

# Nouvelle société helvétique

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**M. A. KELLER, President, City Swiss Club**

On the occasion of the Annual General Meeting of the City Swiss Club Mr. M. A. Keller was elected President for 1963/64 in succession to Mr. Th. von Speyr.

The new President was appointed Swissair's Sales Manager for the United Kingdom and Ireland in 1956. On the departure of the then General Manager, Mr. Willy Wyler, for a new appointment with Swissair in Geneva, Mr. Keller took over the post of General Manager.

He began his career in a private banking concern in Zurich and joined Swissair in Geneva in 1946. Two years later he was promoted to the position of Regional Manager for Belgium in Brussels, and from 1951 to 1954 he was Regional Manager in Düsseldorf. Mr. Keller was then appointed Assistant Manager — Agency and Interlines Sales — at Swissair's Head Office in Zurich, and came to London as Sales Manager in July 1956.

At thirty-nine Mr. Keller is one of the youngest Presidents of the City Swiss Club. He has held the post of Vice-President since 1961. He is married and has two sons aged five and nine. Among his hobbies are gardening and making aeroplanes for his boys.

We express to him our best wishes for success during his year of office. ST.

### **CITY SWISS CLUB**

Will Members please note that  
NO MONTHLY MEETINGS  
will be held until September.

## **NOUVELLE SOCIETE HELVETIQUE**

### **London Group**

An unfortunately not too well attended Meeting of the Society was addressed on 23rd May by the distinguished Swiss Industrialist, Dr. F. Hummler. The speaker, who in his capacity as Swiss Delegate for Labour Problems has unique opportunities for investigating the many problems arising for Switzerland in consequence of the continuing Hochkonjunktur, gave a masterly exposé of the efforts (alas, only partially successful, so far) made by the Authorities, Industry, Finance and Labour Organisations, to combat the effects of the two main evils: inflation and Ueberfremdung. Mention was made of the latest governmental decisions dealing with foreign workers, the financial and fiscal policies tending to curb excessive undesirable expansion and restricting the granting of credits by the Banks for certain purposes. The speaker stressed, however, the practical difficulties in the enforcement of such measures, inasmuch as both the Public Authorities and the financially independent Industries were not affected by the Banks' restrictions.

With regard to the large contingent of foreign workers in Switzerland, Dr. Hummler emphasized the need to tackle the problem not only from a legalistic but also from a human angle. He also outlined the short- and long-term policies envisaged for the continued rationalisation and modernisation of Swiss economic life within the framework of international trade. An interesting point made by the speaker was that it might be considered advantageous, even necessary, for some of the older industrial nations, such as Switzerland, to abandon certain industrial production for the benefit of less developed countries in need of markets and capable of producing less scientific and unsophisticated labour processes. The older and highly geared producer countries should thus be encouraged to establish new markets and techniques, based on the highest-quality scientific and economic research.

This highly stimulating address produced a most interesting discussion which left the audience in no doubt about the outstanding knowledge of the Lecturer and of the Federal Authorities' wisdom and good fortune in obtaining Dr. Hummler's services for the very important office held by him.

On behalf of the Embassy, Monsieur de Stoutz thanked the speaker for the services rendered by him to Switzerland and his consummate exposé of the evening.

Before closing the meeting, the acting President, Mr. Schneebeli, reminded members of the forthcoming Auslandschweizertag on 16th/18th August at St. Moritz. The Society then expressed their thanks and good wishes to Miss Hagenbuch, of the Swiss Hostel for Girls, who is about to undertake new duties in Switzerland. Our small gift and the sentiments expressed by members should leave no doubts in Miss Hagenbuch's mind about the esteem in which this most successful and charming host of our meetings is held by everybody. Our warmest wishes go to the Warden, Miss Preiswerk, in her endeavours to obtain a replacement.

*W.R.*