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Switzerland greets Berlin

This May, West Berliners were surprised to see a big bus driving through their streets marked with the message: Switzerland greets Berlin... message from Toggenburg, the birthplace of « Helanca » yarns. This was a friendly promotion campaign, organized by Heberlein & Co. Ltd., at Wattwil (St. Gall) and its department at Constance responsible for publicity in Germany. For the opening of the « Helanca » week, the bus had brought with it a folklore group consisting of a choir of yodelers, two girl yodelers with accordions, a flag thrower, three Alpine horn players and a rustic orchestra with a dulcimer.

One hundred and thirty stores and retailers took part in the « Helanca » Publicity Week, in particular by presenting special decorations in their windows and stores; in addition four fashion parades, which met with great success, were also held. The Toggenburg folklore group performed in the restaurants of the famous KDW store (Kaufhaus des Westens — Big Store of the West) and at Hertie's in Neukölln.

Outside the strictly business side of the visit, the organizers of this campaign promoting « Helanca » yarns arranged special performances of the Toggenburg folklore group in three hospitals and three old folks' homes in West Berlin, as well as at the textile vocational training school; the performances put on by these musicians from Eastern Switzerland met with an enthusiastic reception. Furthermore the artistes were entertained by the Senate of the City of Berlin, at the Schöneberg Town Hall where Senator Exner called attention to the great social value of Heberlein & Co.'s gesture.



Mr. H. Tschudy, Press Officer Heberlein & Co. Ltd., announces the award of a hand-carved wooden plate to Mr. Exner, Senator for Social Affairs, West-Berlin (at left)
The « Helanca » Bus in front of the Berlin-Schöneberg Town Hall
The Toggenburg folklore group performing in the KadeWe department store and in front of the West-Berlin retail training school
Photos Heberlein

