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# CONGRATULATIONS

*A Selection from the many Messages received by the "SWISS OBSERVER"  
on the occasion of its Thirtieth Anniversary*

## FROM THE SWISS MINISTER.

The Editor,  
Swiss Observer,  
London, E.C.2.  
London, June, 1949.

Dear Mr. Stauffer,

I have just heard that the Swiss Observer is celebrating its 30th anniversary and that, at the same time, you yourself have been connected with the paper for 20 years.

It is therefore with great pleasure that I send to you both my congratulations and my thanks for a long period of faithful service to our Colony. It is no small thing to be the servant of the public. In a most admirable way, you have always managed to keep us informed not only of the public things that concern Switzerland, but also of the many special little items of daily life, which are essential to those of us who live abroad, if we do not want to lose the homely touch. When we read the "Observer" on a Saturday night at home, we are transported to the hills and valleys which are so dear to us. For all we know, we might well be in Switzerland in the company of old congenial friends. But you have been more. You have been a friendly guide and adviser and have helped to mould us Swiss abroad into a new entity. One can always count on your support.

I wish you and the "Swiss Observer" many years of future success and prosperity.

H. DE TORRENTÉ.

\* \* \*

## From the Swiss Chargé d'Affaires in Dublin.

The Editor,  
Swiss Observer,  
London, E.C.2.  
June 13th, 1949.

My Dear Mr. Stauffer,

It is with great pleasure I hear that the Swiss Observer is shortly entering its 30th year of existence.

I hasten to convey to the Official Organ of the Swiss Colony in Great Britain my very sincere congratulations and best wishes on the occasion of its Jubilee. Every Swiss home on the Island has always been looking forward to the arrival of the invaluable messenger from Leonard Street which kept them regularly informed on the essential events of life in the Colony and in our homeland. May the Swiss Observer continue for many years to come to further our patriotic feelings and to serve as an inestimable link between Swiss at home and abroad.

To you, my dear Mr. Stauffer, my feelings of deep appreciation for your valuable work and for your sincere friendship which so many of our compatriots have had the privilege of enjoying during your long and successful association with the Swiss Observer.

With all good wishes to you and yours, I remain with kindest regards,

Yours very sincerely,

W. DE BOURG.

Swiss Chargé d'Affaires in Ireland.

## J. Huber, Vice-Consul, Manchester.

den 12. Juni, 1949.

Herrn A. Stauffer,  
Redaktor "Swiss Observer,"  
London, E.C.2.

Lieber Herr Stauffer,

Der "Swiss Observer" feiert demnächst seinen 30. Geburtstag; Sie selbst vollenden im gleichen Zeitpunkt 20 Jahre fruchtbarer Mitarbeit an unserer Koloniezeitung und dürfen mit Genugtuung auf Ihre 15-jährige Tätigkeit als Redaktor zurückblicken. Zu diesem Doppeljubiläum möchte ich Ihnen, im Namen aller Leser im Konsularbezirk Manchester, auf das herzlichste gratulieren.

Unsere Landsleute in der Provinz finden es, der Entfernungen wegen, nicht sehr leicht, regelmässigen Kontakt miteinander zu pflegen. Der "Swiss Observer" ist daher in der Lage, einen zweifachen Beitrag an die Erhaltung unseres Schweizertums in der Provinz zu leisten. Er ist für uns nicht nur ein unentbehrliches Bindeglied mit der Heimat, sondern er fördert auch wirksam das Zusammengehörigkeitsgefühl unter uns selbst.

Dass unsere Koloniezeitung — trotz den bescheidenen, ihr zur Verfügung stehenden Mitteln — die ihr gestellte Aufgabe mit Erfolg erfüllt, verdanken wir in weitgehendem Masse dem Schweizersinn und der jahrelangen, selbstlosen Tätigkeit zweier Mitbürger: Dem leider nicht mehr unter uns weilenden Gründer des "Swiss Observer," sowie seinem heutigen Redaktor.

Wir anerkennen diese Leistungen und danken Ihnen, lieber Herr Stauffer, aufrichtig für Ihr zwanzig-jähriges Wirken zu unserem Nutz und Frommen. Ihnen persönlich wünschen wir Glück und Wohlergehen für die Zukunft; unserer Koloniezeitung wünschen wir einen sich stets vergrößernden Abonnentenkreis.

