

Local news : Great Britain

Objektyp: **Appendix**

Zeitschrift: **Swiss review : the magazine for the Swiss abroad**

Band (Jahr): **13 (1986)**

Heft 1

PDF erstellt am: **09.08.2024**

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern. Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden. Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Local News – Great Britain

Strong Swiss Presence in London

The last months of 1985 brought Switzerland to the fore in several ways in the life of the metropolis. Swiss films were on the programme of the Film Festival at the National Film Theatre on the Southbank, and a seminar of Swiss literature and a number of concerts by Swiss artists took place. An exhibition of Varlin (Willy Guggenheim) pictures was staged in the West End, mainly paintings from the artist's stay in Britain in the 'fifties'.

Switzerland was also prominent at the 13th Daily Mail International Ski Show at Earl's Court, where the show staged by Swiss tourist managers included a presentation of winter sports in Switzerland over the last 100 years. Life-sized dolls in period costumes were used for the purpose. There was also a ski-simulator and a competition ski race.

And then, a champion Swiss Simmental cow called Nelly appeared in the City of London on 18th November. She now lives in Somerset and was brought up to town for the opening of a Swiss Culinary Fortnight at the Great Eastern Hotel at Liverpool Street Station. For this event, Dan-Air, the only British line flying to Berne, brought over some hoteliers from Kandersteg, also a rural band and an alphorn player. A beautiful cow-bell was presented to the Manager of the hotel.

The Swiss Gastronomic Fortnight at the City Gates Restaurant of the hotel will remain an annual event, much appreciated by City lunchers.

Also a yearly event, but of great international impact, is the World Travel Market, the last one was held at Olympia at the end of November. 2,000 exhibitors from over 100 countries made it again the most important travel show in the world. Switzerland was much in evidence with its avenue of red and white stands and the huge mobile hanging from the high ceiling above, and the 30,000 trade visitors and, at the end of the week, 8,000 public visitors, were able to see it from anywhere in the Grand Hall. The Swiss showed every aspect of leisure, recreation and business travel. The WTM was opened by HRH The Princess of Wales.

Swiss presence of a permanent nature has been established in Leicester Square. Readers already know about the Glockenspiel which Switzerland has presented to the City of Westminster on the occasion of its quatercentenary. For centuries, individuals, companies and institutions have contributed to the Swiss presence in Westminster, and the Swiss Centre in Leicester Square is only one of several Swiss focus points within or on the fringe of the City's boundaries (Swiss Embassy, Swiss Church, the College of the SMS, The Swiss Benevolent Society

and the Swiss Welfare Office for Young People). Out of gratitude to the people of Westminster, the glockenspiel above the entrance to the Swiss National Tourist Office at the Swiss Centre has been presented by Switzerland.

This was expressed when the glockenspiel was officially unveiled by the Lord Mayor of Westminster, Councillor Roger Bramble. The scroll of dedication was handed over by the President of the Swiss National Tourist Office, National Councillor J. J. Cevey, in the presence of the Dean of Westminster and the Swiss Ambassador and Madame Pictet, as well as Mr. Albert Kunz, Manager of the SNTO in London.

The ceremony was introduced by trumpeters of the Household Cavalry, interspersed with music by a folklore group and an alphorn player and ended by a performance of the glockenspiel with Swiss tunes and the two National Anthems.

A civic luncheon for 300 guests took place at the Swiss Centre Restaurants afterwards. The speech by the SNTO President referred to the happy connections between the City of Westminster and the Swiss community, and the fortunate fact that whilst Switzerland consisted of 23 Cantons, the City of Westminster has 23 Wards. Therefore 23 bells, plus two presented by the Confederation and the Principality of Liechtenstein.

The Lord Mayor responded by thanking Switzerland for her munificent gift. And now, the glockenspiel's chimes proclaim Anglo-Swiss friendship three times a day, at noon, at 6 and 8 p.m. It has already become an attraction, and will be even more so when, later in the year, a procession of 22 moving figures representing an "Alpaufzug" will be added.

Mariann Meier



Presentation of the Scroll by National Councillor J. J. Cevey to the Lord Mayor of Westminster. Photo SNTO

Commissioned by the Swiss National Tourist Office, with the financial help of the Swiss Confederation, the Principality of Liechtenstein, the Swiss Cantonal Authorities, and many official and commercial organisations of Switzerland.

