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## FORTY YEARS SWISS OBSERVER

By THE EDITOR.



P. F. BOEHRINGER

died April 6th 1948

In this age of hustle and bustle forty years may not convey much as far as time is concerned. In a period when momentous decisions are frequent both in the political and economic spheres, when news becomes stale and out-of-date almost as soon as it reaches us over the wire, it seems to be almost pretentious to even mention the 40th anniversary of the "Swiss Observer". This event will most certainly not cause any stir in the newspaper world, nor will it affect the international situation in the slightest degree, and yet, laying aside for once any pretension of modesty, we feel that the reaching of a further mile-stone should not pass without at least expressing a few words of gratitude and appreciation to all those who have in one way or another, by their help and support, enabled us to carry on.

Priority should go to the late Mr. P. F. Boehringer, who 40 years ago conceived the splendid idea of starting a paper for the Swiss Colony in Great Britain. He had until his death borne the greater part of the financial burden of this venture. Equal thanks are due to his son, Mr. Oscar Boehringer, who, after the passing away of his father, carried on the publishing of the paper; he, too, has made many sacrifices to enable us to continue the work which was so dear to the founder. The editor wishes to take this opportunity of thanking him most sincerely for the help he has given him for the last eleven years.

Also entitled to gratitude is Dr. A. Lätt, the first editor of the "Swiss Observer", who put all his enthusiasm and skill in this new venture. Two subsequent editors, Dr. A. Lang and Dr. H. W. Egli, have both rendered many services to the Colony's official organ, for which they are entitled to our gratitude.

The writer, who completes to-day thirty years as editor, is deeply indebted to a number of past and present collaborators, who by their always ready help have enabled him to accomplish his task. Amongst those he wishes to single out are the late "Kyburg" (U. Bretscher), "ck." (Dr. Eckenstein), and M.G. (Max Gerig), who have rendered conspicuous services. The editor also wishes to express his thanks to some of his present collaborators, namely "J.J.F.S." (J. Schad), "Ponceone di Vespero" (J. Eusebio), "Mariann" (Mrs. W. Meier), "M.E." (Mrs. Ellison), "Gallus" (Willy Deutsch), Pierre Hofstetter, etc. Their assistance is greatly appreciated.

Unstinted thanks are due also to the numerous firms and individuals, who by their advertising have given us the means to keep this paper alive, as well as to all those many subscribers, who most generously have given, and are giving, us a little extra over and above their subscription.

We can to-day with some measure of pride and satisfaction, point to the fact that the "Swiss Observer", in spite of hard times, in spite of air raids during the last war (causing not inconsiderable damage to the publishers' premises), has managed to continue publication without a break for the last 40 years, thus establishing an almost unique record amongst Swiss papers published abroad.

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.

This birthday anniversary, therefore, means to us far more than merely accomplishing forty years of existence; it has convinced us that we have carried on in the right direction, and that we enjoy the confidence of our readers.

We are fully aware of the limitations a publication of this kind, with an obviously restricted circulation, sets before us; we are equally conscious of our shortcomings. The financial means at our disposal are small, thus limiting our scope considerably.

Whilst during the last few years we have been able to increase our circulation, we feel that there are still a considerable number of our compatriots who, for some reasons, deny us their support, which is so essential if we are to carry on in an efficient and dignified manner, and we would take this opportunity to make a fervent and sincere appeal to all members of the Colony to assist us in our endeavours.

In the past we have given support to many a Society, Institution and Venture, we have been successful in collecting, on various occasions, considerable sums through the medium of this paper for many purposes, and if for once we ask for some little recompense for services 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.

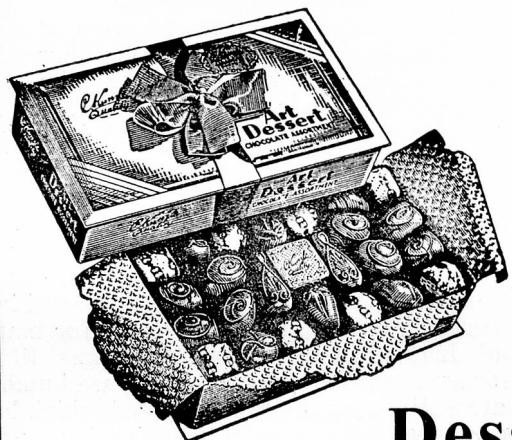
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Anniversaries provide not only opportunities for reviewing the past, but also for casting a glance into the future. Here we cannot help but strike a note of warning. The ever increasing costs of production, due to higher wages and the considerable cost of newsprint, are facing us with a difficult problem.



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The scanty arrival of new members to the Colony — which is dwindling alarmingly — is depriving us of new subscribers. Deaths and departures from this country have of late caused not inconsiderable losses, and unless these are made good by additional subscribers from resident Swiss, or by increased revenue from advertising, the future of this paper will be bleak and in jeopardy. Sacrifices which have been made in the past, either by the publishers or the editor, may not be forthcoming for an indefinite period. Amongst the many problems which are facing us in the future is also the one of inevitable change in the editorship.

These problems can only be solved by increasing support from all quarters of the Swiss community. With this help assured we are willing to carry on this publication, which has, we venture to say, rendered some useful service, not only to our Colony, but also to our homeland.

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