

# Billions of francs spent on advertising in Switzerland

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## THE SWISS CHURCHES BAZAAR

The Swiss Churches Bazaar has become the most important regular gathering of the Colony. The last of these biennial events, which took place at Westminster Central Hall on Saturday, 4th November, was an exceptional success belying the idea that the Swiss Colony is dwindling. Indeed, never had those who attend colony functions seen so many new faces. To give an idea of the attendance, no fewer than 510 lunches were served.

The Bazaar, which is in aid of the three Swiss parishes of London – the two Protestant parishes and the Swiss Catholic Mission – was declared open at 11 a.m. by our Ambassador, Mr. Ernesto Thalmann. He beckoned us all to spend our money freely. Indeed there were many good things and many temptations to open up one's purse. Foods from Switzerland, cakes, jams and many home-made specialties. There were clothes and hand-made items of quality.

The stalls were stacked with goods supplied by individual donors, companies and restaurants. The Embassy had its own stall which was as successful as in the previous years, offering many groceries coming straight from Switzerland.

The members of the Youth Club and of VEGSIL (Association of former members of the Schweizerkirche, London) had a stand of their own with a variety of objects. There was a children's corner, and a "lucky dip" in which Mrs. Liliane Oggia won a return trip to Switzerland offered by Sunset Tours.

The stalls were particularly well-endowed this year. Some outside visitors also joined in. Some no doubt spent their money and helped to support the Churches. Unfortunately, it is likely that some others were responsible for the few thefts that were reported.

A great deal of work in preparing the sale was done by the ladies of the "Frauenverein" and "The Causerie". Thanks are also due for the dedicated help of the Embassy. The organisation was expertly hand-

led by the Bazaar Committee chaired this year by Mrs. E. Tangemann, wife of the Vice-President of the Consistoire (the presidency being vacant), and who succeeded Mrs. R. Suess. Mrs. R. Glarner, Chairwoman of the Frauenverein was in control of the catering which had been entrusted to Messrs. Bartholdi. The Mother's Group, chaired by Mrs. V. Schwab, was serving coffee, tea and cakes. Among other helpers were Mrs. Ficker, Chairwoman of the "Causerie" (the former "Groupe de couture" of the French-speaking Protestant Parish) and Mrs. E. Kaufeler, representing the Catholic Ladies. Young people were responsible for the decoration.

The Treasurer, Mr. Raymond Oggier, helped by Mr. Albert Bertin, had the big responsibility for looking after the takings. At the end of the afternoon, they already knew that sales had exceeded those of the last Bazaar.

The proceeds (after paying for the use of the hall, the caterers, but with still a few minor expenses outstanding) totalled roughly £4,200, £700 more than two years ago. The turnover of the Bazaar had almost kept pace with inflation.

P.M.B.

### SWISSAIR OPENS OWN CARGO CENTRE AT CAIRO AIRPORT

Swissair has opened its own cargo centre at Cairo Airport, the airline's first in the Eastern hemisphere.

The new centre comprises a warehouse covering 1,500 square metres and office space of 120 square metres. It provides improved working procedures, greater security and in particular faster cargo handling. As an important innovation for Cairo, the new centre has its own customs clearance facilities.

Planning and construction were carried out in co-operation with Air France which occupies half the new building. Owing to the use of pre-fabricated elements, construction of the centre took less than one year.

## Forthcoming events

Sunday, 10th December, 4 p.m.  
FAMILY CHRISTMAS CELEBRATION at Swiss Church, 79 Endell Street, W.C.2.

Tuesday, 19th December, Nouvelle Société Helvétique – CHRISTMAS GATHERING.

Thursday, 18th January, 7 p.m. – Embassy Lecture Hall – DISCUSSION on Citizenship and Total Revision of Federal Constitution.

Saturday, 3rd February, Dorchester Hotel – ANNUAL DINNER AND DANCE – Swiss Mercantile Society (please ring Secretary for information 01-637 3609).

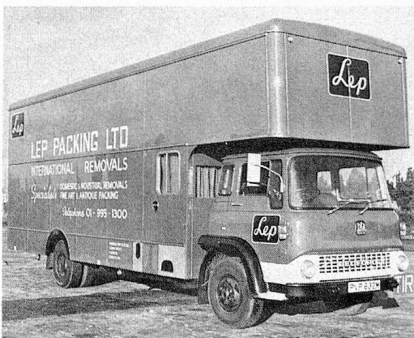
Thursday, 8th February – ANNUAL GENERAL MEETING AND DINNER – Nouvelle Société Helvétique.

### BILLIONS OF FRANCS SPENT ON ADVERTISING IN SWITZERLAND

According to a Swiss Bank Corporation estimate, the Swiss economy last year spent between 1.8 and 3 billion francs on advertising, depending on whether or not the total included job ads, classified ads and shopwindow advertising. Taking into consideration the number of her inhabitants, Switzerland is thus among the countries that spend the most in the world on advertising.

However, since advertising is expensive in Switzerland, the actual volume of advertising per head of population must lie nearer the middle on the international level. Over 80 per cent of the total advertising expenditure went to newspapers, periodicals, printing and photogravure works, TV companies and billboard companies.

The countries that spend the most on advertising are the United States with over 341 francs per head of the population per year, followed by Denmark (282 francs) and Switzerland (265 francs). At the bottom of the list comes Italy which spends ten times less on advertising than Switzerland.



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