Design by W. E. Wenger, Architect, Mathis AG, Chur, Created by T. Kernen, Turmuhrenfabrik, Andelfingen, Casting of Bells by Ruetschi AG, Aarau, Metal Construction by Roffler & Co., Klosters, Wood-carved figures by F. Fuchs, Huggler-Wyss AG, Brienz, Consultant Musicologist: Arthur W. J. G. Ord-Hume, London.

**Switzerland in Britain's
cultural life**

**PREVIEW
Music**

Matthias BAMERT conductor
He will conduct the Scottish National
Orchestra (SNO) with the SNO Chorus on

March 21 Fri 7.30 pm in **Edinburgh** (Usher
Hall). Programme: Schubert, Tippett

March 22 Sat 7.30 pm in **Glasgow** (City
Hall). Programme: as above

For information: SNO, 3 La Belle Place,
Glasgow G3 7LH, Tel: 041-332 7244

Ernest BLOCH composer (1880-1959)
The Royal Northern College of Music
Symphony Orchestra will feature one of
Ernest Bloch's works on

March 21 Fri 7.30 pm in its Concert Hall,
Manchester. Programme: Bloch
"Schelomo" rhapsodie hébraïque for
cello and orchestra as well as Mahler

Tickets: Box Office, Tel: 061-273 4504

Charles DUTOIT conductor
He will be the conductor for 6
performances of
Jacques Offenbach's
"Les Comtes de Hoffmann"
at the Royal Opera House, Covent Garden
Première: April 21

STOP PRESS

Dimitri is coming to England!

He will perform at the Brighton Festival.
For details please contact: Swiss
Embassy Cultural Section 01-723 0701/
Ext. 252

Unione Ticinese - Castagnata

I wonder whether the fact that an
Extraordinary General Meeting had been
convened prior to this event kept people
away: fewer members and friends than
last year (about sixty-odd) turned up on
Sunday, November 17th 1985 at
Valchera's in Richmond upon Thames,
which had been dressed up in a festive
mood for the occasion of our annual
chestnut feast. However, there was
certainly plenty of cheer, helped by the
usual warm hospitality of Sig Peter
Jacomelli and his family, to whom I
would like to extend our grateful thanks.
Many thanks also to our President, Sig
Louis Bozzini, for his delicious dessert, to
everyone who contributed prizes for the
raffle, to all those who helped sell the
tickets and - last but not least! - all those
who bought so many of them! The total
raised was no less than £91, at least £20
more than last year!

Annual General Meeting

This will take place at Valchera's
Restaurant on Sunday March 16th 1986 -
full details will be circulated in due
course. Valeria Ossola

**City Swiss Club
Christmas Dinner & Carol Singing**

For the first time this event was held in the
City at the beautiful restored Whitbread
Brewery, the building dating back to
1750. The Dinner was held in the Sugar
Room and about 55 people attended. The
President Mr. F. Niklaus greeted
everyone warmly and thanked our
Ambassador, Monsieur F. Ch. Pictet and
Madame Pictet, also M. et Mme C.
Duboulet for attending this event.

The Christmas carols were sung by 10
young students from the Guildhall
School of Music and Drama. Despite the
noise coming from the adjacent room
where unfortunately another party took
place, the young people managed quite a
beautiful performance. A big thank you to
the choir, and to everyone who helped
organise and make it such an enjoyable
evening in the City.

Family Christmas Celebration at the
Swiss Church, in London on 8th
December 1985. This was a very special
Christmas service conducted by our dear
Minister Mr. Steiner who kindly agreed to
come over from Switzerland to be with
us. About 200 people gathered in the
Church, nearly half of them children who
all sat in the front, eagerly awaiting Father
Christmas. Their eyes big and shiny, they
listened to the lovely Xmas story told by
Karin Woodhatch. Father Christmas did
finally arrive and all the children received
a very useful pen and writing pad. After a
lovely service with beautiful organ music
played by Martin, Tea, delicious cakes
and guetzli were served. Many thanks to
all the ladies from the Müttergruppe,
Frauenverein, la Causerie and to Barbara
and the au-pair girls for all their help in
organising this event so successfully. On
behalf of everyone an especially big
thank you to the Rev. U. Steiner for
making it such a lovely Christmas service,
enjoyed immensely by everyone young
and old. The Editor

