

# The image of Switzerland in the world

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## A CAREER IN THE SERVICE OF OTHERS

Alfred Rudolf Stauffer was born in Berne on 25th June 1889, twin son of Mr. E. Stauffer, Managing Director of the then Banque Fédérale.

Schooling at the *Progymnasium* and *Gymnasium* in Berne. Commercial apprenticeship and diploma of the Schweizerischer Kaufmännischer Verein. Paris 1909-1912. Arrival in London 1st August 1912. Military Service 1914/16 as Corporal in Bat. 25 during the "Grenzbesetzung". Played the 'cello.

Married Miss Elsie M. Phillips in 1921.

In commercial employment until 1929. Editor of school magazine. Writer of articles in Bernese papers.

Editor of the "Swiss Observer" 1929-1961. Attached to the Special Division of the Swiss Legation from 1939-1945. Member of the Advisory Council of the "Swiss Observer" to his death.

Swiss Mercantile Society: Honorary Secretary 1916. President 1917/18. Made an Honorary Member 1922. Reached 50 years membership of the S.K.V. 1965.

City Swiss Club: Secretary 1920/21. Committee member 1933/1947. Made Honorary Vice-President in 1960.

Swiss Choral Society: Vice-President 1931/32.

Member of many societies, Swiss Rifle Association, Nouvelle Société Helvétique, the Anglo-Swiss Society and many others. As Editor, he also served on the Swiss Benevolent Society's General Committee, the First of August and the Swiss Sports and the Fête Suisse Committees. After his retirement he remained Press Reporter for several societies, and many were the jobs he took on in the interest of the Swiss community.

\* \* \*

## GONE TO REST

*Blessed are the dead who die in the Lord. Henceforth, says the Spirit, they may rest from their labours, and their works do follow them.*

The sun managed to break through on the blustery morning of Wednesday, 4th August, when well over a hundred friends gathered at the Putney Vale Crematorium to pay a last tribute to Fred Stauffer. They had travelled from the South Coast, from the Midlands and from the Home Counties. There were those who had been young with Fred and had worked with him in the interest of the Swiss community. Many of them had come out of their retirement, and sad though the occasion was, it was heart-warming to see so many of the old friends.

The Swiss Embassy was represented, and there was not one Swiss Society in London which had not delegated at least one or more members to be present on its behalf, though many of the officers and large numbers of friends were away on holiday. The Advisory Council of the "Swiss Observer" was there almost in its entirety. The Chapel in which the Funeral Service was held was too small to take all the mourners, and they stood in rows at the back of the pews.

The service itself was short and impersonal, but the spirit of the departed, the happy memories coupled with the grief of his devoted wife and his faithful friends, gave it a seal that was utterly personal. The coffin, topped by a wreath of red and white roses, slowly disappeared; but it was only a shell, and Fred's comfortable voice seemed to remind us from amongst our midst that we should get on with our jobs. — We did.

## FROM THE "S.O." ADVISORY COUNCIL

London, 4th August 1964.

Mr. A. R. Stauffer,

"Fred" Stauffer will be deeply mourned and most widely missed by very many friends in the Swiss Colony. Due to his tireless, very long standing and faithful services as Editor and collaborator of our "Swiss Observer", our friend more than any individual made it possible to maintain the Publication during his lifetime.

My warmest appreciation to you Fred with sincerest sympathies to Mrs. Stauffer.

Robert J. Keller,  
Chairman Advisory Council.

## FROM THE EDITOR

On 27th January 1961, Fred Stauffer wrote his "Swansong" in the "Swiss Observer". His own words were "After 32 years, a chapter of one's life comes to its close, and almost a lifetime's work is ended". Now his life's work has really come to an end, and his eloquent pen has ceased to flow — no longer shall we read his contributions signed "ST".

In all my association with the "S.O.", I have never met anything but kindness from Fred Stauffer. He encouraged my first contributions as long ago as 1933, and he was responsible a few years later for my joining an international organisation in which, as it were, I served my journalist's apprenticeship.

And then, after my husband's death in 1961, it was Fred who approached me regarding the editorship of the Colony's paper. Diffidently, I began my work. He initiated me into the ways and means of editing and producing a periodical. He patiently corrected my mistakes and stood by me during the first few difficult weeks. He commiserated with me in my disappointments, he was pleased if things went well for me, and he never resented any changes I made.

Now I shall no longer have the privilege of his friendship, his experienced counsel, nor his valued assistance in the form of articles, reports, reminders, his help with collecting the Christmas greetings. But I feel that his guidance will continue, and I know of no greater tribute I can pay to him than to humbly go on trying my best with the paper that he made and loved.

MM

## THE IMAGE OF SWITZERLAND IN THE WORLD

The President of the Manchester Swiss Club, at the recent "Landsgemeinde", reminded his audience of something the late Professor A. Laett, often called "Father of the Swiss Abroad", once said when expressing his thoughts and hopes concerning his countrymen residing in foreign lands. How well it applied to Fred Stauffer!

*"A son poste, chaque Suisse est aussi un représentant politique du pays, un ambassadeur en petit. De même que nous jugeons les autres peuples d'après les touristes et les agents qui nous visitent, de même on estime la valeur de notre peuple d'après le caractère et la conduite de nos concitoyens qui franchissent la frontière. Nous avons donc tout l'intérêt à ce que les jeunes gens qui émigrent soient conscients de leur responsabilité. "Honneur et fidélité" fut la devise des vieux Suisses qui s'en allaient loins au service étranger. Nous ne saurions trouver à l'usage des Suisses qui vivent aujourd'hui au delà de nos frontières, de plus beau mot d'ordre. Qui reste fidèle à soi-même ne peut être infidèle à la patrie, même s'il en a choisi et adopté une autre."*