

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1968)

Heft: 1547

Rubrik: News from the colony

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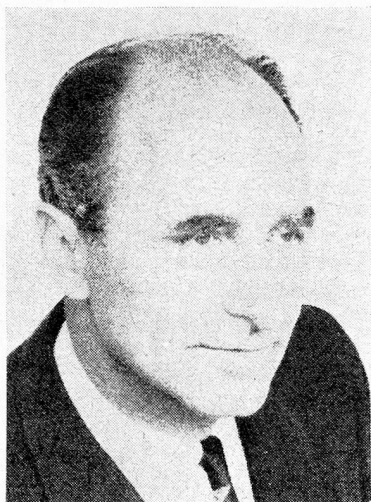
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NEWS FROM THE COLONY



WELCOME TO THE NEW AMBASSADOR

At the end of February, the Federal Council appointed Monsieur René Keller Ambassador to the Court of St. James's in succession to Monsieur Olivier Long. We are happy to welcome Monsieur and Madame Keller in London, and we trust that their stay will be a happy and successful one. They are no newcomers, and many will remember them from the four years they spent here in the early 'fifties, when Monsieur Keller was First Secretary of Legation.

Monsieur Keller was born in 1914 in Paris, a citizen of Marthalen (Zurich) and Cognoy (Geneva). He lived in Geneva from 1919 to 1939. After reading law in Geneva, he studied for twelve months at Trinity College, Cambridge. For one year, he was with the Dresdener Bank in Berlin where he specialised in documentary credits. This subject served him later as basis for his thesis as a doctor of law (Geneva). In 1940 he joined the service of the Federal Political Department. A year later, he was sent to Prague as Vice-Consul, and from 1946 to 1950, he was in The Hague. Then followed the four years in London, and for the next three years, he was in charge of the Information and Press Service of the Federal Political Department in Berne. After three years at the Embassy in Paris, he was appointed Ambassador to Ghana, Guinea, Liberia and Togoland and a year later also to Mali. In 1962, Dr. Keller became Ambassador to Turkey. From 1960 onwards, he was Observer of the Federal Political Department at the European Headquarters of UNO and Permanent Representative with the other European organisations in Geneva.

At the outbreak of the war, he did military service as Lieutenant of Heavy Artillery. The Kellers have a son and two daughters, one of them married.

On 6th May, the Geneva Council of State and the Administrative Council of the town of Geneva gave a reception for Monsieur Keller and his successor Ambassador Jean Humbert. Several personalities from UNO and the Political Department in Berne were present. The President of the Council of State, Monsieur F. Peyrot, thanked Ambassador Keller for what he had done during his term of office in Geneva, especially for his splendid spirit of co-operation.

WELCOME TO THE NEW CONSUL

Monsieur Fritz Adams has taken up his duties as Consul in London, succeeding Monsieur Tosio in this none too easy position. To judge from Monsieur Adams's past record, however, he seems to be the right man for the job. He was born in Vienna in 1919, citizen of Basel-Stadt. He grew up in Austria where he had his schooling. After attending the *Mittelschule* and the Commercial School, he worked in private industry and then in the Swiss National Tourist Office and the Swiss Chamber of Commerce in Vienna. In 1944, he joined the Swiss Consulate General in Vienna, the Department for Foreign Interests. After a short few months in Berne, Monsieur Adams was transferred to Stuttgart in August 1946. Two years later, he became Chancellor, and in 1951, he returned to the Federal Political Department in Berne where he was in the Section for Foreign Interests. During 1956/7, he spent a few months in Cairo on the same work. He was Vice-Consul in Dijon from 1958 to 1960, and for the following four years, he was *Chef de Chancellerie* in Bukarest. In 1964 he returned to Berne as Chief of Chancery Service at the Federal Political Department, and in April he was transferred to London as Consul.

Monsieur Adams is married to a Bernese, and they have three children. We wish them a happy stay in Great Britain and success to the new Consul in his work.

SWISS CENTRE, LONDON W.1

A further important stage in the building programme of the Swiss Centre near Leicester Square was completed by the opening of the Shopping Centre on Monday, 29th April. The entrances are in Wardour Street and Leicester Street adjoining the ground floor premises of Swissair, the Swiss Bank Corporation and the Swiss National Tourist Office. A large selection of Swiss Food and Drink, such as Cheese, Meat, Sausages, Chocolates, Tinned Foods, Wines, Spirits, as well as cigars and souvenirs are on sale. (Tel. 01-734 1291). Swiss Watches and Clocks of world famous makes like Eterna, Rolex, Longines, Roamer, Rotary, Certina, Vacheron et Constantin, International Watch Co. and many more covering a complete price range, may also be purchased. (Tel. 01-734 2878). The Bally Shoe Company have a show window in Wardour Street and sell their own well-known products. (Tel. 01-734 2496). Also on the ground floor is a perfumery counter of Switzerland's most successful hair stylist Ryf. A staircase leads to the first floor where the ladies' and gentlemen's hairdressing and beauty treatment salons are situated. The most up-to-date ideas are incorporated in the design and equipment of the salons where the full range of treatment and services is obtainable. (Tel. 01-734 3312).



DIAMOND AND IRON WEDDING ANNIVERSARIES

The following couples celebrated their Diamond Wedding Anniversaries recently: Mr. and Mrs. Jakob and Katharina Lenggenhager-Ritz, St. Gall, former teacher Mr. and Mrs. Emile Papp-Richert, Porrentruy; Mr. and Mrs. Friedrich and Anna Frischknecht-Diem, Waldstatt (Appenzell); Mr. and Mrs. Jakob and Katharina Moser-Feurer, Steinloh (Oberthurgau); Mr. and Mrs. Johann and Johanna Weber-Sturzenegger, Reute (Appenzell); Mr. and Mrs. Friedrich and Paula Neeser-Klaiber, Stein (Appenzell); Mr. and Mrs. Emil and Frieda Rohner-Kellenberger, Herisau.

Mr. and Mrs. Walter and Josefina Mueller-Bucher, Walenstadt, celebrated their Iron Wedding, — and Mr. and Mrs. Joseph-Maria and Johanna Martig-Hildbrand at

Gampel in the Upper Valais also celebrated their 65th wedding anniversary. They had no children of their own, but adopted some hundred children as godparents. Mr. Martig was J.P. for 20 and *Waibel* for 30 years, Council President of the "Raiffeisensparkasse" for 40 and member of the Church Choir for 50 years. [A.T.S.]

SWISS CEMENT PRODUCTION IN 1967

Switzerland's eighteen cement factories produced some 4.1 million tons of cement in 1967. The output per worker, a figure in excess of 2,200 tons, is the highest for the whole European cement industry. This high output is a result of the rapid progress in mechanisation, rationalisation and automation, which has necessitated correspondingly high investments, averaging half a million Swiss francs and more per factory. [O.S.E.C.]

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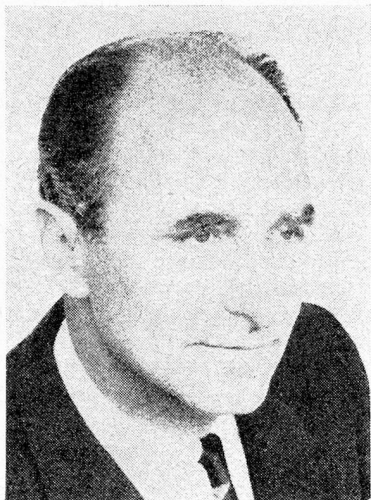


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or **ACSE**, Swiss Centre, 10 Wardour Street, London W.1. Telephone: 01-734-4651

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