**New Helvetic Society
(Nouvelle Société Helvétique)**

**"Fifty years Experience as a Textile
Designer and craftswoman Weaver"**

On Wednesday 30th October 1985 our
guest speaker was Marianne Straub
O.B.E. This event was held jointly with the
Cultural Section of the Swiss Embassy,
the S.M.S. and the Unione Ticinese. After
a most interesting, fascinating and at
times amusing talk by Marianne Straub
about her childhood in Switzerland her
training in Zurich and her arrival in
England, and her successful career in this
country, everyone was quite astonished
at the energy and enthusiasm she still has
at the age of 75 years for her career.
A reception followed by the kind
invitation of our Cultural Attaché
Monsieur H. Kunz and Madame Kunz.
About 80 people of our Society attended,
but altogether there were about 160
people. Thank you from everyone
present to Marianne Straub for a most
enjoyable and interesting evening. Our
thanks of course also go to Monsieur H.
Kunz and his assistants for organising the
evening.

SWISS REVIEW

Deadline for your contributions and
illustrations

2/86 June 21.4.86

3/86 September 2.8.86

4/86 December 13.10.86

Please remember these dates, it is very
important for your articles to arrive on
time. Please send very clear bright photos
preferably black and white otherwise the
final reproduction may not be
satisfactory. The Swiss Review goes to
print two months before the publishing
date.

Editors Address:
Mrs. M. E. Hall-Zeller
27 Redway Drive
Whitton TW2 7NT
Tel: 01-894 2114

SMS

SCHOOL OF ENGLISH
34/35 FITZROY SQUARE
LONDON W1P 6BP
TELEPHONE: 01-636 2892

The SWISS MERCANTILE SOCIETY COLLEGE is beautifully situated in a traffic free
square in Central London between Regents Park and Oxford Street.

We have been teaching English to Swiss people since 1923.

We can offer:

- ★ Intensive English tuition daily at all levels
- ★ Late afternoon and evening classes
- ★ Business English
- ★ Translation (English - German, French, Italian)
- ★ SMS Diploma (recognised in Switzerland)
- ★ Preparation for Cambridge, BSCC, ARELS and other public examinations
- ★ Accommodation service

Please write, telephone or come to see us for further information, or send us this
coupon:

To: SMS COLLEGE, 34/35 FITZROY SQUARE, LONDON W1P 6BP
Please send me your prospectus

NAME

ADDRESS

Au-revoir to Barbara Schwarz

We know that Barbara is not leaving England for good, but at the same time we are sad to see that the time has come for her to give up her work for the Swiss Youth Club, the Swiss Church, the Mother's Group and all the other things she became involved with.



Barbara a qualified teacher first arrived in London in June 1979, to take up the post of Community Worker for the Swiss colony in London. Primarily she was in charge of the Swiss Youth Club which amongst other things meant much work with au-pair girls, but apart from this, her help in the Mother's Group was invaluable, whether it was helping with the children, cooking, or typing and mailing the Newsletter. Barbara will be greatly missed on the Mother's Group annual trip to Hothorpe Hall, especially by the children.

On behalf of all her friends and they are many, I would like to say a very big thank you for all her hard work, time and energy devoted so willingly and generously to the Swiss Community during her 6½ years here. We wish her all the very best for the future.

The Editor

Farewell to Consul-General Mr. and Mrs J. Keller

After 13 years at the Swiss Embassy in London we are very sorry to see them leave. Mr. and Mrs J. Keller took an active part in the life of the Swiss Colony. Both were members of the N.S.H. and Mrs. Keller was very well liked in the Frauenverein. We all wish them both a long and happy retirement in the lovely city of Bern.



Swiss Rifle Association London

On the 23rd November 1985, the Swiss Rifle Association celebrated the end of another successful shooting season with the Annual Dinner/Dance & Prizegiving in the Ballroom of the Portman Inter-Continental in London.

Some 70 members and guests attended this annual event. The suitably decorated surroundings highlighted the attractive Tombola created, once again, by Armin

Loetscher of the St. Moritz Restaurant. This made the sale of tombola tickets a pleasure and they were, for the first time, in short supply. People eagerly opened their envelopes to find a 'blank' or a number inside. In front of the stage, you could see the secretary, Urs Schaerer, checking the arrangement of the trophies and medals and next to him, Trudy Tresch was busy putting the final touches to the 'Gruempelschiessen' prizes. On another small table you could see the trophy and silver 'Lorbeerkrantz' won by the S.R.A. London in July '85 at the Eidg. Schuetzenfest held in Chur. They came 4th out of 21 Swiss Clubs from Abroad, this behind Los Angeles, Johannesburg and Vancouver. No mean achievement, considering the first three are much bigger clubs.

