

# Swiss Centre

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## CHANGES AT THE SWISS EMBASSY

On Tuesday, 6th October, Monsieur and Madame William Roch gave a farewell party at the Montana Hotel prior to their departure for Berne.

Monsieur Roch was born in 1919 and studied in Geneva where he graduated in Law (*doctorat en droit*). In 1944, he joined the Federal Political Department. From 1955-1957 he was attached to the Embassy in Tokio. In 1958 he looked after the French and British interests in Alexandria. For the past five years he has been in London as First Secretary of Embassy. His stay in the British metropolis was interrupted in 1961 when he was sent to Tunis to take care of the French interests.

During his term of office in London, Monsieur Roch, as well as his wife, took a keen and generous interest in the life of the Swiss community in Great Britain. Many will remember Monsieur Roch's interesting talks and lantern slide shows at the Nouvelle Société Helvétique and his contributions to the "Escalade", often ably assisted by his eldest son who, incidentally wrote a most charming report a few years ago of the "Landsgemeinde" of the Swiss in the Midlands.

The many friends of the Roch family are sorry to see them go, and their best wishes accompany them in the future.

\* \* \*

The new Economic Counsellor of Embassy is Monsieur Max Feller. He originates from Lucerne where he was educated. He studied in Zurich, London and Berlin and graduated as Doctor of Philology and Philosophy.

His duties in the service of the Federal Political Department took him to Vienna, Berlin and the Federal German Republic. For the last four and a half years he represented Switzerland's economic and financial interests in Brazil.

Monsieur Feller is married and has three children. We wish him and his family a successful stay in England.

\* \* \*

Another newcomer to the Swiss Embassy is Monsieur Gaspard Bodmer. He was born in 1931 in Zurich, son of Monsieur Martin Bodmer, Vice-President of the International Red Cross Committee. He studied in Geneva at the "Institut universitaire des hautes études internationales", at the Sorbonne in Paris and at the University of Yale, U.S.A.

Monsieur Bodmer joined the Federal Political Department in Berne in 1956. Later he was attached to the Swiss Embassy in Cologne, to the Swiss delegation to OECD (Organisation for Economic Co-operation and Development) in Paris and to the Swiss Embassy in the Hague.

To Monsieur Bodmer (who is a bachelor) we extend a fruitful stay in this country.

## A USEFUL CHRISTMAS GIFT

It is not easy to find suitable Christmas presents for everybody. Have you ever thought of giving a subscription to the "Swiss Observer" to some of your Swiss and English friends who are not already subscribers? Or perhaps you know someone who is no longer able to subscribe for reasons of economy?

## PERSONAL

With deep regret we announce the sudden death of Andrew Maurice, aged 7, younger son of Mr. and Mrs. David Paschoud, of 6 Broomhouse Road, Fulham, S.W.6. We extend our heartfelt sympathy to the family in their bereavement.

\* \* \*

Mr. J. J. Boos, K.S.G., of Flat 4, 16 Eaton Gardens, Hove, Sussex, who has recently undergone an operation, wishes to thank all the many friends who have written or made enquiries, for their kind thoughts and good wishes. We are glad to hear that Mr. Boos is making progress.

\* \* \*

The following notice appeared in the "Daily Telegraph" recently:

### Chips Off the Old Block

"When one of our oldest hostels, the Bel and Dragon at Cookham, Berks, a 15th-century building once a hunting lodge in Windsor Great Forest, was sold through Knight, Frank and Rutley the other day, there was much speculation about the owner's identity.

"He is Mr. F. Stuber, the well-known Swiss hotelier, who plans to run the inn with his wife's considerable help.

"Mr. Stuber's experience and expertise are already a legend to patrons of the Crown at Garston near Watford. It was here that a French diner was so impressed by Mr. Stuber's chips that he ordered them as a separate course, dipping them in mustard."

We wish Mr. Stuber all success in his new venture.

## SWISS CENTRE

The following news item was released through the Agence Télégraphique Suisse on 24th September:

"The Swiss Bank Corporation, the Swiss National Tourist Office ("Schweizerische Verkehrszentrale") and Swissair had taken the initiative at the time to erect a "Swiss Centre" in the heart of London between Piccadilly and Leicester Square. The construction work for this "Shop Window of Switzerland" is progressing rapidly, and the building will be up by the end of the year.

"A meeting took place in Zurich on Tuesday of leading Swiss firms and organisations which decided on the establishment of the "Swiss Fair". This communal undertaking will create "a small Switzerland" in the Swiss Centre in London, in the shape of combined exhibition and shop premises surrounded by typically Swiss eating places.

"The share capital subscribed up to now amounts to three million Swiss francs, though the final amount has not yet been fixed as several more firms have declared their interest in participating."

## ACKNOWLEDGMENT

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