

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: - (1958)
Heft: 1317

Artikel: "Swiss Week" at Derry & Toms
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688722>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

**"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.

Treasured the world over

Panda
REGD
ribbons

Everyone adores them they're so so gay and colourful in a variety of designs :— stripes, spots, checks and tartans. Also self colours in satins, taffetas, failles and petershams. Ask for "Panda" and know you are buying the best.



Regd. Trade Mark

SELECTUS LIMITED
BIDDULPH · STOKE-ON-TRENT
Telephone: Biddulph 3316-7. Telegrams: Selectus,
Stoke-on-Trent. WHOLESALE & SHIPPING

Telegrams and Cables: TRANCOSMOS LONDON.

Telephone: HOP 4433 (8 Lines.)

COSMOS FREIGHTWAYS
INTERNATIONAL FREIGHT FORWARDERS

**AGENCY
LIMITED.**

ALSO AT
LIVERPOOL, MANCHESTER,
NEWCASTLE-ON-TYNE,
HULL, BRISTOL, CARDIFF,
SWANSEA, NEWPORT, Mon.
GLASGOW.

CONNECTED
THROUGHOUT
THE WORLD

By Road, Rail Sea and Air
1, CATHEDRAL STREET,
LONDON BRIDGE, LONDON, S.E.1.
REGULAR GROUPAGE SERVICES WITH

SWITZERLAND

ANGLO-SWISS CUSTOMS EXPERTS.

OFFICIAL FREIGHT AND
PASSENGER AGENTS FOR
SWISSAIR AND ALL AIR LINES
TO SWITZERLAND AND ALL
PARTS OF THE WORLD.

Agents: WELTIFURRER INTERNATIONAL TRANSPORT CO. Ltd., Zurich, Basle, Buchs, Schaffhausen, Geneva, St. Gall.