Mit patriotischem Gruss,

Ihr

J. HUBER.

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## E. Hofstetter, Swiss Consular Agent, in Scotland.

12th June, 1949.

The Editor,  
"The Swiss Observer,"  
London, E.C.2.

Dear Sir,

With great interest I learned that "The Swiss Observer" is entering on the thirtieth year of its existence, and I should like to send to you and your collaborators my heartiest congratulations.

"The Swiss Observer" has given us, and is still giving us, such valuable information regarding events in Switzerland and in our Colony. It is a real bond between our home country and the Swiss over here. During the war particularly it helped so much to relieve

our anxiety about what was going on in Switzerland. As a newspaper "The Swiss Observer" has always upheld the finest traditions.

I distribute your paper as widely as possible amongst our compatriots, and I sincerely hope that eventually every Swiss will subscribe to this very help-and patriotic publication.

With best wishes for the future to you and your collaborators.

I remain,

Yours sincerely,

**E. HOFSTETTER,**  
Swiss Consular Agent.

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**P. A. Moehr, President City Swiss Club, London.**

A. Stauffer, Esq., 17th June, 1949.  
Editor, Swiss Observer,  
London, E.C.2.

Dear Mr. Stauffer,

I was glad to have been reminded that the Swiss Observer is entering its thirtieth year of activity.

As President of the City Swiss Club, I am delighted to send, on behalf of all our members, heartiest congratulations to this event and I send especially to you as Editor, our thanks and best wishes. I do not think that there is any Swiss in this country who did not fully appreciate your perseverance during the difficult war years to supply regularly our compatriots with news from our Homeland, and your Information Bulletins formed, so to say, the only link between Switzerland and the Swiss in this country. That you have carried out this task unrelentlessly and very often under most difficult circumstances, fills us with gratitude.

You may rest assured that you will always have our support and we wish you a further unbroken period of success.

Yours sincerely,

**P. A. MOEHR.**

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**W. Meier, President, Swiss Mercantile Society, London.**

A. Stauffer, Esq., 11th June, 1949.  
Editor, Swiss Observer,  
23, Leonard Street,  
London, E.C.2.

Dear Mr. Stauffer,

Now that the *Swiss Observer* has served the Swiss Colony in Great Britain for more than a generation it is well to reflect on the contribution it has made to our lives. — I think it has helped more than anything else towards making something like a community out of a large number of widely scattered compatriots. It has enriched our social and cultural life and it has kept a record of our joint efforts and many personal events.

We remember your founder, Mr. P. F. Boehringer, as a man combining vision, courage and geniality, and he would surely agree that it is through the friendly sincerity of its editor, that the S.O. has endeared itself to our hearts.

May you long be spared to present its pages to us all!

Yours sincerely,

**W. MEIER,**  
President, Swiss Mercantile Society.

**C. Berti, President Unione Ticinese, London.**

Chiarissimo Signor Redattore, 19th June, 1949.  
"The Swiss Observer,"  
Londra.

Un inglese recantesi nella nostra bella Patria non può mancare di soffermarsi sulla differenza fra la stampa svizzera e la propria. Mentre qui oramai soltanto pochi giornali quotidiani hanno esteso la loro circolazione fino a diventare giornali nazionali, a casa nostra invece ogni centro, ogni distretto ha mantenuto la sua propria stampa. Questo vale per tutte le parti della Svizzera. Nel Cantone Ticino, ad esempio, si pubblicano tre quotidiani a Bellinzona, altrettanti a Locarno e ben quattro a Lugano. Questo senza contare giornali settimanali, periodici e riviste.

L'Unione Ticinese — Società di Mutuo Soccorso e Sezione autonoma della *Pro Ticino* — pertanto si unisce alle consorelle nell'inviare sincere congratulazioni allo "Swiss Observer," il giornale della colonia svizzera di Londra che così abilmente e con non piccolo sacrificio mantiene viva la tradizione della stampa elvetica in questa terra ospitale da ben trent'anni e gli augura vivamente lunga e prospera vita.

