

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: - (1959)
Heft: 1353

Artikel: Swiss Fortnight
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-693365>

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>

SWISS FORTNIGHT

The recent "Swiss Fortnight" enjoyed great publicity in the Press of this country, and we have much pleasure in reproducing here some of the many hundreds of comments.

Display — November.
Spectacular Swiss Salesmanship

The preparation for this Fortnight started long before last May when buyers and journalists were invited to Switzerland to see and purchase the wares intended for exhibition these two weeks. The whole enterprise has been planned with the precision we expect of their watches and on the scale of the cheese on display "among the largest ever made, weighing 300 pounds and taking 440 gallons of milk."

Rumblings of discontent have been heard here because of the high-pressure promotion that this Fortnight has enjoyed. But we who believe in Free Enterprise and One World must welcome the added richness that new and foreign competitors bring to our market, just as we hope that they would welcome our ventures into theirs.

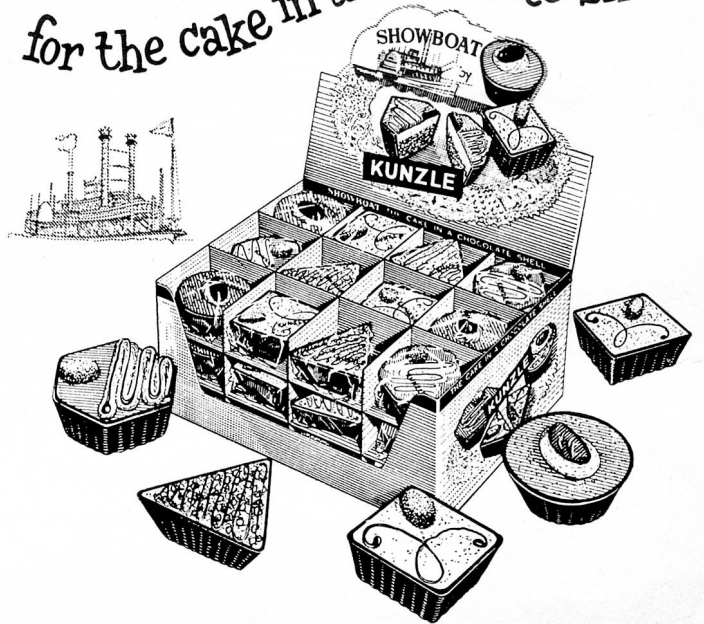
Manchester Guardian — 14th October.
Helvetian takeover in London

On arrival in London the traveller sees so many Swiss flags flying on the buildings that he might well imagine there had been an Helvetian takeover. In Park Lane there is not only the national flag: all the different flags of the cantons are wrapped around Park Lane House, where the industries of Switzerland are displaying their most attractive wares. Most of the London stores have window displays of Swiss merchandise, and some of them have demonstrations by Swiss craftsmen and tasting of Swiss food and drinks. Culture is judiciously blended with commerce and cheese-tastings.

Punch — 14th October
A Letter to Paris

My dear Phyllis, — We are in the midst of Swiss Fortnight in London, a balanced blend of culture and commerce: Swiss art

The Merry Cook
for the cake in a chocolate shell



SHOWBOAT by KUNZLE

C. Kunzle Limited, Five Ways, Birmingham

M-W.107

Now in London . . .

RIVELLA

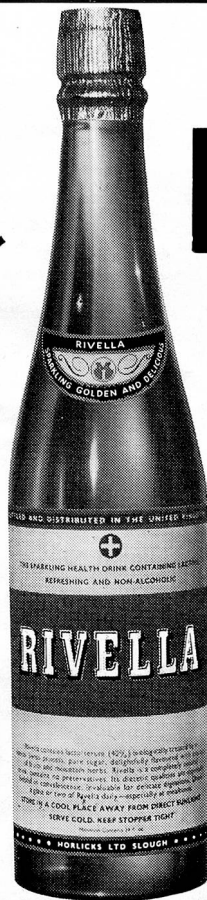
*The famous health drink
from Switzerland*

Golden, bubbly Rivella is a wonderful family drink for Christmas. Non-alcoholic, sparkling fresh—and a natural aid to digestion.

