

An enterprising young man

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EDITOR'S POSTBAG.

The Editor, Swiss Observer,
23, Leonard Street,
London, E.C.2.

10th November, 1954.

Dear Mr. Stauffer,

As you may have heard my Company has recently taken over to Switzerland a party of some of our distributors to visit the Works of our Principals, Messrs. Paillard S. A. of Ste-Croix. This was but a first experiment, which has proved so successful that we hope to arrange similar parties in the course of next year and the purport of this letter is to point out that should any of our compatriots feel like doing the same, I know of no better way of further cementing the trade relationship between the two countries.

I should like to pay tribute to our friend and great compatriot Mr. Wyler, the director of Swissair, London, without whose help this venture would not have proved such a success; his arrangements were perfect and one felt that on boarding the planes our English friends were already on Swiss soil. The party was received at Cointrin by his colleague Mr. Girod whose gesture on account of its personal touch was again much appreciated by our guests. Most of our friends had never flown before and this baptism of the air may serve its purpose; I can do no better than quote the words of a Midland distributor who writes: "The whole trip from beginning to finish was magnificently organised and full of interest. It covered places I had not previously visited on holidays and I enjoyed it so much that I have already told my wife that we shall be making for the Grand Hotel des Rasses next year *and that our method of transport will be by air (no more land travel for me).*" Which in itself is obviously meant as a tribute to the methodical way in which Swissair takes us to our homeland.

Others had never seen our beloved country and the reception arranged by the Directors of the Comptoir Suisse at Lausanne was again more than appreciated. Needless to say that our guests came back full of enthusiasm and are unlikely to forget this experience. Once again all my thanks to Swissair and our friend Mr. Wyler, not forgetting the directors of the Comptoir and last but by no means least to our friends representing l'Association des Interêts de Vevey who received us royally.

Yours very sincerely,
Charles J. Fer,

Managing Director of Cinex Limited.

ANGLO-SWISS SOCIETY.
Xmas Dinner and Ball.

We have much pleasure in directing the attention of our readers to the Xmas Dinner and Ball of the Anglo-Swiss Society, which will take place on Monday, 20th, December, 1954, from 7.30 to 1 a.m. at the Dorchester Hotel, Park Lane, W.1. There will be no speeches. Evening Dress (tails or dinner jacket) will be worn. Each member may bring as many guests as he likes. Application for tickets should be made to: Anglo-Swiss Society, Hill House, 17, Hans Place, S.W.1. (see advert.)

AN ENTERPRISING YOUNG MAN.

It is always interesting and encouraging to see young men of the Colony launch out and face the world on their own.

West London seems to become quite an attraction and we can now boast of a Swiss "Coiffeur de Dames" in Shepherds Bush Green.

Plinio Morosi is well known to us all. He is always doing his bit by supporting the famous Corale Ticinese with his piano accordion.

Plinio Morosi was born in London of Swiss parents and has retained his Swiss Nationality. He is a citizen of Acquilla, Val Blenio, Ticino. He went to school at Acquilla, returned to London and served his apprenticeship as ladies' hairdresser in the West End.

I asked him what made him choose Shepherds Bush. "Very simple", says Plinio. "I saw an empty place, liked the position and here I am." I must say, the Salon "Anton" looks most attractive and inviting.

Of course, Plinio Morosi speaks three languages — Italian, English and "Ticines dialetto". I believe he is the only "ticines" ladies hairdresser in London.

Let us wish him every success in his new venture.

A.G.

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