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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.

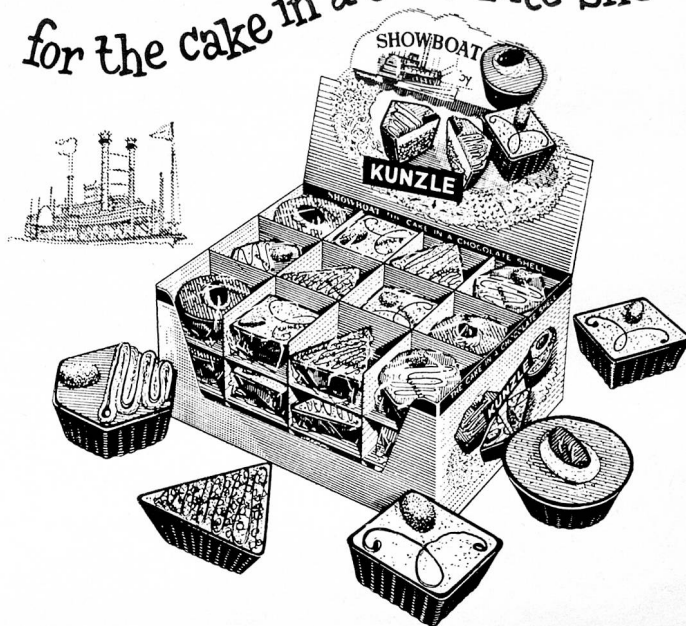
Culture is judiciously blended with commerce and cheese-tastings.

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 New York Look
for the cake in a chocolate shell



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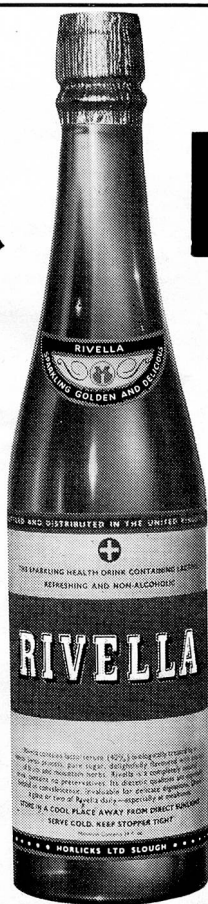
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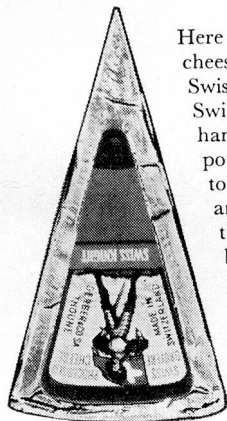
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exhibitions, concerts, films, fashion shows, cheese tastings, watch windings. The Dorchester and the Mirabelle are having a "quinzaine gastronomique Suisse", and at the Planetarium we can gaze at the night sky as seen from the Jungfrauoch. At the Horse 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.

Financial 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.

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