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THIRTY YEARS SWISS OBSERVER

by THE EDITOR

During a time of unrest and International strife and misunderstandings, the Swiss Observer is entering into the 30th year of its existence. It is in itself, perhaps, an insignificant event, and yet the passing of a further milestone should not go by unrecorded.

An anniversary like this will most certainly not cause any stir in the newspaper world, and yet, laying aside for once, any pretence of modesty, we feel that such an event which concerns mainly the Swiss Colony in Great Britain, should not pass without at least a few words of gratitude expressed to all those who have during the last thirty years helped to carry on a work which aimed to foster and maintain the attachement to our beloved homeland.

First honour should go to the man, who conceived the splendid idea of starting a paper for the Swiss Colony in Great Britain, the late Mr. P. F. Boehringer, who for many years bore alone the financial burden involved. We are glad to mention, that his son, Mr. O. F. Boehringer, is, as Publisher of our paper, giving us the same generous support.

Equally entitled to gratitude should be our old friend, Dr. A. Latt, the first Editor of the "Swiss Observer," who put all his enthusiasm into the then new venture. Two subsequent Editors, Dr. Lang and Dr. H. W. Egli, have both rendered many services for which they are entitled to our sincere thanks.

The writer, who, at the same time completes 20 years connection with the paper, of which 15 years as Editor, is deeply indebted to a number of faithful collaborators, who during his time, have ever been willing to give him their wholehearted support, their unselfish and ready help will always be remembered by him with gratitude.

The Editor wishes particularly to voice his sincere thanks to all the various firms and individuals, who have given him, in such a generous manner their support by advertising in the paper, without their help, it would have been impossible to carry on.

We can to-day, with some measure of pride, point to the fact, that the "Swiss Observer" in spite of hard times, in spite of air raids causing not inconsiderable damage to the Publisher's premises during the last war, has managed to carry on this publication with hardly a break for the last thirty years, thus establishing an almost unique record amongst Swiss papers published abroad.

One of the reasons, and perhaps the only one for this achievement is, that the paper which was started in a modest way, has been carried on in that spirit, unlike some of our contemporaries, which at one time or other have been launched on a much bigger scale, and which have been later on, owing to lack of financial support, been compelled to go out of existence.

The various testimonies, so spontaneously given, and published in this Anniversary number, from a large circle of friends both here and abroad, have been greatly appreciated by the Editor and the Publishers, and have given us a new impetus to carry on our work.

This birthday anniversary therefore means to us far more than only passing thirty years of existence, it has convinced us, that we have carried on in the right direction, and that we are enjoying the confidence of our readers.

We are fully aware of the limitations a publication of this kind sets before us, we are equally conscious of our shortcomings, but we are eager to improve and perfect this venture within the scope allowed us. The financial means at our disposal are small and our scope is thus considerably limited.

Whilst, during the last few years, we have been able to considerably increase our circulation, we feel that there are still a great number of our compatriots who, for one reason or another, deny us their support, which is so necessary, in order to carry on in an efficient and dignified manner; and we would take this opportunity to make a fervent and sincere Appeal to all the members of the Colony to give us their support by subscribing to our fortnightly paper.

In the past we have supported many a Society, Institution and venture in the Colony, we have been successful in collecting on various occasions, both directly and indirectly considerable sums through the medium of this paper for many purposes, and if, for once, we ask for some little recompense for services very willingly rendered, we humbly feel that we are entitled to the same support which has so often been requested from us, and which has never been refused.

The Editor therefore looks forward to a further period of useful work, both in the interest of the Swiss Colony in Great Britain and our beloved country, and he expects the whole-hearted support and collaboration of all those who have the welfare of the Colony and the Country at heart.

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