

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: - (1979)
Heft: 1758

Nachruf: Mr. L.S.R. Asch
Autor: Meier, Mariann

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: 13.08.2025

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

Watches of Switzerland Ltd. As for Miss Walker, she is a pianist and accompanist of international standing. She being a member of the Royal Choral Society and of the Muscial Staff of the Royal Opera, we owed to the Covent Garden Opera the kind permission which enabled her to participate in this recital.

Both artists were rapturously applauded and beckoned to an encore which turned out to be a delightful Italian piece. In the midst of the applause, they were presented with two large bouquets. The Ceremony ended with the National Anthem, "Trittst in Morgenrot daher".

A sale of Bundesfeier badges and a collection in favour of the churches were organised in the entrance hall. The badges were particularly beautiful this year, representing a lovely five-petalled flower with the Swiss emblem in the centre. We heard that last year, the Swiss abroad had given more support to the Bundesfeierspende than the whole of Canton Vaud. This year, it was hoped to beat Berne.

The latter part of the evening was attended mainly by the young, at the Swiss Youth Club in the John Southworth Centre, Westminster. Two hundred young people enjoyed pop music, bottles of wine, roast veal sausages and raclette. An accordionist kept people in the main dance room in the right 1st August mood, and a Swiss conjurer took the stage for a while — but some of his tricks were a little obscure.

While the John Southworth Centre was resounding to this revelry, members of the 1st August Committee and of the Colony were entertaining the two guest performers of the evening at Frederick's, Islington. This latest edition of our National Day celebration in London will be remembered as particularly enjoyable and successful.

PMB

MISCELLANEOUS ADVERTISEMENT

SHOP TO LET

(plus two rooms), suitable for small business, near Marble Arch, in good neighbourhood. Swiss applicants especially welcome.
P.O. Box 102, % SWISS
OBSERVER.

FORTHCOMING EVENTS

Thursday, 18th October, 7.30 p.m.
at the Swiss Church, 79 Endell
Street, W.C.2, London, Concert by
Waldmann Youth Choir from Zurich
organised by NSH.

OBITUARY Mr. L. S. R. Asch

It is with great sadness that we announce the sudden death of Louis Sidney Roland Asch, of 7 Copse Hill, Oaklands, Welwyn, Herts. He died in Sunday morning, 12th August, at the age of 71.

Roland Asch was born in Winchmore Hill (then Middlesex, now North London) on 24th June, 1908. He was the eldest of four, and his father died when he was three and a half. His mother returned to her native Zurich 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. He also attended the SMS College of Further Education in Zurich. A few years with the Zurich office of the National Cash Register Company gave him some insight into the often ruthless American business methods.

Roland spent his 21st birthday at the British Consulate, claiming his British birthright and in due course obtained a British passport. In spring 1931, he 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 1946. Two years later, he was appointed director.

In 1931, he joined the Swiss Mercantile Society, and in fact, he would have been honoured this year by the SKV, its mother society in Switzerland, for 50 years' membership.

In 1947 he became a member of the Nouvelle Société Helvétique, and on the death of Mr. Richard Weist, he took on the Hon. Treasurership in April 1957. He gave it up last year after 21 years of devoted service. The NSH honoured him and his wife at their Christmas Gathering last December.

Up to his death he was also Hon. Treasurer of the Swiss Benevolent Society, since 1970 as well as of the Schweizerbund (Swiss Club). For some years he was also a member of the Consistoire of the Swiss Church, and he belonged to the Unione Ticinese and the City Swiss Club.

From 1951 to 1968, Roland was a member of the Metropolitan Special Constabulary.

This is a mere enumeration of offices held by a capable member. But Roland Asch was more than that. He was devoted and painstaking and utterly reliable, and he was as much at home at Council meetings as he was with the ordinary rank and file, and the contribution he made to any discussion was always well worth considering. He had a wonderful sense of fun which shone through even when he was at his most serious. Much is owed to Roland by the various societies, and it will be terribly difficult to replace him as a competent worker at any committee table. His counsel to me as President of the NSH was always sound and realistic.

