

**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:** - (1960)

**Heft:** 1354

**Artikel:** An Appintment

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-686761>

#### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

#### **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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

#### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 05.02.2026

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

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.

**Kettner's Restaurant has no music and is not luxurious . . . but the Food and Wine are superb.**