During the well prepared and efficiently served dinner, the band 'Tournament' entertained the members and guests with background music. The President, Marcel Bucherer thanked everyone for the hard work they had put in during the year and wished all members and guests an enjoyable evening as a fitting conclusion to the year's activities.



Then came the most important event of the evening, the presentation of trophies, medals and prizes. Much to his surprise, the vice-president, Peter Fischer, carried away the Challenge Cup, Talbot Cup, Ruedisser Cup and Tresch Trophy. The Senior Cup and Col. Fischer Trophy went to Marcel Bucherer, the St. Moritz Trophy and Ladies Cup to Trudy Tresch, the Valais Trophy (kindly donated by the Soc. de Tir Montana where our past secretary Brian Kett now does his shooting) went to Michael Abbott. The General Guisan Trophy awarded for the Army Programme in Pistol shooting went to Stefan Jaeggi. In conclusion, everyone took part in the 'Gruempelschiessen' earlier in the year, was duly rewarded with an appropriate prize.

Dancing to the, by now familiar and very professional band until 1am, made this an evening to remember, a successful

evening which crowned a highly successful shooting season. It was especially nice to see so many people from the Swiss Embassy and other members' guests. Let us hope for a repeat in 1986! U.S.

Swiss Rifle Association Programme

1986 Shooting - Rifle & Pistol 300m & 50m

Sunday 6th April
Sunday 27th April
Sunday 18th May
Sunday 1st June
Sunday 15th June (MR & PC Match). Also last date for Oblig. & Feldschiessen.
Sunday 7th September (Surrey Match).
Sunday 21st September. Last date for medal shoots.
Sunday 5th October. Gruempelschiessen.

The Rifle & Pistol Meetings are held at Bisley Camp, Brookwood, Surrey (N.R.A. Ranges). The Rifle shooting takes place on the 300m covered stand on the Century Range starting at 10.00 am sharp. Pistol shooting is available on the Gallery Range, subject to demand.

Other dates to note:

Pistol '86 at Bisley Camp from:
Friday 23rd May to Monday 26th May.

NOTICE

I'm a Swiss student (Geneva) and I'd like to stay 3 or more weeks with a family anywhere in Great Britain to improve my English. My offer: in exchange of free board and room I give particular lessons to you or to your children. I have more than 5 years of experience in the following subjects: German (native language), French, Latin, mathematics, physics and literature. I can also help (up to certain level) in Italian, Russian and chemistry. My holidays are from 12.7. to 19.10. If you (or one of your friends or neighbours) are interested, write to:

Martin Zbinden
4 chemin de l'Ancien-Puits
1213 Petit-Lancy
Switzerland

Schweizerclub Paignton und Umgeburg

Our club had a very successful year with lots of meetings. We meet twice a month for coffee and once for a social evening according to our programme. It is usually in the Odd Fellows Hall. We also have slide evenings, Raclette evening, games or just a drink in a Pub. Our new programme will be out shortly which will have our Annual General Meeting in March followed by some theatre, film evenings etc. and of course 1st August Feier on it.



Christmas Party – Paignton

Yorkshire Swiss Club November 29th 1985

The last gathering of 1985 for the Yorkshire Swiss Club was an excellent dinner of "Yorkshire Fayre", prepared for us at the Social Club of "West Yorkshire Passenger Transport Executive Social Club" (W.R.P.T.E.) in Leeds. 35 members



braved the fog and ice that November evening and had a most enjoyable time together with good food, good music for dancing and lots of fun. Mrs Kägi, the Treasurer's wife once again organising the games. There were lots of prizes done up in Christmas paper and we all ate our meal wearing paper hats and with bright red carnations for each lady to pin on their pretty dresses. There was news of a Swiss holiday by coach to Montreux next May and possibly a visit to the München Beer Festival.

We are 26 members at the moment and we all enjoy ourselves. In spring we also plan to visit the Bristol Club for a day out and the Taunton Club will visit us in Paignton.

So we hope our success will continue like this and many, many thanks to our lovely members who support us so well.

Looking forward to a happy 1986.

