

# The National-day beer party the new Swiss Bierkeller

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these farmers know that they were helping to put a Catholic and a Protestant Minister at their ease? We think they did and enjoyed it.

In the evening at the local pub, they usually came to meet the whole crowd of us. The guitars and happy sing-song in which everybody joined provided the foundations of a good understanding. "Guinness" and "Paddy" were not essential but often joined in as well! How the local population were always pleased when they realised that these young Swiss knew many Irish folksongs, and sometimes better than they themselves! And many accompanied us to our campfire, where the happy singing, enriched with improvised sketches, continued until midnight, to be concluded with a prayer for peace and unity.

The week was too soon over, but the happy memories continue to live deep in these ecumenical services and discussions, in the singing and dancing, in the rich adventure of gypsy life and in the encounter with an extremely friendly people and a country which has so much in common with Switzerland.

One song which expressed the basic feeling of the entire group, "We



*Uli Stefan feeding his horse with wholesome oats*

shall overcome one day . . . " still haunts the memories of both of us and has made a deep impact on all, as we have heard time and again.

*Pastor Uli Stefan and  
Father Paul Bossard*

### THE NATIONAL-DAY BEER PARTY AT THE NEW SWISS BIERKELLER

One of the most successful inns in the West End, the *Swiss Bierkeller*, was recently opened in Trafalgar Square. It replaces the former Nerone Lounge and the entrance to its sub-surface beer cave lies at the corner of Whitehall and Charing Cross.

The idea of creating this original kind of tavern, which has since been copied, came as a kind of brainwave to the owners of the Bierkeller's premises, the Shorts Ltd. group of hotels and inns. I spoke to one of its directors at a 1st August function offered to members of the Embassy, the Swiss Press and business—a function lavishly inundated with Swiss wine and fondue—and learnt that the Bierkeller was doing roaringly well and that Shorts had just opened a second Bierkeller in Bedford. Other Bierkellers had sprouted in Central London.

The Swiss Bierkeller in Trafalgar Square faithfully resembles the taverns which line the *Niederdorfstrasse* in Zurich. Beer and songs flow freely. Patrons sit on benches at long wooden tables and rollick in a high atmosphere of accordion music, shimmering lights and Germanic joviality. This is not to say that the Bierkeller is occupied only by continentals. The place has a great success among English youths who account for 70 per cent of business. But the bouncy waitresses are Swiss and German. This was not deliberate policy by the management, but it just happened that the girls flowed in for this employment after having dis-

covered the Bierkeller.

The beer, wine, meat and cheese are exclusively Swiss. Hürlimann, Dreikonigs and Sternbrau have exclusive right of entry. The pint sells at 7 shillings, which is expensive, but this price is well compensated for by the marvellous atmosphere of the Bierkeller. The management's prime aim is to make the place as entertaining and enjoyable as possible.

Among the businessmen present at the Bierkeller's first August beer and fondue reception was Mr. Ken Platss, Hürlimann's man in Great Britain. He was very satisfied with the turn of his business. Hürlimann have now got a firm foothold in the British beer market, which is a remarkable thing considering the relatively high price of a pint of Hürlimann (4 shillings, as compared with a mere 2/6 for a pint of bitter) and the very strong control which the beer giants wield on this country's market. Other foreign beers such as Carlsberg and Tuborg, are well known in England. But they are long established and their position can hardly be compared to Hürlimann's, which stepped in this country as a virtual outsider only two years ago. No other foreign beer can boast such a rapid success. Among the outlets which Mr. Ken Platss has already secured for Hürlimann are the powerful Golden Egg group (which controls Shorts Ltd., Angus Steak House and others), the Playboy Club, the Norwich Mecca Dancing, the Grosvenor Court, The Dorchester, Associated Hotels (comprising the Kensington Palace and the Prince of Wales) the newly opened Inn of the Park in Park Lane, the Weymouth and Devon chain of pubs.

### SWISS CHURCH

**SERVICES EN FRANÇAIS:** à l'Eglise Suisse, 79 Endell Street, W.C.2, tous les dimanches à 11h15 et 19h00.

**SAINTE-CENE:** le premier et troisième dimanche du mois, matin et soir.

**PERMANENCE:** chaque jeudi de 15h00 à 18h00.

**REUNION DE QUARTIER:** huit veillées en automne et au printemps: voir "Le Messager"

**CLUB DES JEUNES:** tous les dimanches de 12h00 à 22h30, tous les jeudis de 15h00 à 22h30.

**REUNION DE COUTURE:** le 2<sup>e</sup> mardi du mois.

**LUNCH:** tous les dimanches à 13h00.

**VISITES:** sur demande.

**PASTEUR:** A. Nicod, 7 Park View Road, London N.3. Téléphone 01-346 5281.

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**SERVICES IN GERMAN:** at Eglise Suisse, 79 Endell Street, W.C.2, at 10 a.m. At St. Ann's Church, Abbey Orchard Street, S.W.1. at 7.30 p.m.

**HOLY COMMUNION:** every first Sunday of the month at evening service only. On major feasts at morning and evening services.

**CONSULTATIONS:** every Wednesday 4-6 p.m. at Eglise Suisse.

**DISTRICT GROUPS (W.4 and S.E.21) and SERVICES OUTSIDE LONDON:** see "Gemeindebote".

**SERVICES IN ENGLISH:** every fourth Sunday at 7.30 p.m.

**"KONTAKT" (Youth Group):** every Wednesday 4-10 p.m. at Eglise Suisse. Supper at 6.30 p.m. Programme at 8 p.m.

**SWISS Y.M.C.A.:** see Forthcoming Events.

**WOMEN'S CIRCLE:** every first Tuesday of the Month.

**MOTHERS' REUNION:** 1st Wednesday in the Month, 11 a.m. to 4 p.m.

**VISITS:** by request.

**MINISTER:** Pfr. M. Dietler, 1. Womersley Road, N.8. Telephone 01-340 6018.

**SWISS CATHOLIC MISSION:** at St. Ann's Church, Abbey Orchard Street (off No. 25 Victoria Street), S.W.1.

**SATURDAYS:** Ecumenical Service at 6.30 p.m.

**SUNDAYS:** Holy Mass at 9 and 11 a.m. (in English).

At 6.30 p.m. (mostly in German)

**CONSULTATIONS AND CONFESSIONS:** preferably on Wednesdays, Thursdays and Saturdays in the afternoon or by appointment.

**SERVICES EN FRANCAIS:** Notre Dame de France, 5 Leicester Place, W.C.2. on Suns. at 9, 10, 11 a.m. 12.15, 6, 7 p.m.

**SWISS CATHOLIC YOUTH CLUB** — Meeting every Sunday after Evening Mass (8-11 p.m.) at Westminster Ball Room, 30 Strutton Ground, S.W.1.

**CHAPLAIN:** Paul Bossard, St. Ann's Church, Abbey Orchard Street, S.W.1. Tel.: 01-222 2895.