Roland married his first wife, Eva, in 1937, and their son Christopher

Gifts that will cure a few homesick friends.

A new gift shop has just opened at the
Swiss Centre bringing you a big selection
of beautiful gifts from Switzerland, that will
be individually gift-wrapped.

Swiss Gifts at the Swiss Centre
Entrance in Wardour Street

 **Swiss
Gifts**

was born in Zurich in 1940. He lost his wife in 1955, but he carried the bereavement with characteristic fortitude. His many friends were delighted when he married Peggy two years later, and together they graced many a gathering in the Swiss community. It is to her, his son and the family that our deep sympathy goes out today. A large congregation paid their respect to Roland and showed their affection to Peggy at the funeral which took place at Golders Green Crematorium on 17th August. Peggy has asked me to say that she wishes to thank all the friends who came to the service and also the Rev. Orna-Ornstein who officiated in the absence of the other Ministers of the Swiss Church. It was a simple, dignified service. Mr. Orna-Ornstein said that he would always remember Roland Asch as "a true gentleman, a man who, whenever I met him on the Committee of the Swiss Benevolent Society or at the various functions of the community, impressed me with his kindness and his sense of fun — behind which lay, it seemed to me, a deeply serious approach to life and a deep respect for other people and their needs and problems. So we salute a lovable personality and a great friend." He then went on to the true comfort that we needed in the hour of sorrow and quoted from Mark 7:37 "He has done all things well." and through that faith in Jesus we would be given the much-needed solace.

Before Roland's 70th birthday I asked him for some particulars of his life. With characteristic promptness and humour, too, he sent me "L. S. R. Asch: His Life — so far". He ended with another typical remark: "Today semi-retired when possible", and "Although a varied and interesting life with hardship in places, I have no intention of writing an autobiography." That life has now come to a sudden end. And we are all the poorer for his passing. Roland Asch was one of the few men truly at home in all stratas of the community, whether Swiss or British, equally at ease with children, who loved him, and old folks who bore him affection. He was a man whose integrity was beyond question, and he was always true to himself, yet never never self-centred, always outgoing and understanding. How privileged to have had him as a friend!

Mariann Meier

ANGLO-WORLD'S NEW SCHOOL — A SWISS SUCCESS STORY

When Zurich-born Gustav Scheller founded Anglo-World Travel back in 1963, nothing was probably further from his mind that the thought of seeing his Company's new £½ million education complex opened by the Chairman of British Rail 16 short years later. But on 23rd July, 1979 this happy event duly took place.

Sir Peter Parker, British Rail's dynamic Chairman, visited Bournemouth to declare open Anglo-World's fine new school; a school which is a worthy addition to the Company's other permanent language centres at Oxford, Cambridge and Torquay. In reality, Sir Peter opened two schools, one being the Bournemouth Language Centre which was designed to teach English to 200 students from overseas, and the second being the Anglo-World College of Further Education, which will operate year-long GCE "A" Level courses in Chemistry, Physics and Mathematics.

Guests attending the formal opening, which was featured on BBC Television, also heard speeches by Anglo-World's Chairman, Sir Alexander Glen (a past Chairman of the British Tourist Authority), and by Councillor Patrick Kelleway, the Mayor of Bournemouth. Gustav Scheller, in thanking the speakers, presented Sir Peter Parker with a 125-year old book on the railways of Britain, and Councillor Kelleway, appropriately enough, with a book on tourism in Switzerland.

In his speech, Sir Peter paid tribute to Gustav Scheller and to the many achievements of Anglo-World since its foundation. Starting by running coach tours around Britain, the Company soon branched out into the language course business and has now become one of the leaders in the field of incoming



Your bank in Switzerland and round the world

Head Office: Paradeplatz 8, 8021 Zurich, Switzerland
In London: Credit Suisse London Branch
24 Bishopsgate
London EC2N 4BQ
Telephone: 01-623 3488 (Forex 01-283 8291)
Telex: 887322 (Forex 883684, 887586)



CREDIT SUISSE
CS