

**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:** - (1970)  
**Heft:** 1590  
  
**Rubrik:** News from the colony

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# NEWS FROM THE COLONY



Mr. Max Keller

## PROMOTION FOR SWISSAIR'S GENERAL MANAGER FOR U.K. AND IRELAND

Swissair has decided to bring Europe into line with the regional management structure in effect in other continents by establishing a separate general management for Europe located in Geneva. It will be headed by Mr. Max A. Keller, who has been appointed general manager, Europe, from May 1. Mr. Keller, who for the past ten years has been the airline's general manager for U.K. and Ireland, will be succeeded in his present position on April 1 by Mr. Franz Fraefel, currently passenger sales manager at Swissair's Zurich head office.



Mr. Franz Fraefel

In his new function Mr. Keller will be responsible for the company's business in all countries of Europe except Switzerland, which is administered by separate local managements, and Greece, which comes under the general manager, Middle East.

Mr. Keller has been with Swissair since 1946, and from 1948 to 1954 was

manager for Belgium and district manager, Dusseldorf. After a short period at head office he was appointed sales manager for U.K. and Ireland in July, 1956 and promoted to general manager for U.K. and Ireland on January 1, 1960. He is 46, married, with two boys.

Mr. Keller was very active in the Swiss community in the U.K. He was one of the initiators of London's Swiss Centre and is a Board member of Swiss Centre Ltd., the company administering it. He was president of the City Swiss Club in 1963/64, and is at present Vice-President of the Swiss Hostel, London, and Secretary of the Swiss Economic Council for the U.K.

Mr. Fraefel joined Swissair in 1947 and was in the U.K. from November, 1950 to March, 1957, first in London as chief accountant and from 1953 to 1957 as district manager for the North of England in Manchester. In the following four years he was district manager, Calcutta, and from 1961 to 1965 Swissair's manager for India and Ceylon in Bombay. He took up his present head office post early in 1965. He is 45, married, with two children.

## THE SWISS OBSERVER 30 YEARS AGO

Browsing over the Swiss Observers published in the first three months of 1940, one realises that the war had badly perturbed the life of the Colony. Although the meetings of the City Swiss Club, the Nouvelle Société Helvétique and the Swiss Mercantile Society were still faithfully held, many of the members had been called back to Switzerland and attendance at the meetings had therefore diminished. The January meeting of the City Swiss Club hadn't been publicised (an experimental suggestion) and very few people turned up. Due to this lack of representation, an important topic, the investment policy of the Club, was deferred to a later meeting. The Club met again in February, and heard Mr. P. B. Tustin speak on the subject of "Food and Health". It was decided at this meeting to invite the new Swiss Minister. Monsieur Walter Thurnheer, who was succeeding to Monsieur Paravicini, should be invited as guest of honour to the following one in March. Members turned up in exceptionally great numbers at that meeting, which was held as usual at Pagani's restaurant. The dinner was excellent and concluded by two speeches, a welcoming address by Mr. Louis Chapuis, the President, and a deeply-felt answer by the Minister. Monsieur Thurnheer was elected Honorary President at the meeting which followed the dinner. £100 was voted to the fund of the poor Swiss of London. The evening ended with a patriotic sing-song and a Ministerial hand-shake to everybody.

The Nouvelle Société Helvétique held, as usual, its Annual General Meeting in January. Mr. A. Fred Suter was re-elected as President of the Society. He conducted the proceedings, addressed the meeting and proposed to send a letter of thanks and good wishes to Monsieur Charles Paravicini, who had sent a kind letter of farewell to the Society. When business proceedings were over, Captain Bernard W. Sigerist made an exposé of his "Recent Experiences with the Swiss Army", dwelling on the new weapons recently introduced in the field and, in spite of the technicality of his conference, managed to capture the keen interest of his audience. The Nouvelle Société Helvétique met again in February at Swiss House, but there is unfortunately no record of the event. In March, members could participate in a "causerie" on "Things in General", directed by Mr. Henry C. Balser.

At its January meeting, the Swiss Mercantile Society heard a highly interesting and amusing talk by one of its members, Mr. B. St. Regensburger, on his holiday spent riding through Ireland on horse-back. The Annual General Meeting was held as usual in February and the details of the proceedings were faithfully reported in the Swiss Observer by Mr. Walter Burren. The constitution of the Council for the financial year 1940 was as follows: Mr. J. J. Boos, Chairman; Mr. W. Meier, Vice-Chairman; Messrs. R. Chappuis, Ch. Chapuis, G. E. De Brunner (Trustee), O. Grob, E. Hardmeier, M. Heilinger, G. Jenne, L. W. Krucker, J. J. Pfaendler, A. C. Stahelin, A. Steinmann. The March meeting was unfortunately not recorded in the Swiss Observer.

Other Societies to have met at that period were the "Schweizerbund", which held its Annual Dinner and Ball on April 19th, the Union Helvetica Club which organised its Old Friends Dinner and Dance on March 28th. The Swiss Benevolent Society held its Annual General Meeting on 27th January. Mr. A. C. Nussbaumer, returning to Switzerland, resigned as President and left his post to Mr. Anton Bon, who was unanimously elected. The following officers were appointed for 1940: Vice-Presidents: Messrs. Baume, Gambazzi and Gamper; as Stewards: Messrs. de Cintra and A. Rueff; as Hon. Treasurer: Mr. Rothlisberger; as Hon. Assistant Treasurer: Mr. Favre and as Hon. Assistant Secretary: Mr. Hilfiker. The members of the Finance Committee were Messrs. Dr. de Wolff, Gamper and Rothlisberger.

The most important Colony event of the beginning of 1940 was the arrival of the new Swiss Minister, Monsieur Walter Thurnheer. After having known Monsieur Charles Paravicini (the "Paras", as they were affectionately