

Salute to Switzerland

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SALUTE TO SWITZERLAND

Switzerland on show at Stores in England and in "Woman's Journal"

A Swiss Fortnight is being held at the Army and Navy Stores in Victoria Street, London W.1, until 11th March. Swiss goods are also displayed at other stores of the Army and Navy Group, Harveys of Guildford, Harvey's of Camberley, Morants of Chichester, Greens of St. Albans, Whites of Aldershot, and Genges of Dorchester. Harveys of Guildford will also have fashion shows of the Swiss cottons and McCall's-Fleetway patterns from Tuesday, 15th to Friday 18th March.

The Swiss Fortnight is organised by Miss Elizabeth Green, Fleetway Marketing Manager, for "Woman's Journal", the well-known quality magazine for women. The Swiss Fortnight was opened by the Swiss Ambassador, Monsieur B. de Fischer on Monday, 28th February. The outside of the Store already held out a gay welcome with Swiss and cantonal flags fluttering in the high February winds. The show windows displayed Swiss merchandise of all kinds. The Ambassador cut the symbolic ribbon at the entrance, in the presence of Mr. E. L. Phillips, Under-Secretary at the Board of Trade, the Chairman of Army and Navy Stores, Mr. E. C. Wainwright, and the Chairman of Fleetway Publications Ltd., Mr. H. W. Atkins.

The official Opening Ceremony took place inside the Store, and the Ambassador expressed thanks and appreciation of this practical demonstration of sympathy for Switzerland. Mr. Phillips supported the Ambassador in complimenting the organisers on their initiative to stimulate Anglo-Swiss trade. Later, after the inspection tour of the Swiss Village on the first and the Food Fair on the third floor, Monsieur Max Feller, Commercial Counsellor of Embassy, addressed the party.

In all the departments, wherever Switzerland has anything to export, her goods are on display: *Stumpfen* and cigars, Swiss wines, china and kitchenware, stationery and table linen, clocks and books, cheese, chocolate and electric razors, and above all a very fine selection of suits, dresses, shoes and sportswear. At some of the special stalls, ladies in colourful Swiss national costumes are in attendance. Everywhere, the "Go Swiss" slogan and Swiss posters remind you, and imitation ice blocks and forbidding-look-

ing rocks decorated with red and white poinsettias show the way to the Swiss village. There, boutique-style counters decorated as chalets are arranged on the outside, displaying various Swiss goods. There is an exhibition of flower paintings by Lotte Günthart from Regensburg, and prints of her paintings and copies of her book "The Glory of the Rose" are on sale with Swiss handkies overprinted with her designs.

Ländler music creates the appropriate background for strolling round the village, where fir trees alternate with watchcases and tables set most invitingly with Swiss crockery and linen. In co-operation with the Swiss Cotton Fabric and Embroidery Centre in London, "Woman's Journal" presents several fashion shows every day. A number of competitions are being held open to anyone buying certain Swiss goods.

The Swiss Food Fair is exceptionally well arranged. Knorr-trained demonstrators cook Swiss dishes, and you can buy such delicacies as cherry jam, quince and rosehip *purée*, grape juice, *pâté*, some patent foods, and, of course, wines, cheese and chocolate. The two most popular types of *Fondue*, cheese and *Bourguignonne*, are also demonstrated.

A "Swiss Desk" advises visitors on travel and holiday to the "Land of Four Seasons", and films are being shown periodically.

Unfortunately, this may appear too late to encourage readers to visit the exhibition, but goods mentioned may be had at the Stores at any time, as in many other shops in Great Britain. However, it is certainly not too late to buy a copy of "Woman's Journal" (March 1966) which features the "Salute to Switzerland" in a most handsome way. There are nearly thirty pages of articles and photographs on Swiss holidays and restaurants (some in the U.K.), beauty aids and menus, Swiss design for good living, Switzerland's food, wines and storecupboard, and finally, a Swiss crossword competition with a first prize of a week-end for two in Geneva (flying Swissair and staying at a luxurious hotel). In addition, the magazine has an article on the Swiss Master Architect, the late Le Corbusier.

SALUTE TO SWITZERLAND, a show organised by private initiative on the part of a British magazine, is indeed an admirable effort to make Switzerland known, for which we may be rightly grateful.

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