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“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.]

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