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SWISS COLONY EVENTS

SWISS MERCANTILE SOCIETY LONDON

ANNUAL DINNER AND DANCE

For many years, this event has been one of the most enjoyable ones in the calendar of Swiss social functions in London. 1980 was no exception. Year after year, the organisers have managed to get together not too large a company of members and friends so as to create an intimate atmosphere which enhances a gathering of this nature. And since the Society has kept to their old venue, the pleasant Orchid Room at the Dorchester Hotel, there were no great surprises, except possibly the dinner whose last courses were a sorbet followed by a cheese soufflé.

Unfortunately, the popular President, Mr. Franz Hausermann, was unable to be present, but Mr. André Jaccard, a former President and Trustee of the Society, ably performed his duties as chairman. He welcomed Monsieur le Ministre and Madame Karl Fritschi as guests of honour, as well as the Central President of the SKV, Mr. Hans-Ulrich Hug and his wife, a former student of the College. Mr. Jaccard referred to the excellent relationship which exists between Embassy and SMS, as well as to the close co-operation between the Mother Society and the London Section. He also welcomed the Central Secretary for Education, Mr. Eduard Ruchti and his wife and son.

Other guests were the President of the Federation of Swiss Societies in the UK and Mrs. Bernard Simon who had come specially from Cheshire, and The Rev. and Mrs. Urs Steiner, representing the clergy of the Swiss Churches in London.

The Chairman, before giving the toast of the guests and the ladies, mentioned a few other prominent personalities present, i.e. Consul and Madame Julius Keller, Mrs. Mariann Meier, President of the Nouvelle Société Helvétique, the Principal of the College, Mr. E. W. Makin and his daughter, the ever efficient Secretary and Mrs. Walter Burren. Mr. Jaccard referred to the financial help which had been received from the SKV in order to acquire the freehold of Swiss House in Fitzroy Square and expressed gratitude for this invaluable support.

The Central Secretary for Education, in his speech, also referred to the success of the SMS College. The SKV in Switzerland is the second largest employees' organisation and is proud to have such an active branch abroad as the SMS London, founded in 1888. Mr. Ruchti said that, on the occasion of the 100th anniversary of the SKV, Swiss banks, industrial and commercial companies had presented a gift of over half a million Swiss Francs so that Swiss House in Fitzroy Square could be bought and rebuilt. He paid tribute to all the London Section had done to justify the purchase and he thanked the SMS officers, members and staff for their devotion to such an important task. "A better knowledge of English is a powerful weapon in defending the Swiss position in the world markets."

The theme of SMS standing for "Study means Success" was also taken up by Minister Fritschi. After conveying greetings and good wishes from the new Ambassador and Madame Caillat who had only just arrived in London, he compared the SMS to the diplomatic service. In a humorous way he pointed to the Society's emblem, Mercury with the winged helmet. "If you claim to have a Roman God as your forebear, you must also think your profession is one of the oldest in the history of mankind. Until now I thought that diplomats were competing only with doctors and lawyers to figure among the more venerable occupations on this planet." Dr. Fritschi said that diplomats believed that angels in their role of messengers between heaven and earth were, in fact, the first diplomats. He had found a passage in the Old Testament, in Samuel II, where we were told that King David sent a delegation to his enemy Hanun. These ambassadors were badly received, half their beards were shaven off and their garments cut . . . "Still, that was rather mild treatment if you consider what can happen to diplomats nowadays." Thus the SMS was entitled to have Mercury as their own patron, for their work at the College proved in every way success, profit and wealth for the students. Dr. Fritschi said he was delighted to recognize in Mercury not only the SMS ancestor, but also his own, and he concluded by saying. "As official representatives of our Government in this country, we diplomats pass through it rather than settle in it. Here *you* are the true representatives of Switzerland in what we call "the real economy". In your daily work you are putting a great effort into enhancing both the high standards of the Swiss community in London and its friendship with the British."

The Minister then proposed the toast of the Swiss Mercantile Society and College as well as the Schweizerischer Kaufmaennischer Verband.

The second part of the evening was devoted to dancing to Nat Temple and his excellent dance band. With "Auld Lang Syne", a perfectly played Swiss national anthem and "God save the Queen," a most enjoyable event came to a close.

Mariann Meier
(by courtesey of SKV Zentralblatt)

SWISS RIFLE ASSOCIATION

NOTICE TO MEMBERS OF SHOOTING ARRANGEMENTS FOR THE 1980 SEASON

1) 300m Rifle Meetings, Bisley Camp, Brookwood, Surrey

* APRIL	13th
* APRIL	27th
* MAY	18th
* JUNE	8th
JUNE	29th
SEPTEMBER	7th
SEPTEMBER	28th
OCTOBER	12th

Note: * Targets are available for Feldschiessen and Obligatorisches Programmes.
Shooting starts at 10.00 a.m.

2) 25m Pistol Meetings, Marylebone Rifle and Pistol Club, St. Alphage House, Fore Street, London EC2.

OCTOBER	26th
NOVEMBER	23rd
DECEMBER	7th

Shooting starts at 2.00 p.m.

For Information, Advice or Help contact the

SWISS WELFARE OFFICE

for young people

31 Conway Street London W1P 5HL
telephone 01-387 3608

Underground Stations:
Great Portland Street
Warren Street