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The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

The Official Organ of the Swiss Colony in Great Britain

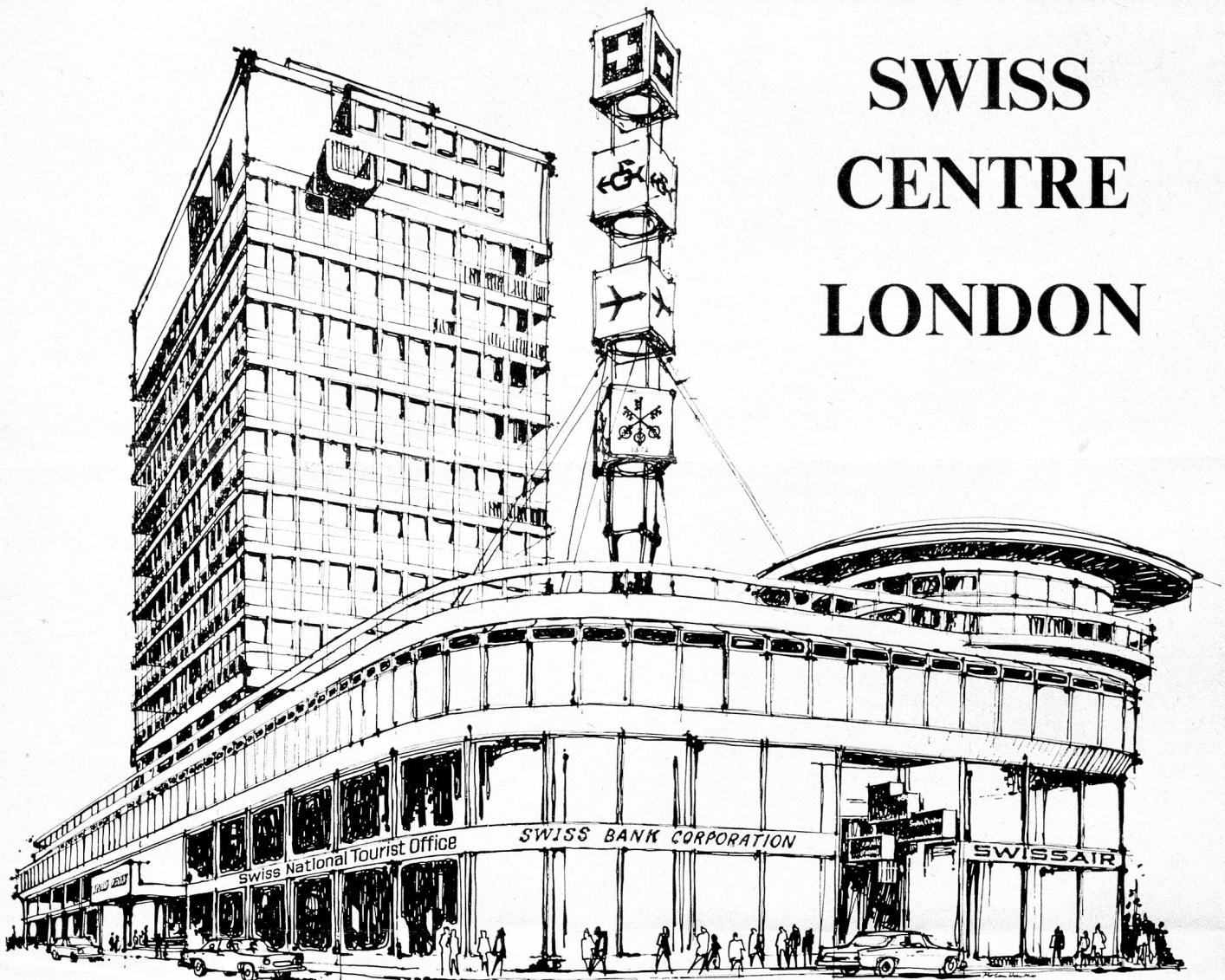
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For the past few years, we carried a drawing of the Swiss Centre model whenever we had some information to give to our readers. Now that life has come to the imposing building between Piccadilly Circus and Leicester Square, we have pleasure in reproducing an artist's impression of the Centre as it looks today. By the end of 1967, it will be a spectacular showcase for Swiss trade, industry, culture and entertainment.

In response to our appeal in the "Swiss Observer" early this year, some more offices have been let to Swiss firms, but there is still some accommodation available, and anyone interested to come in and become part of this

impressive undertaking should apply at once to Swiss Centre Ltd., 99 Gresham Street, E.C.2 (Mr. A. W. M. Looseley, Secretary), Telephone: MONarch 4000.

As will be seen from the above picture, the Swiss National Tourist Office and Swiss Federal Railways, the West End Branch of the Swiss Bank Corporation and Swissair have moved in. Most of the business premises in the Tower Block are occupied, and the mushroom-shaped structure on the right will be the home of the "Forum of Switzerland" devoted to cultural and social activities. This is the part of the whole scheme which has not yet been finalised, but those concerned are trying hard and are still hopeful to succeed.