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CONGRATULATIONS

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

FROM THE SWISS AMBASSADOR.

18, Montagu Place,
London, W.1.
14th May, 1959.

A. Stauffer, Esq.,
Editor, "Swiss Observer",
London,

Dear Mr. Stauffer,

I have just learnt that in June of this year the "Swiss Observer" will be 40 years old and that this coincides with the 30th anniversary of your own active association with the paper.

40 years is a respectable age for any periodical, but 30 years of personal service to a cause is admirable. May I express to you my warmest congratulations on this double achievement.

In the years I have been in London I have come to realise more and more what an important part the "Swiss Observer" plays in the life of the Colony. It keeps us in touch with what goes on at home and is a link between our compatriots in Great Britain. Those who live in out of the way corners find it a valuable means of keeping in touch with the rest of us. The Embassy, too, are fully aware that they can always rely on your help.

We are all extremely grateful for your unceasing efforts on our behalf. May the "Swiss Observer" long continue this fruitful work and may you long remain its guiding spirit.

Yours sincerely,

A. Daeniker.

FROM THE SWISS AMBASSADOR IN WASHINGTON.

It gives me particular pleasure to congratulate the "Swiss Observer" on its 40th anniversary celebration this year.

During my stay in London I learned to appreciate very much the invaluable services which it rendered to the Swiss cause in general and the Swiss Colony in particular, and I hope that in the coming years it will be able to persevere in this course.

I have kept my subscription to the "Swiss Observer" during my mission in the United States and I always read it with great interest and enjoy keeping up with the activities of the Swiss Colony in Great Britain.

I welcome this opportunity of congratulating Mr. A. Stauffer for his wonderful activity as Editor of the "Swiss Observer" for thirty years. The "Swiss Observer" has been very ably managed by Mr. Stauffer with the assistance of the Advisory Council.

May I extend to the "Swiss Observer" my very best wishes for its continuing success and prosperity in the future.

Henry de Torrenté

June 1959

FROM THE FORMER SWISS MINISTER IN DUBLIN.

June, 1959.

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

Dear Sir,

In 1949, I had the pleasure to congratulate the Publishers of the "Swiss Observer" on its 30th year of existence.

To-day, the Official Organ of the Swiss Colony in Great Britain can celebrate a double event — its 40 years jubilee and the 30 years of Mr. Stauffer's connection with the Paper as Editor.

In expressing on this occasion my hearty congratulations to the Publishers and their Advisory Council, I would like to say that since the "Swiss Observer's" early days of life, and during my happy Mission in London, I have followed with special interest the efforts and sacrifices of its founder, the late Mr. Boehringer, which led to the present success of the Publication. The immense value of the "Swiss Observer" to the Colony and to all our Compatriots is now generally recognized.

During all these years, Mr. Stauffer has given to the Swiss Colony, the Swiss and the Swiss Societies in Great Britain, with his accustomed ability, untiring assistance and encouragement for which we are greatly indebted to him.

With all best wishes for the prosperity and continued success of the "Swiss Observer" and the well-being of its staff, I remain, Dear Sir, with kind regards,

Yours very sincerely,

W. de Bourg.

FROM THE SWISS CONSUL IN MANCHESTER.

June 1959.

Herrn A. Stauffer,
"Swiss Observer",
London.

Lieber Herr Stauffer,

Demnächst wird der "Swiss Observer" seinen 40. Geburtstag feiern. Als wertvolles Bindeglied unter den Landsleuten in Grossbritannien ist dieses Blatt in der hiesigen Schweizerkolonie zu einem beliebten Organ geworden. Hier im Norden, wo bei den grossen Distanzen viele Schweizer kaum oder nur in sehr beschränkter Masse die Möglichkeit besitzen, die gesellschaftlichen Beziehungen unter ihresgleichen zu pflegen, erfüllt der "Swiss Observer" nicht nur die Aufgabe der Nachrichtenübermittlung aus der Heimat, sondern ist auch dazu berufen, in den Herzen der in fremder Umgebung lebenden Landsleute das Gefühl der Zusammengehörigkeit zu pflegen und wachzuhalten. Dies weiss die hiesige Kolonie zu schätzen, dessen dürfen Sie, lieber Herr Stauffer, gewiss sein.

In diesem Sinne möchten wir dem "Swiss Observer" zu seinem 40-jährigen Bestehen herzlich gratulieren; gleichzeitig verbinden wir damit unsere aufrichtigen Wünsche für sein gedeihliches Fortbestehen.

Die Glückwünsche der hiesigen Schweizerkolonie richten sich bei dieser Gelegenheit ebenso an Sie persönlich als langjährigen Redaktor des Blattes, können Sie doch bei diesem Anlass auf eine 30-jährige Tätigkeit in der Schriftleitung des "Swiss Observer" zurückblicken. Wenn sich unsere Koloniezeitung in den Jahren ihres Bestehens gegen die verschiedenen Schwierigkeiten so erfolgreich zu behaupten vermochte, so haben wir dies in erster Linie Ihrem unermüdlichen Einsatz zu danken.

