

# "Swiss Week" at Derry & Toms

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**"SWISS WEEK"  
AT  
DERRY & TOMS.**

Unfortunately we had not been advised in time to allow us to mention in our issue of 14th March, the "Swiss Week" which was held at Derry & Toms, Kensington High Street, W.8, from Monday, 24th March, to Saturday, 29th March.

The "Swiss Week" was opened on Monday, 24th March, by the Swiss Ambassador, who was accompanied by Madame Daeniker.

The Swiss merchandise conspicuously displayed on all floors has made this Week an outstanding success, and it is a promising augury for the "Swiss Fortnight", to be held in Great Britain in October 1959, which is being organised by the Swiss Office for the Development of Trade, Zurich, and sponsored by the Swiss Economic Council, London.

Derry & Toms visitors have shopped in a truly Swiss atmosphere. The Swiss orchestra, "La Musique du Folly" from Vevey, known to the Colony by their appearance at the "Fête Suisse" in 1954 at Central Hall, Westminster, played daily in the Rainbow Room, and have been a great success.

They were assisted by two charming yodellers, Trudy Kistler and Gritli Schmucki of Uster, who — attired in the becoming costume of the canton of Schwyz — by their hearty singing earned well-deserved applause.

Swiss chefs had prepared special Menus, which were served in the attractive Restaurant on the fifth floor. A wine-tasting counter attracted many people, and the cinema, showing travel films of Switzerland, has been crowded.

On Thursday, 27th March, the representatives of the Swiss Press in London were invited to cocktails at the Esmond Room, followed by a short Press Conference during which Mr. H. O. Ernst, General Manager of the Swiss National Tourist Office and the Swiss Federal Railways, gave a very interesting and competent *exposé* of the various travel services to Switzerland by sea, rail, road and air.

Mr. A. Kunz, Publicity Manager of the Swiss National Tourist Office, gave information regarding the extensive propaganda undertaken by his organisation.

The offices of the Swiss Federal Railways, Swiss National Tourist Office and Swissair in London are accomplishing a tremendous task, and by their combined efforts have been successful in attracting the British public to visiting our country in ever-increasing numbers. In their endeavours they have been also much assisted by the many Tourist Agencies.

After the Press Conference the Swiss Journalists were entertained to an excellent luncheon in the Rainbow Room, where they were able to listen to the "Musique du Folly" and to the two pretty yodellers.

There they had also the pleasure of being introduced to the catering manager of the Store, Mr. W. Allenspach, a compatriot of ours, who, I am told by a regular visitor, manages to fill this vast Restaurant to capacity every day during the week — surely a splendid testimonial to his capabilities.

The afternoon ended with a visit to the very fine roof garden.

Derry & Toms are to be heartily congratulated on their enterprise in making Swiss merchandise and travel facilities known to their large clientele in such an attractive fashion.

ST.

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