

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Band: - (1982)
Heft: 1785

Artikel: British goods go well in Berne
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-686124>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 19.10.2024

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

**Welcome
Great Britain
im Ryfflihof**

British goods go well in Berne

A BERNE department store has staged one of the biggest displays of British goods ever seen in the Swiss capital.

The Ryfflihof – with an annual Sfr. 70 million turnover, the largest Co-op store in Switzerland – staged the British Fortnight as a follow-up to the previous year's visit to the city by Queen Elizabeth and the Duke of Edinburgh.

British products on sale ranged from beer and biscuits to furniture and fashions. Some goods sold out so quickly that extra stocks had to be flown in before the end of the Fortnight.

Visitors to the store were able to watch a non-stop replay of last summer's Royal Wedding film, and another popular attraction was a display of the "official" replica of the Crown Jewels.

The Fortnight was visited by British Ambassador Sidney Giffard. And three contest-winning Bernese families were taken by chauffeur-driven Rolls Royce to a red carpet reception at the store, where they were welcomed by a town crier from Lancashire and a Scottish bag-piper.



British Ambassador Sidney Giffard (above) visits the British Fortnight in Berne. Below is the display at the Co-op Ryfflihof department store.



Geneva Air Tours

HOLIDAYMAKER U.K. LTD.

GENEVA £74 return

GENEVA, ZURICH & BASLE *Please ask us for our Winter brochure*

**Tel: 01-724 2388
& 01-402 0326**

OUR GUARANTEE is that if you can find a fare which matches our's we will beat it.

PLEASE CONTACT US FOR ALL YOUR TRAVEL AND HOTEL REQUIREMENTS