Organiser: Katrin Owen
0803 527864

25th Anniversary – Swiss Club Edinburgh

70 people (some from Glasgow and Dunfermline) came to the Church-hill Little Theatre on 22nd November 1985 to celebrate the Silver Jubilee of the Edinburgh Swiss Club. In the best Swiss tradition the evening offered food, wine and music. The hall was gaily decorated with beautiful posters of our country and lots of flags, the tables were covered in white with red and white flowers on them and looked very inviting.

The guests were greeted with Swiss music – some live played on the accordion. A charming musical entertainment was laid on before we proceeded with the main and most important part of the evening, our buffet dinner. Everything had been prepared by our members, even the bread was home-baked. It started with ham and lentil soup, then a spread of cold meats and salads followed by gateaux such as Kirsch, Ruebli, Schwarzwaelde, etc. By the time the coffee was served and the Birthday Cake cut nobody could complain of feeling hungry. The birthday cake was in the shape of a Swiss cross and suitably decorated and it tasted delicious.

Some speeches followed including a notable one by Otti Hartmann without whom the Edinburgh Swiss Club might never have happened.

To our great surprise the Dunfermline Club – our next door neighbours across the water – presented us with a birthday present – 25 glasses. These will come in so handy at our social gatherings. Thank you again Dunfermline.

More music and singing of our well-known songs and after a big washing and tidying up session a very happy evening came to an end.
Trudy Bott

Pierre Alexandre International

Swiss Hairdresser, who made it to the top
Pierre Alexandre arrived in England from Basel (where he did his apprenticeship) about 25 years ago solely to learn the language. "I promised myself to stay in England for as long as it took me to master the language," he said. "I still can't speak it perfectly so I'm staying!"



What a career he has built up for himself over the years, but not without having taken a number of falls in the Hairdressing business world. Pierre Alexandre is a very determined and hard working man, after only two years in this country he was already in partnership to open a new salon in Crewe. A few years later he opened his own Salon in Manchester. With ambition and his

creative effervescence spurring him on, he opened up a second salon in Manchester.

When he was asked at the age of 27 by Joshua Galvin to join Intercoiffeur, his reputation really took off. His distinctive individuality came to the fore when doing a show in Paris. At that time everyone was following Vidal Sassoon, Pierre decided to be different. He used wigs on stage and blow dried permed hair, things which in those days was unheard of. He was a great success and people really began to know his name.

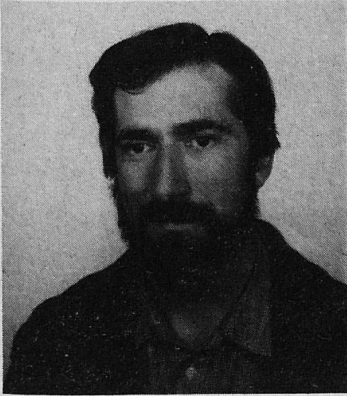
Today, apart from his Salon and Hairdressing school in Manchester, he has his own Salon and a very impressive photographic studio and office in London at Studio 17, North Audley Street. Pierre is very proud of the fact that every photo he has taken in hairdressing has been published somewhere in the world. He has travelled extensively including trips to Japan, North and South America and all over Europe to take part in Hairdressing seminars.

Pierre Alexandre is a very talented and charming person and you are sure of a very friendly welcome at either of his Salons in London or Manchester.

WELCOME TO LONDON!

**Installation of the new Minister
Rev. Philipp von Orelli
on Sunday 12th January 1986
at the Eglise Suisse London**

Our Ambassador Monsieur F. Ch. Pictet and Madame Pictet – our Consul Monsieur C. Duboulet and Mme. Duboulet, Pasteur Schibli from St. Gallen, the President of the City Swiss Club Mr. F. Nicklaus and his wife, – and all of us who could manage to come, turned up to see our new Minister being installed and to be with him on this important day.



Rev. Philipp von Orelli

We have met Philipp von Orelli before – when he came to “look us over” and joined the Mothers Group at the Grill Party in the Vicarage last summer. Because he seemed to feel quite at home in our midst, we all hoped he would decide to come to London – and he did! We have not only got a new Minister now but also a new Community Worker – Ursey Mueller from Arbon – to replace our Barbara who has worked so very hard and with lots of love for us for so many years. THANK YOU BARBARA VERY MUCH!

