

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: - (1979)
Heft: 1750

Artikel: SBC floats throught city
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688226>

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: 13.12.2025

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

SBC FLOATS THROUGH CITY

For the second time within four years the Swiss Bank Corporation, London, was invited to participate in the Lord Mayor's Show.

The Bank came to London in 1898 and were thus celebrating their 80th birthday in the City. This was reflected in their float which depicted a scene of bygone days with a telephonist, clerk, and messenger dressed in authentic costumes of the period.

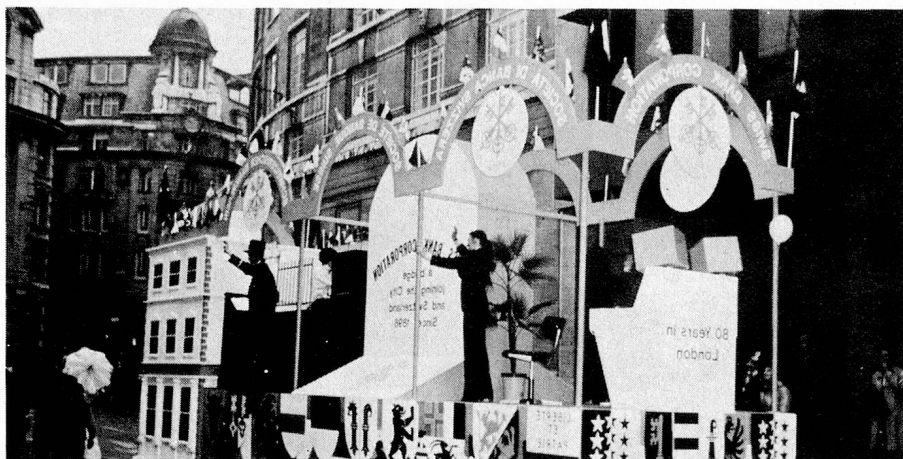
The driver's cab was, in fact, completely enclosed by a model of the outside of their original premises in the City. The rear part of the float represented a modern office with two computer operators.

The whole was bedecked with Swiss National flags, Cantonal flags and Swiss Bank Corporation house flags, together with the Cantonal Arms, including the new Canton of Jura.

Walking on each side of the float were a couple in Victorian dress, William Tell, complete with crossbow, son Walter (and an apple) and also a gnome which appeared to have come straight over from a Zürich garden. The rôles were played by members of the Swiss Bank Corporation, the two Walter Tells being the twin sons of one of the William Tells.



The Swiss Bank Corporation's float near the Mansion House on its outward journey.



The float approaching the Bank's Gresham Street headquarters.

Banking Problems?

Put 80 years' experience
of serving the private and
commercial sectors
of the Swiss community in London
to work on your financial affairs.



1872

SWISS BANK CORPORATION

(a company limited by shares, incorporated in Switzerland)

Principal London Office

99 Gresham Street
PO Box No. 114
London EC2P 2BR
Telephone 01-606 4000

Representative Office for Scotland

66 Hanover Street
Edinburgh EH2 1HH
Telephone 031-225 918617

West End Branch

Swiss Centre
1 New Coventry Street
London W1V 8BR
Telephone 01-734 0767

(Savings Account facilities available)

SOCIETE DE BANQUE SUISSE SCHWEIZERISCHER BANKVEREIN SOCIETA DI BANCA SVIZZERA

Offices throughout Switzerland, in New York, Chicago, San Francisco, Bahrain, Singapore and Tokyo.