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BIRTHDAY OF THE "SWISS OBSERVER"

Ladies and Gentlemen,

The toast to-day is :

"THE SWISS OBSERVER", MANY HAPPY RETURNS OF THE DAY!

for the present issue celebrates our London Swiss paper's 39th birthday.

A good deal of water has passed under London Bridge since our Swiss paper in London first saw the light of day, and I am sorry to say that its father, the late P. F. Boehringer, is not able to celebrate this occasion; but our ever-smiling untiring friend and Editor, A. Stauffer, is still going strong in spite of never-ending dinners and late nights, which he has to attend *ex officio* as Editor of our paper.

Truly, when I think of the work put in by these two countrymen of ours, I regret, at times, that Switzerland does not confer titles for services rendered.

Perhaps, as I am about to hand out the bouquets, I ought to mention the regular contributors to the paper, who very often amuse us, often instruct us, often exasperate us for our good, but never bore us.

What is this "Swiss Observer", and what does it do?

It is *The Link* between the Swiss in Great Britain and the homeland. The link that keeps him in touch — as no letters from home could possibly do — with Swiss affairs, Swiss happenings, Swiss thought and Swiss aspirations.

Some of us are old enough to have known the bad old times when we Swiss in Great Britain did not have a Swiss paper fulfilling these vitally important functions. We had to rely on papers sent from home, and we remember what happened. Mostly those papers accumulated, unread, because we could not find the time to read through them.

"The Swiss Observer" fulfils a want. Where else would you dear readers get those snappy bits of varied information which we find fortnightly on the front page? Where could you obtain those instructive articles dealing, in a precise and altogether impartial manner, with home politics, and where could you obtain the pleasure of reading articles in our various Swiss languages in one paper?

The Swiss Observer is a microscopic reflection of Switzerland with its different peoples, its languages, its sunlit mountains and laughing lakes, its rushing rivers and still valleys.

Which other paper could give you, within such narrow space, the sensation of being a hefty Swiss German-speaking individual one moment, a tactful Swiss Romand the next, and feeling at home in our lovely Ticino immediately afterwards?

What about those always interesting articles in Italian, which now and then gladden our hearts and

make us long once again to sit outside the "Albergo degli amici" drinking Nostrano, and watching the wisps of silvery clouds dance around the mountain peaks?

What about those political essays, often sharply tongued, satirical sometimes, never wounding, that appear in our paper?

How are you, dear reader, finding out what is going on in the Swiss Colony in Great Britain, if you have not got the current issue of "The Swiss Observer"? How are you keeping in touch with your compatriots, especially if you are one, like myself, living fairly far away from the Metropolis?

Have we not all met, at times, those pathetic old boys who, for want of keeping in touch with things Swiss, have lost their sense of HOME and have become neither fish nor fowl, just flotsam? How pathetically shy and yet over-anxious they act when they happen to be once again among Swiss!

"The Swiss Observer" forms the *Link with Home* which keeps you Swiss. It is life-blood to the Swiss living here. Remember, a Swiss can be a sincere and true friend of his adopted country *only* if he remains a really sincere Swiss at heart. It sounds paradoxical, but a little reflection will soon show you what I mean by that.

How are you going to show your appreciation of what "The Swiss Observer" means to you? Would it not be a graceful gesture on your part if you did exert yourself in order to bring in *one* new subscriber?

I am told that there are still *hundreds* of Swiss who are not subscribers to our paper, and if you happen to know *one* of them, do try your hardest to make him a subscriber.

In paying such a graceful compliment to "The Swiss Observer", you will
 S end a message of goodwill to the Editor,
 W iden the scope of his work,
 I mprove the contents of the paper,
 S well the ranks of good Swiss in England,
 S trike a blow for cohesion among our Colony,

O ffer a fine example to others,
 B anish the feeling of selfishness,
 S nub the doubters in our National Motto,
 E ncourage all who work for the paper,
 R eclaim that *Link with Home* for yet another Swiss,
 V astly please yourself,
 E njoy the smiles of the Editor when he
 R ings you up with an invitation to lunch,
 and, above all, the toast you drink will come from
 your heart, and it will be

"THE SWISS OBSERVER"!
By an old subscriber.



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