From London chemists, grocers and off-licences.

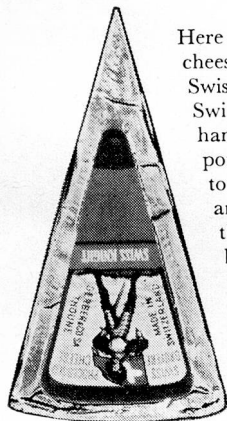
9d. and 2/6d.

*Tout autre
que les autres*



FULL VALUE

in each portion of finest GRUYERE



Here is Gruyere cheese at its best! Swiss Knight, the original Swiss-processed Gruyere, comes in twelve handy portions to every 6 oz pack. Each portion is wrapped in hygienic foil to preserve its flavour and freshness, and there's no bother with the wrapping; the foil peels off quickly and easily by pulling a special tab. That's why Swiss Knight is easiest to serve. No wasteful rind either, so every portion of delicious Swiss Knight means full value! Always ask for Swiss Knight Cheese. Also available in 4 oz. and 8 oz. packs.



SWISS KNIGHT CHEESE

THE ORIGINAL SWISS-PROCESSED GRUYERE CHEESE
DK4 Distributed by the Nestlé Company Limited

THE ANGLO-SWISS INSURANCE & REINSURANCE AGENCY LTD

29/30, High Holborn, London, W.C.1

Telephone: CHAncery 8554

draw the attention of merchants, forwarding agents and firms connected with Switzerland engaged in the import and export trades to the fact that the SCHWEIZ ALLGEMEINE VERSICHERUNGS-AKTIEN-GESELLSCHAFT, Zurich, have a British subsidiary company the **Switzerland General Insurance Co. (London) Ltd.**, offering the facilities of a first class British insurance company backed by the Swiss company and a world-wide agency organisation. Insurances can be effected at very competitive rates with personal service and advice given where required. We have special facilities for arranging insurances with this company and welcome enquiries.

exhibitions, concerts, films, fashion shows, cheese tastings, watch windings. The Dorchester and the Mirabelle are having a "quinzaine gastronomique Suisse", and at the Planetarium we can gaze at the night sky as seen from the Jungfrau. At the Horse of the Year Show, a quadrille from the Swiss Cavalry School is a dainty attraction—more ominous, a Scottish-Swiss Folklore evening at the Albert Hall.

Financia! Times — 14th October
Swiss Trade Polices

It is something of a coincidence that the occasion of the first ever Swiss Fortnight in the U.K. should roughly synchronise with the early stages of a new economic association between the two countries. But it is no coincidence at all, and in the words of Dr. A. Daeniker, the Swiss Ambassador in London, "hardly surprising" that in the present trading division of Europe the two countries should find themselves on the same side.

KIRSCH-DE-ZOUG

(Paul Etter Fils, Zoug)

"LE BON PERE WILLIAM"

(eau-de-vie de poires William Vetroz, Valais)

Importers : E. A. Nussle & Co. Ltd.

Victoria House, Vernon Place, W.C.1.

Retailers : Kettner's Wine Shop

13/17 Old Compton Street, W.1.

THE FLORAL HOUSE

ELSIE FINGER (SWISS)

237 JUNCTION ROAD, TUFNELL PARK, LONDON, N.19

Phone: ARChway 3711 (NORth 5942 out of business hours)

FLOWERS FOR ALL OCCASIONS

As a member of Interflora, we can arrange for Flowers to be delivered any time, anywhere in the World.

SCHWEIZERBUND

(SWISS CLUB)

74 Charlotte St., London, W.1

SPECIALITIES FOR YOUR ENJOYMENT IN THE NEAR FUTURE

ESCALOPE CORDON BLEU—PICCATO A'LA TICINESE

FONDUE

ENTRECOTE CAFE DE PARIS—SAUERKRAUT GARNI

A LA CARTE

Under the Management of

M. & Mme. F. Vuistiner (Chef de Cuisine)

For Banquets up to 150 persons or any special arrangements, e.g. Theatre Parties, Weddings, etc., please telephone Museum 0036