Noi siamo particolarmente lieti di questa fausta ricorrenza in quanto questo 1949 è pure il nostro sodalizio anno giubilare, quest'autunno celebreremo il settantacinquesimo anniversario di fondazione e pure la nostra Sezione Femminile commemorerà il decimo anno di esistenza.

Non soltanto la Sua benemerita pubblicazione funge da notiziario e commentario ma tiene ognora presente il sacro dovere di mantenere vive le lingue della Patria dedicando spazio prezioso ad articoli nelle nostre tre lingue ufficiali.

Nel nostro giubilo tuttavia non vogliamo dimenticare quel leale amico dei ticinesi, il fondatore dello "Swiss Observer", Sig. P. F. Boehringer, bella figura di confederato, rapitoci dalla morte lo scorso anno contemporaneamente alla fondatrice della nostra Sezione Femminile, la compianta Signora Teresa Lunghi-Rezzonico. Il nostro rincrescimento per questa immane perdita per la colonia e in qualche modo alleviato dal fatto che possiamo nella stessa occasione congratulare Lei, Sig. A. Stauffer, nel compimento di venti anni di collaborazione alla Direzione del giornale, di cui quindici nella carica di redattore.

La prego quindi Signor Redattore di gradire l'espressione della riconoscenza dei ticinesi di Londra e Gran Bretagna per l'alta opera culturale e collegamento con l'amata patria svolta dal di Lei pregiato giornale e, da parte mia personale, i migliori distinti e patriottici saluti.

Dev. mo

**CARLO BERTI, Presidente.**

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**H. Steiner, Chairman Swiss Economic Council.**

The Editor, London, June 1949.  
Swiss Observer,  
London, E.C.2.

Dear Mr. Stauffer,

It is perhaps hardly a coincidence that the "Swiss Observer" was started almost at the same time as the old "Commission économique." A strong need had been felt in those War years for a Link which would bring news to the Members of the Swiss Colony in Great Britain of events at home and here, of various efforts made, for what cause and by whom. While the businessmen went under cover during the Peace years

(to wake up again in 1943 and create what is now the "Swiss Economic Council") the "Swiss Observer" kept his flag flying, surmounting obstacles and apathy, doing its job and doing it well! It is difficult to realize that 30 years have elapsed since the paper was started and even more so to imagine that we ever were without our dear Friend. In congratulating this valiant and valuable paper on entering its 30th year of existence it is pleasant to be able to say, without reservation and without exaggeration: "Well done! Many, yes many Happy Returns of the day!" It is truly in the name of every Member of the Council that I can say so.

But it is impossible to separate the name of the paper from that of its present Editor: Alfred Stauffer. For a quarter of a century he has been associated with the journal and few, probably, realize how much perseverance, patience and good temper this possibly slow but certainly very sure son of Berne has had to use. We take it for granted to read *compte-rendus* about our Meetings, informations which are most useful, intimate news from home. But all this has to be written, with great tact (Can the Swiss be touchy?!) and yet I think it can be best said of him what C. H. Kinsley wrote:

"The men I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces."

This certainly describes the present Editor of our Swiss paper as known by all those who attend Meetings, Committees and other functions in our Colony. Often, no doubt, he must ask himself: "Is it worth it?" On this happy occasion we would like to say to him, in all sincerity and gratitude: — "Yes, it is! You do not claim, dear Friend, to edit a big paper, but it is a grand one."

Every other week-end Swiss families all over the country read what you have to say, not leading articles but what you have so well entitled in one of your regular features, those "Petites choses qui font plaisir." Bad deeds, crimes, the ugly things of life to which many daily papers seem to give so much space are absent, and so are the financial columns . . . and even the weather forecast!! You are satisfied to give us news from our little Cantons and their towns, opinions of other people about us and to report with encouraging words the efforts and the deeds of those who, like us, try to do something for the Colony and the good name of our little Homeland. We read it, our children read it, even our neighbours borrow the S.O.!

Thank you, good Friend, for so much Joy, for so much labour done with great simplicity and modesty. We can perhaps best pay you the tribute you so richly deserve by simply saying:

It is surprising how much good a man may do in this world if he allows others to take the credit for it!

