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MR ASCH CELEBRATES HIS 70th

BIRTHDAYS AND ANNIVERSARIES

On 24th June, Roland Asch, of 7 Copse Hill, Welwyn, Herts, will be celebrating his 70th birthday. He was born in Winchmore Hill (then Middlesex, now North London) in 1908. He was the eldest of four, and his father died when he was three years old. His mother returned to her native Zürich in 1913, together with the children. Roland went to primary and secondary school there and then had his apprenticeship with Kuoni AG, forwarding agents and general carriers, attending the SMS College for Further Education in Zürich. A few years with the Zürich Office of the National Cash Register Company gave him some insight into the often ruthless American business methods.

He spent his 21st birthday at the British Consulate, claiming his British nationality and in due course obtained a British passport. In spring 1931, Roland Asch returned to London and worked first as German correspondent and later as sales manager for German-speaking Europe with Sterns Ltd., International Merchants in lubricating oils.

Whilst he was on a business trip, the war broke out and he rejoined the Mitr. Kp.IV/69 to which he had been attached after his *Rekrutenschule* in 1928. He had over 700 days of active service to his credit. In between he worked as travelling salesman in haberdashery and wooden barrels.

In 1945 he renewed acquaintance with William Beckmann of Cosmos Freightways, who was main shareholder of Bruce, Dawson & Co (London) Ltd. Roland Asch joined them as Export Manager when he returned to London in October 1946. Two years later, he was appointed Director.

He joined the NSH in 1947 and has been its Hon. Treasurer since April 1957, on the death of Mr. Richard Weist. He has also been Hon. Treasurer of the Swiss Benevolent Society since 1970, as well as of the Schweizerbund (Swiss Club). He has been a member of the SMS since 1931 and was a member of the Consistoire of the Swiss Church for some time. From 1951 to 1968, Roland was a member of the Metropolitan Special Constabulary.

He married his first wife, Eva, in 1937, and their son was born in Zürich in 1940. After he lost his wife in 1955, he married Peggy two years later.

In his own words, typical of his lovely sense of humour, he is now "semi-retired when possible". Knowing Roland as the active, ever-helpful and loyal friend, that possibility hardly arises very often. We hope his good health will remain with him for a long time to come, and we wish him and Peggy an enjoyable birthday and many happy returns of it.

M.M.

The following readers are celebrating their birthdays in June: Miss R. Preiswerk (Basle) will be 73 on 11th June, and Dr. L. Guisan (Lausanne), the retiring President of the Organisation of the Swiss Abroad, will have his 67th birthday on 12th of the month. Mrs. B. Dreux (Basle) will be 64 on 23rd June, and Mr. W. Reutlinger (Basle) will have his 66th birthday on 25th June. Mr. M. Schneider (Basle) will celebrate his 73rd birthday on 26th and Mr. P. Bucher his 78th on 27th June. Miss M. Oswald will be 72 on the last day of the month.

Two couples are celebrating wedding anniversaries: Mr. and Mrs. W. Zuber their 53rd on 1st June, and Mr. and Mrs. J. W. Bonjour their 54th on 10th June.

Congratulations and best wishes to all these readers and to others whose birthdays or anniversaries are in June.

THURSDAY, 25th MAY, 7 p.m. at the Swiss Embassy, 18 Montagu Place, W.1. Open Meeting of the Nouvelle Société Helvétique — Talk by the SWISS AMBASSADOR, Dr. Ernesto Thalmann, on Switzerland and the United Nations. All Swiss and their friends welcome.

25th to 27th AUGUST — Assembly of the Swiss Abroad at Einsiedeln. Theme of the Congress: Information to and from the Swiss Abroad.

PARFUMS GRÈS PARIS

