

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 14 (1987)  
**Heft:** 4

## **Werbung**

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

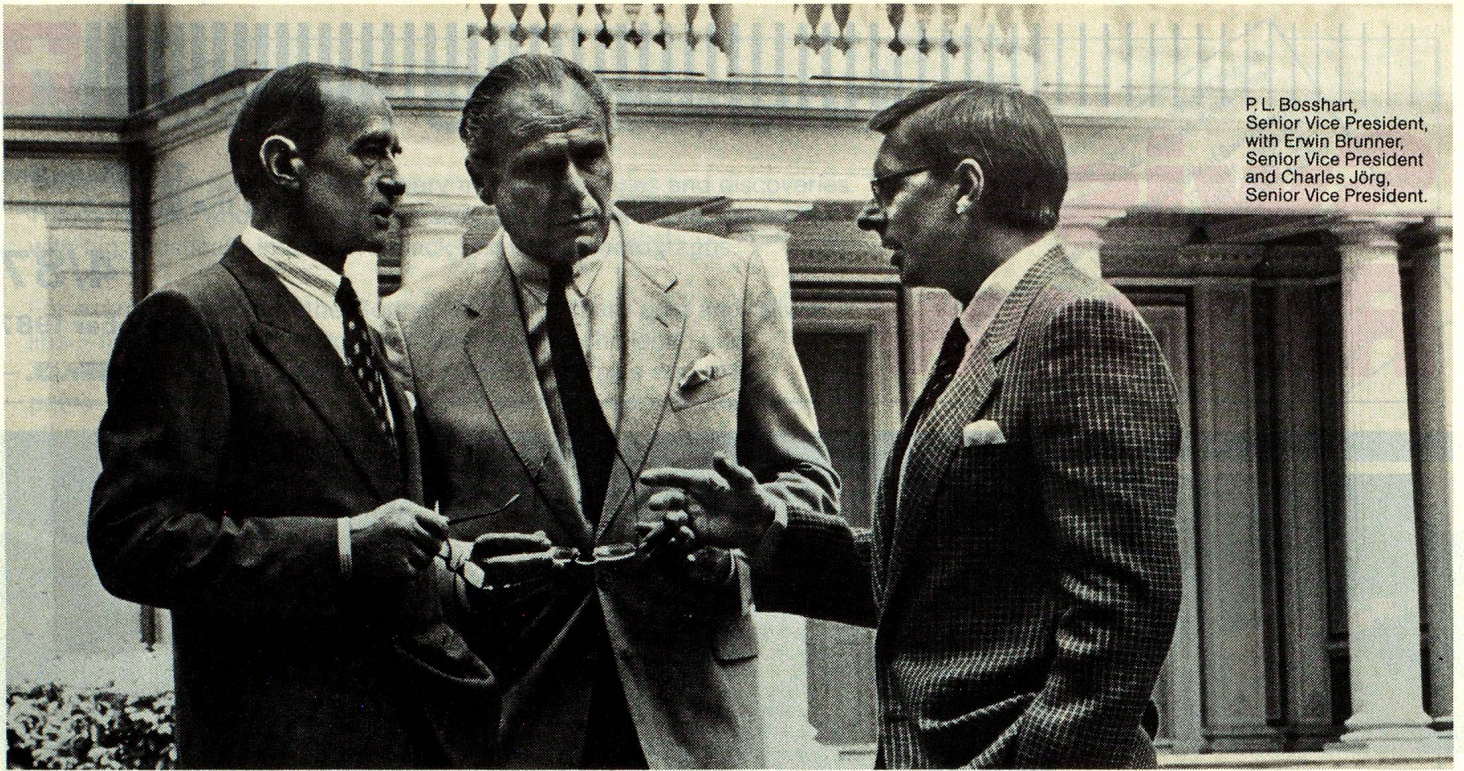
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 15.03.2025

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



P.L. Bosshart,  
Senior Vice President,  
with Erwin Brunner,  
Senior Vice President  
and Charles Jörg,  
Senior Vice President.

**Swiss Bank Corporation and personal investment.**

# How private is your investment?

When you see how vast and impersonal the world of investment has become, the only "private" aspect sometimes seems to be that it's your money at stake. On the other hand, the most private and personal way of keeping your money is probably to sock it away under the mattress. You've got to strike a balance somewhere. And we have. Along with our international team of

investment counselors, we've developed a wide range of investment vehicles for the private client (a selection of carefully selected funds, our own "cash bonds," fiduciary accounts, discretionary portfolios, and so on). So when you're making your own personal decision, you can also make a professional choice. Privately, you'll be glad you did.



**Swiss Bank Corporation**  
Schweizerischer Bankverein  
Soci t  de Banque Suisse

**The key Swiss bank**

**General Management** in CH-4002 Basle, Aeschenplatz 6, and in CH-8022 Zurich, Paradeplatz 6. Over 200 offices throughout Switzerland. **Worldwide network** (branches, subsidiaries and representatives): **Europe:** Edinburgh, Frankfurt, London, Luxembourg, Madrid, Manchester, Monte Carlo, Paris. **North America:** Atlanta, Calgary, Chicago, Dallas, Houston, Los Angeles, Montreal, New York, San Francisco, Toronto, Vancouver. **Latin America:** Bogot , Buenos Aires, Caracas, Lima, Mexico, Panama, Rio de Janeiro, S o Paulo. **Caribbean:** Grand Cayman, Nassau. **Middle East:** Bahrain, Cairo, Tehran. **Africa:** Johannesburg. **Asia:** Hong Kong, Osaka, Singapore, Tokyo. **Australia:** Melbourne, Sydney.

Lintas Z rich SBV 2286/1