Yours sincerely,

H. STEINER.

Gottfried Keller, London Correspondent "Basler Nachrichten" and Agence Télégraphique Suisse.

To the Editor, London, June, 1949.  
The Swiss Observer,  
London.

My dear colleague,

To send the "Swiss Observer" a message of congratulation and good wishes, on occasion of its

thirtieth, and its Editor one on occasion of his twentieth anniversary is indeed a pleasure for me.

The "Swiss Observer" is undoubtedly performing an important function as a link between the thousands of Swiss citizens in the United Kingdom. Moreover it serves, through its "Home News" — columns, as a newsconveyor from our home country to many Swiss citizens who do not subscribe to any Swiss daily or other publication. At the same time those copies of the "Swiss Observer" which are sent to Switzerland, keep our friends at home informed about the most important happenings inside our colony. Its uses thus are manifold, its usefulness is self-evident.

It ought, I feel, particularly to be said that the Colony owes the "Swiss Observer" and all those connected with it, a debt of gratitude for carrying on, as they did, during the war. Even under extremely difficult conditions, during the long and dangerous periods of the "Blitz," the Buzz-bombs and the rockets, the "Swiss Observer" came out regularly. True, it became thinner and could not appear as a weekly any more, but it kept coming out, though, if I remember right, the Frederick Printing Company was, at one time, badly damaged by bombs.

Ten years ago, when I had the privilege of sending the "Swiss Observer" a similar message on occasion of its twentieth anniversary, I concluded by saying that it was to be hoped that it would soon be the S.O.'s lot to inform its readers of happier and less anxious days ahead. How topical this wish has become once more! May I thus repeat it to-day?

As for the S.O.'s jovial editor, he, like the paper he represents, has become an institution of our Colony. Often have I admired his capacity of sitting through endless dinners and even more endless speeches and yet being pleasant, unruffled, amiable. His knowledge of the Colony seems to be unlimited, his patience inexhaustible, his temper un-frayable: he is, in short, the right man on the right job.

As one of the craft, if of a somewhat different branch, I should like to congratulate Mr. Stauffer on his objective, yet sometimes quite outspoken reporting and on the skill with which he handles the editorial policy of our Colony's periodical. In one of my recent articles in the "Basler Nachrichten" I said about Mr. Stauffer that he seemed to become ever younger, the more plentiful the work he had to perform. May it be his lot to steer the S.O. through whatever times may be ahead to those happy days when not only sweets come off the ration but newsprint too.

With every good wish both for the "Swiss Observer" and its Editor, I am,

GOTTFRIED KELLER,

London Corr. Swiss Telegr. Agency,  
and "Basler Nachrichten."

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Richard Amstein, Redaktor, "National Zeitung," Basel.

An die Redaktion, Basel, im Juni 1949.  
Swiss Observer,  
London.

Sehr geehrter Herr Redaktor,

Mit Vergnügen höre ich, dass nun auch der "Swiss Observer" schon das 30. Jubiläum und Sie selber als Mitarbeiter und Redaktor bereits das 20. Jubiläum feiern können. Nehmen Sie für Ihr Blatt und für sich selber auch meine besten Glückwünsche entgegen!

Als mir mein leider schon verstorbener Jugendfreund Paul Böhringer vor mehr als einem Vierteljahr-

hundert die ersten Nummern des damals von ihm betreuten Blattes zusandte, da konnte ich alsbald bemerken, dass ein Könnner diese neue journalistische Aufgabe übernommen hatte. Da fanden sich viele kleine interessante Notizen aus der Schweiz und ihren Kantonen; da las man vom Leben und Zusammenkünften der Schweizer in England, und manche schöne Rede, manche wertvolle Betrachtung zur Schweizer Politik fehlten nicht. Schritt für Schritt wuchs sich so auch durch Ihre hingebende Mitarbeit, Herr Stauffer, der "Swiss Observer" wirklich zum offiziellen Organ der Schweizer Kolonie in Grossbritannien aus, das man nicht mehr missen konnte und wollte. Das hat sich ja auch in jeden schweren Kriegszeiten gezeigt, als die Bombardemente Londons auch vor dem "Swiss Observer" nicht Halt machten und die Herausgabe der Zeitung fast in Frage gestellt war. Aber mit der Leitung des Organs und mit Ihnen hielten damals die England-Schweizer an Ihrem Organ fest, sodass Sie alle heute froh und zukunftsicher das schöne Jubiläum feiern können.

