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## SWISS MERCANTILE SOCIETY.

We wish to direct the attention of our readers to the Annual Dinner & Dance which will take place on Saturday, January 30th 1960, at the Dorchester Hotel, Park Lane, W.1.

The Swiss Mercantile Society hardly need any introduction. During the last few years they have gone from success to success, building up an organisation which can claim the respect of everyone, and one hardly exaggerates when one speaks of their work as being of national importance.

More than ever this enterprising Society deserve the support of the members of the London Swiss Colony in all their doings, and a large attendance at their annual festival, we are sure, they would appreciate as showing our gratitude for their work.

The coming Annual Dinner & Dance is a splendid opportunity to re-unite once again old friends and members, and we make a strong appeal to all to come along on the 30th inst. to spend a few happy hours amongst old and new friends.

Let us hope then, that this important event will register a record attendance; the Society and their leaders fully deserve it.

## RECEPTION

Mr. and Mrs. W. Wyler gave a reception on Monday, 11th January 1960, at the Dorchester Hotel, Park Lane, W.1, to introduce Mr. M. A. Keller, Mr. Wyler's successor as Swissair's General Manager for the U.K. and Ireland, and Mrs. Keller.

## NOUVELLE SOCIETE HELVETIQUE (London Group.)

The Council of the NSH were much gratified by the numerous audience of Adults and Children of the Colony who came to the Society's Film Show, on Saturday afternoon, December 12th. The following films were presented, by courtesy of Mr. W. Wyler, General Manager, Swiss Air, London: Swiss Air Film 'Take for instance South America' Susy in St. Moritz, Walt Disney's Whoopee Party, followed, by courtesy of Dr. Mueller, of the Swiss Embassy, by the delightful Swiss Alpine Garden film.

Tea was served afterwards in the gaily decorated dining room of the hostel. By general consent, the event was much enjoyed by all present.

W.R.

## OUR NEXT ISSUE

Our next issue will be published on Friday, January 29th 1960. We take this opportunity of thanking the following subscribers for their kind and helpful donation over and above their subscription: W. W. Landauer, C. Bhend, Mrs. O. A. Stanton, E. Ritzmann (Arlesheim), Miss G. S. Moore, H. Frutiger, H. Waibel, H. Broennimann, Swiss Ambassador, J. J. Wetter, Paul Bessire, A. Strittmatter, Miss E. F. Irvine, W. Diener (Tanga).

## TO OUR SUBSCRIBERS.

In order to save money and time the Publishers would be much obliged if subscribers who are in arrears with their subscriptions would kindly send their remittance as soon as possible.

Specimen copies of the "Swiss Observer" will be gladly sent to addresses, supplied to our office, of likely subscribers.

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