

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: - (1950)
Heft: 1137

Artikel: Dennler Bitter
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691316>

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WHAT IS ST. MARGARETHEN KIRSCH?

Advertisements have been appearing in "The Swiss Observer" for some time for St. Margarethen Kirsch. We owe the Readers an explanation of what the Swiss abroad understand by St. Margarethen Kirsch.

As is well known, there are hundreds of more or less good brands of Swiss Kirsch. The foreign buyer, therefore, stands before a difficult choice: The "Zuger" wants Kirsch from the Canton of Zug, the "Schwyzer" would like Kirsch from Schwyz, and the "Basler" prefers Kirsch from Basle. Realising that the tastes of the Swiss abroad could best be satisfied by a careful choice of the best vintages from the various Swiss production centres, Intraco Ltd., Basle, who have been exporters of Swiss spirits for many years, have prepared their own brand for the English market: St. Margarethen Kirsch. Only so can it be explained that St. Margarethen Kirsch of the Intraco Ltd., during the last ten years of its being exported to the United States of America, has become by far the most sold Kirsch to the rather pretentious Swiss Colony. We have therefore no reason to doubt that the Swiss in England will also become enthusiastic supporters of St. Margarethen Kirsch.

DENNLER BITTER.

It was more than 90 years ago that Denzler Bitter was first produced in Interlaken, the world renowned tourist resort in the Bernese Oberland.

Using neither chemical essences nor artificial flavours, Denzler Bitter is distilled from the finest herbs, roots and blossoms which grow wild on the alpine pastures. The careful manufacturing process, lasting over six months, assures Denzler Bitter of an excellent quality and aroma.

Dry, with Vermouth, with Soda, or diluted with ordinary water, Denzler Bitter is always an exquisite Apéritif (Cocktail). Its power as a stimulant of appetite and digestion has been recognised for decades. Stomach disturbances due to taking in chilling drinks are immediately removed by Denzler Bitter.

This oldest Swiss Mountain Bitter is again being exported, and is available in England at John Egan & Son (London) Ltd., 9-15, Crucifix Lane, S.E.1.

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SWISS CLUB — MANCHESTER. Matinée Littéraire et Musicale.

On June 3rd, at the Midland Hotel, on a gloriously brilliant afternoon, a small gathering of enthusiastic members were privileged to hear a unique and equally striking programme *musicale et littéraire*, given by Miss Ruth V. Huggenberg, pianiste, and our esteemed friend Professor Inebnit. It was a happy idea to combine the two and was a rare treat greatly enjoyed and appreciated by those present.

Miss Huggenberg's recital included works by Haydn, Beethoven (Sonata Pathétique) Brahms, Schumann & Chopin — played entirely from memory. Her mastery of the key-board is well assured and her touch and effortless style make her playing a delight, and even on a hot summer's day in the heart of Manchester, it was refreshing to listen to such a performance.

Mr. Inebnit is a frequent visitor and so well known to us that we expect now to be entranced by his inimitable, free-flowing and almost intimate manner of speech, but on this occasion he gave an added delight by speaking alternatively in French and in English in his own charming and eloquent style. His discourse was entitled "La Suisse et ses voisins au 20ème Siècle" and dealt with the relations between Switzerland and such places as the Voralberg, Lichtenstein, Mulhouse, La Savoie, etc. — the borders, conditions during the world wars, the work of the Red Cross, and a suggestion that a parallel organisation be formed whereby help could be given to peoples in distress during such disasters as for example the recent floods in Winnipeg, by sending teams of skilled workers to help repair the damage and re-instate the homeless. A great ideal but not an impossibility and worthy of the consideration of our great little Country La Suisse and her Citizens.

The programme concluded with the singing of the "Cantique Suisse" and then certain members of the company adjourned to the Grill Room to round off a wholly delectable social gathering and memorable occasion with an informal dinner.

SETTY LOSLI.

Nouvelle Société Helvétique (LONDON GROUP)

OPEN MEETING

Tuesday, 20th June, 1950, 7 p.m.

Prof. A. LAETT, Zurich
Former Secretary of the N.S.H. (London Group)

will speak in English on:

"SOME CHAPTERS FROM THE HISTORY OF THE
SWISS COLONY IN GREAT BRITAIN."

At the Vienna Café,
Berkeley Arcade, Baker Street, N.W.1.

THE ANGLO-SWISS SOCIETY LONDON is associating itself with this lecture. Members and Friends of both Societies are warmly welcomed. Those intending to join Prof. A. Lätt at Dinner at the Vienna Café, from 6 to 7 p.m., should, if possible, inform the Vienna Café beforehand. Tel: WEL. 8388.