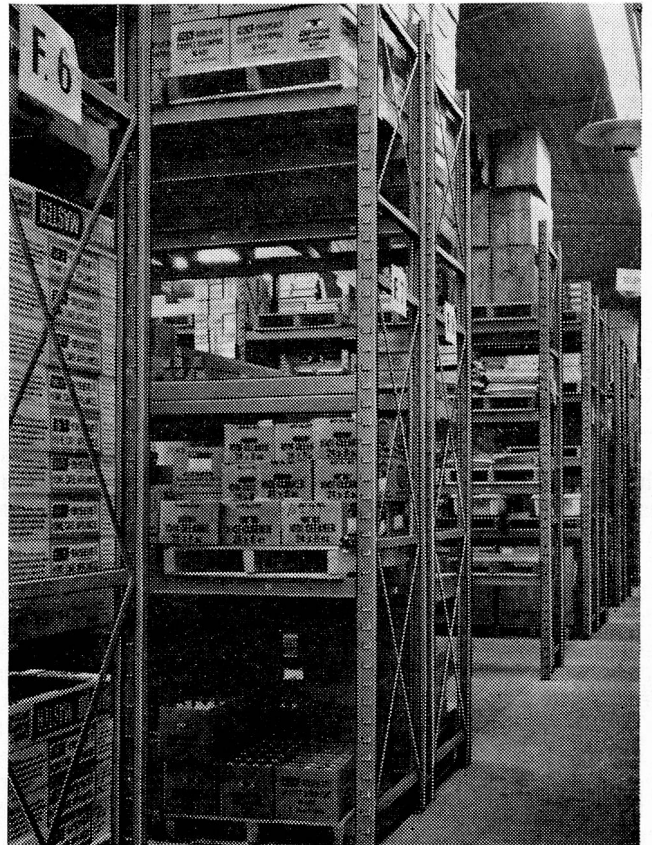

*The Highest Note in Quality*  
**PROTECTIVE WEAR**

**‘GUARD’**

**J.601 OVERALLS,  
INDUSTRIAL GLOVES,  
APRONS, HEADWEAR**

Please write **AIRGUARD · LIMITED**  
for details — 60 · LILLIE ROAD · LONDON · S.W.6  
TELEPHONE: 01-385-3344

# Warehousemen set great store by Acrowrack Series 75



The world’s most versatile two-piece racking system, Acrowrack Series 75, the choice of warehousemen, is totally engineered for strength plus safety. Complete systems or simple rack installations match customer needs for any particular handling problem. High-speed assembly and dismantling for re-use are matched by impressive economy. Upright frames and shelf beams lock firmly in a range of sizes for numerous applications — Acrowrack Series 75 can solve your storage problem.

Write for all the technical facts.

## Acrowrack Series 75

# ACROW

Acrow (Automation) Ltd., South Wharf, London, W.2. Tel: 01-262 3456