Der wertvollen Zeitung und Ihnen persönlich zu Ihren Ehrentagen darum die herzlichste Gratulation mit den besten Wünschen für die kommenden Jahrzehnte!

Ergebenst Ihr,  
**RICHARD AMSTEIN,**  
 Redaktor der National Zeitung, Basel.

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**A. L. Gandon, President Société de Secours Mutuels, London.**  
 The Editor, June 1949.  
 Swiss Observer,  
 London, E.C.2.

My dear Mr. Stauffer,

May I take this opportunity of sending you, on behalf of my Society, my very best wishes on the occasion of the 30th anniversary of the "Swiss Observer."

Being such a young President of the oldest Society in the Colony, I feel rather unequal to the task of paying you any compliments. To you, however, my dear Mr. Stauffer, I should like to send my most sincere congratulations on this occasion, which also marks your 15th year as Editor of this marvellous little paper: A wonderful achievement. Please carry on the good work.

Yours sincerely,  
**A. L. GANDON.**

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**Prof. Dr. A. Latt, First Editor of the Swiss Observer, Member**  
 "Ausland Schweizer Kommission, N.H.G."

The Editor, Zurich, June, 1949.  
 Swiss Observer,  
 London.

Dear Mr. Stauffer,

If it hadn't been for a timely reminder, I might have missed that memorable date — the birthday of the "Swiss Observer." It was quite a shock to me to hear it was already the thirtieth. But there is no means of escaping birthdays, except suicide, and I don't feel as bad as that.

Looking up some of the old copies which I had signed as the first editor of the S.O. I felt rather sad to see that so many of its promoters and first friends in 1919 have long been dead. First of all Mr. Boehringer, the founder and publisher, who quite alone shouldered the risks of the new venture, and who never gave up, though at times he may have wished "to cut the loss."

Monsieur Jean Baer, the faithful and patriotic President of the Nouvelle Société Helvétique, Mr. G. Wuthrich, one of the most enlightened and thoughtful men I have ever known, and whose pithy letters to the S.O. were as remarkable as his contributions to the discussions we used to hold at the meetings of Council of the London Group of the N.S.H. And there was "Kyburg," alias Ulrich Bretscher, who for years contributed humorous comments. Sometimes old Georges Forrer would call to tell me about the history of the Colony, and, of course, Mr. Geilinger, who never missed a meeting of at least a dozen clubs, and so knew all the gossip and wanted to have it published in the S.O. Everything was "most important" to him.

We had long felt the need of having our own paper during that strenuous time of isolation during World War I, but we found it hard to get the necessary cash to make a start. Then it was that Mr. Boehringer stepped in with his characteristic energy — and told us all what we had to do. The paper caught on from the first, and it was a particular joy to see how the friends in Liverpool, Birmingham and Manchester gave it their support.

Of the greatest importance in the history of the S.O. was no doubt the day when Mr. Stauffer, who had been Mr. Boehringer's collaborator for some time before, took over and henceforth devoted the best of his time to the paper. He has been doing fine and faithful work as the untiring chronicler of the Colony's social life and work, and as a watchful linesman between the Swiss press and the British. When to-day we think kindly of the S.O. our feelings of gratitude must go to Mr. Stauffer, who infused the paper with a new life and stamped his character on it. The Swiss Observer and Mr. Stauffer have long been one and the same thing, perhaps the most popular institutions of the Colony. Therefore, in celebrating the paper's anniversary, we heartily congratulate and thank The Editor. Long life to him, and prosperity to the S.O.! And let all the faithful readers give them a hearty "ban cantonal" and a "ban fédéral" as good Georges Dimier would have led you to beat in days of yore. And then let us end up with a very sincere "ban de cœur" for Mr. Stauffer, . . . for he is a jolly good fellow.

With kind remembrances to all, and with many greetings from

Yours very sincerely, **A. LATT.**

## SWISS BANK CORPORATION,

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