The President of the Consistoire, Mrs. Crack and the Vice-President Mr. Tangemann very kindly introduced Philipp and Ursy and told us a bit of their previous work, so that everybody knew a little of their lives and why they chose to come to London.

Then Pasteur Schibli gave us a short sermon before officially installing Pfr. von Orelli as our Minister after he gave his solemn “YES” to take care of our Swiss Church and all those who come to worship in it. Also Ursy had to give her promise to devote herself to the service of the Church and the Community. It was quite a moving sight to see those two young people standing in front of us to give their pledge. They were quite obviously aware of the duties they were taking on. As usual, our organist entertained us with his brilliant playing and accompanied the lady who once again gave pleasure with her hymn singing.

Our new Minister followed Pasteur Schibli's words with his own message, spoken in excellent English – which

astonished and pleased everybody! No doubt, his and Ursy's knowledge of the languages spoken in our Church – Swiss, German, French and English should be of enormous help and enable them to cope with the not always easy tasks and everyday problems that occur in such a vast community.

Pfr. von Orelli gave us his Blessings, we all settled down to a delicious lunch, prepared and served by Margrit Lyster, Barbara Schwarz and members of the ever-helping Mothers Group. Our thanks to all of them for their hard work. Also sincere thanks too, to Pasteur Schibli for taking part in making this a lovely Sunday to remember!
H. Miller



Miss Ursy Mueller

On behalf of the Swiss colony I would like to welcome our new Minister at the Swiss Church, the Rev. Philipp von Orelli, and our new Community Worker, Miss Ursy Mueller.

All our very best wishes, a successful and happy stay in London to you both.

The Editor

Traditional Farm House
Black Smoked Meat Products
After Old Swiss Family Recipes

Bauernschüblig	60p per 100g
Bauernspeck , zum Rohessen und Kochen	50p per 100g
Bauernspeck , mager, zum Rohessen	60p per 100g
Geräucherte Rippli	70p per 100g
ganzer geräucherter Bauernschinken , min. 5 ¼kg schwer	£28.00

Our products contain guaranteed no artificial colours, preservatives, flavour, flavour enhancer or added water.

Minimum order £2 plus p & p.
Order up to £30 plus £2.50 p & p
orders over £30, p & p free.

Payment: please send your cheque
together with your order.
Delivery within 28 days.

**Matthias Lüthi, Kingsgate Farm,
Wittersham Nr. Tenterden, Kent.
TN30 7NS. Tel: (07977) 626**

SWISS LAWYER

*Established in the U.K.
French/English Assistance
Liaison
Legal Advice*

**SUCCESSIONS, WILLS,
FAMILY LAW,
INSURANCE, PROPERTY,
CONTRACTS, etc.**

ETUDE de

Me M. SCHEURER, AVOCAT
37 Longmeadow, Cheadle Hulme,
Cheshire SK8 7ER.

Telephone: 061-485 4388

New Swissair London Offices

Re-building and refurbishment of Swissair's air travel and telephone sales office in London's Swiss Centre are now complete and the new facilities have come into full operation.

As part of the modernisation scheme, which took two years to carry out and also covered the airline's administrative offices, Swissair and the Swiss National Tourist Offices have exchanged corners of the Swiss Centre, with Swissair's air travel office now occupying the corner of Wardour and New Coventry Streets and the SNTO the corner facing Leicester Square. Each organisation now has premises best suited to its purpose for efficient and speedy customer service in attractive surroundings.

The visual display units are Burroughs 26, linked to Swissair's central computer system in Zurich. They are of the latest design and capable of very sophisticated performance, including split screen displays.

Customers pay for their tickets at a central cashier's booth, equipped with two printers instantly producing tickets arranged earlier at the counters. In September 1984 the old ticket office handled 2,988 visitors. In the same month of 1985 the new offices dealt with 3,717 visitors, with greater efficiency and shorter waiting times at peak periods.

An important part of Swissair's new London reservations/air travel office complex is the relocated tariffs section, staffed by experts, and now also with a direct telephone line (01-439 1238).

STOP PRESS

Cheap travel to Switzerland! Basel-Zürich-Geneva.

Hamilton Travel Ltd. 01-439 3199
Holidaymaker UK Ltd. 01-724 2388
R.V.I. Travel Services 01-882 0103
Car Hire "Windmill" 10% off for Swiss
Review readers! Staines 62560/56452