

# New Swiss consul

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**SWISS CONSUL RETIRES.****E. HOFSTETTER.**

At the end of last year — as already briefly mentioned in our last issue — Mr. E. Hofstetter, Swiss Consular Agent in Balloch, has retired after having held this office for twenty-five years.

The Swiss Colony in his Consular District has thus lost a man, who like a good shepherd has rendered excellent and faithful services to his compatriots.

It was the privilege of the writer to make the acquaintance and meet Mr. Hofstetter on two visits to Scotland, and he was at once struck by his personality, by his efficiency, straight forwardness, integrity and kindness. Apart from his heavy professional duties, as our Ambassador, Dr. A. Daeniker recently said "he spared no effort and shunned no personal sacrifice in his selfless devotion to the common cause, looking after the welfare of his compatriots, and fostering, in his official relations with local authorities and his consular colleagues, the good reputation of our country". Could any man wish for a better tribute?

His task was an exacting one, especially during the war years when our country was entrusted with looking after Foreign Interests, involving amongst other things, the duty of looking after prisoners of war, but owing to his thoroughness and tact he solved all these — often unpleasant and intricate problems — in an exemplary manner.

\* \* \*

Mr. E. Hofstetter was born in Oberuzwil (Ct. St. Gall) on 8th August 1896, the son of a Manager of a Yarn Dyehouse. He attended the primary and secondary schools in his native town, and afterwards attended a three years' chemistry course at the "Technikum" in Winterthur, specialising for the textile industry. On the conclusion of his studies he gained experience in various dyeworks and dyestuff manufacturers works, entering in 1923 the large textile concern of the Weidmann works in Zurich (now the "Vereinigte Färbereien & Appretur A.G." Zurich and Thalwil). Nine years later (1932) Mr. Hofstetter was transferred to Balloch (Dumbartonshire, Scotland) in order to build up the technical side of the British Silk Dyeing Company, where he is now its technical Director. In this task he has been eminently successful. The large works, which the writer had an opportunity of visiting, employ to-day several hundred workhands.

In 1934, Mr. Hofstetter was entrusted by the Federal Council with the Swiss Consular Agency in Balloch.

Amongst his hobbies are fishing in lovely Loch Lomond, and shooting.

Mr. Hofstetter has rendered faithful and devoted service to our country for which we owe him a large debt of gratitude, and in his retirement we wish him a well deserved rest and happy eventide, blessed with good health.

ST.

**NEW SWISS CONSUL.****BRUNO FRICK.**

As briefly reported in our last issue, Mr. Bruno Frick, Managing Director of the Dunfermline Silk Mills Ltd. (an affiliate of Messrs. Gessner & Co., Zurich), has been appointed Swiss Consular Agent for Scotland with the rank of Vice-Consul, and we tender him herewith our heartiest congratulations.

Vice-Consul Frick was born on the 31st of May 1909 in Zurich, and is a citizen of Zurich and Mettmensstetten. He received his schooling in Hombrechtikon, Basle and the "Textilfachschule" Zurich formerly known under the name of "Seidenwebschule".

On the conclusion of his commercial apprenticeship and technical training in Switzerland, he worked on the selling and technical side in the Swiss Silk industry, and came to Scotland in 1932, entering the firm of Dunfermline Silk Mills Ltd., where for the first six years he was in charge of the Tie Department, taking over in 1938 the position as General Manager. In 1943, Mr. Frick was made a Director, and five years later (1948) was appointed Managing Director.

Feeling the urge of keeping in contact with his compatriots, he joined in 1937 the newly founded Swiss Club Dunfermline, and became its first Hon. Secretary, later on Vice-President and in 1947, President, this office he still holds.

The writer had the pleasure of meeting Mr. Frick twice on the occasions of visits to Scotland, once at Balloch, in company with Consul E. Hofstetter, and then in Glasgow. He was much impressed by his qualities as a businessman and ardent patriot.

Mr. Frick is also a member of the Rotary Club Dunfermline, a past President of the Dunfermline Bowling Club, and a member of the Golf Club of that town.

Mrs. Frick, who hails from Bubikon, presented her husband with a daughter (20), and a son (19). Susie is training as a nurse in the Royal Hospital for sick children in Edinburgh, and Hansjörg is reading modern languages at Edinburgh university.

We wish Vice-Consul Bruno Frick much success as Swiss Consular Agent for Scotland.

ST.

### AN APPOINTMENT.



A. KUNZ.

We have much pleasure in announcing the appointment of Mr. A. Kunz as General Manager of the Swiss National Tourist Office and Official Agency of the Swiss Federal Railways in London, in succession to Mr. H. O. Ernst, and we tender him our sincere congratulations.

Mr. Kunz was born on 10th December 1923, in Zurich, in which town he attended the Primary and Secondary Schools, completing his education at the Cantonal High School of Commerce.

In 1942 he entered the service of the Swiss Federal Railways, where for eight years he worked in various departments gaining an all round experience which, later on, proved very valuable to him in his work in connection with the Swiss National Tourist Office.

Since the age of seventeen Mr. Kunz had been a regular contributor to various Swiss newspapers and co-editor of a youth magazine. In the news-sheet published by the Swiss Federal Railways he campaigned very vigorously in favour of increased publicity for the railways amongst young people, giving lectures and film shows to numerous schools and youth groups, and arranging visits to railway installations.

After a brief period of activity in the Freight section of the "Schweiz. Verrechnungsstelle" he joined, on 1st August 1948, the Swiss National Tourist Office in Zurich. In Vienna, Mr. Kunz had previously had the opportunity of gaining a thorough knowledge of the various departments of a Swiss National Tourist Agency.

On 1st December 1949 he was transferred to London and, after a short preparatory stage in the different sections of this large agency, was entrusted with the management of the Publicity Department.

During the ten years of his activity as Publicity Manager, he succeeded in creating a kind of publicity which, by its originality, was successful in competing with organisations having large financial resources to call upon.

By fostering friendly relations with people from varied spheres of society, commerce and industry, and making personal contact with Travel Agencies, the Press, Radio and Television, he managed to make Switzerland still better known throughout this country and the commonwealth.

A year ago, at the request of the Swiss Embassy and the Swiss Office for the Development of Trade, Mr. Kunz was appointed Secretary of the "Swiss Fortnight" organisation. This heavy task he carried out with much success, under the guidance of H.E. the Swiss Ambassador and working in close collaboration with the Embassy staff and the Swiss Economic Council in London.

Mr. Kunz was granted membership of the "Rotary Club of London", as the only representative of an official tourist office of a European country. He is also a member of the City Swiss Club, a Council member of the Nouvelle Société Helvétique, and a member of the "Fête Suisse" committee.

We wish Mr. Kunz every success in his most responsible position.

ST.

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