Mit dem Ausdruck der Anerkennung, sowohl in meinem Namen wie auch in demjenigen meiner Landsleute in Nordengland, Schottland und Nordirland, verbinde ich den Wunsch, es möge der Redaktion des "Swiss Observer" noch viele Jahre hindurch unter Ihrer gewandten Leitung stehen.

Mit landsmännischem Gruss.

Ihr,

M. E. Buchi.

FROM E. HOFSTETTER, SWISS CONSUL IN SCOTLAND.

8th June, 1959.

The "Swiss Observer",
23 Leonard Street,
London, E.C.2.

Dear Sirs,

The Fortieth Anniversary of the foundation of the "Swiss Observer" is approaching, and I should like to send my heartiest congratulations to the Editor, Mr. Stauffer, and to his collaborators. The "Swiss Observer" is such a valuable link between the Swiss in this country and Switzerland. In an abbreviated form we are informed about the happenings in the Swiss Government and in the country, and also specific events relating to Switzerland, which take place in this country. The paper presents a fine tradition of impartiality and neutrality, and particularly during the war, it was practically the only channel of information from Switzerland.

I understand that this Anniversary coincides with the Thirtieth Anniversary of Mr. Stauffer's connection with the paper. This is indeed a great achievement, and high tribute has to be paid to our good friend and Editor. With the greatest pleasure we read his able — and often humorous — descriptions of events in the Swiss Colony in this country.

I was very pleased to have the opportunity of making Mr. Stauffer's personal acquaintance during one of his holidays in Scotland. I found him to be a man of integrity, with a strong sense of duty and fine human qualities. I hope that Mr. Stauffer will be able to continue in office for many years to come, and I wish him happiness and good health for the future.

May we hope that the Swiss in this country will continue to give their full support to the "Swiss Observer" in the years to come.

Yours sincerely,

E. Hofstetter.
Consul.

FROM THE PRESIDENT, CITY SWISS CLUB, LONDON.

The Editor,
"Swiss Observer",
London.

June, 1959.

Dear Mr. Stauffer,

On behalf of all the members of the City Swiss Club, I would like to extend to you our best wishes and congratulations for the 40th Anniversary of the "Swiss Observer" and your 30 years of association with it.

I can assure you that, although it might not always be evident, we all fully appreciate the ceaseless efforts which must have gone into this enterprise by all concerned over the last 40 years. We too know how much you personally have done far beyond your onerous duties as editor and if the Colony to-day still has its own newspaper, we owe this to the greatest part to your unselfish and personal sacrifices. Our Club has much benefited from all this and we send you our sincere thanks and best wishes for the future.

Yours sincerely,

X. Speckert.
President.

FROM THE PRESIDENT SWISS MERCANTILE SOCIETY, LONDON.

A. Stauffer, Esq.,
Editor,

June, 1959.

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

Dear Mr. Stauffer,

It has come to my knowledge that the "Swiss Observer" will celebrate in June of this year its 40th Jubilee; furthermore that it will be 30 years that you have been connected with this well-known fortnightly newspaper.

This indeed is great news and I hasten, in the name of the Council and Members of the Swiss Mercantile Society, to offer the "Swiss Observer" — and to you personally as its Editor — our heartiest congratulations.

I take this opportunity to express to you personally our great thanks and appreciation for the unfailing courtesy and attention you have always shown to us in your numerous reports of the Society's activities over such a long period.

It is my firm opinion that your paper, as the official organ of the Swiss Colony in Great Britain, is more than anything else the link between the large number of widely scattered compatriots and, therefore, indispensable for the social and cultural life of the Swiss Colony.

We remember your Founder, Mr. P. F. Boehringer, an Honorary Member and former President of our Society, as a genial and courageous man of great vision and enterprise, and it is a great satisfaction to know that his son, Mr. Oscar F. Boehringer is so nobly carrying on the family tradition.

I am certain that you, my dear Mr. Stauffer, also an Honorary Member and former President of our Society, through your friendly sincerity as its Editor, have been chiefly responsible for the great reputation your paper to-day enjoys in the Swiss Colony.

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

Yours sincerely,
O. Grob.
President, Swiss Mercantile Society.

FROM THE PRESIDENT UNIONE TICINESE, LONDON.
The Editor, June, 1959.
"Swiss Observer",
London.

Dear Sir,

On this very happy occasion the Unione Ticinese send their sincere best wishes and congratulations and also our grateful thanks for many years of sterling service to the Colony. The "Swiss Observer" is the vital link between the many groups and individuals in the Colony and also with the home country. We wish the "Swiss Observer" many more years of service to the Colony.

It is indeed fitting that the 40th year of the paper should coincide with Mr. Stauffer's 30th year as its editor. During these thirty years he has shown the true devotion to duty and personal sacrifice of a real patriot which should serve as a shining example to all of us in the Colony. To Mr. Stauffer, a true friend of the Ticinesi, we send our best wishes for a "buon compleanno".

*P. Jacomelli,
President.*

FROM THE PRESIDENT, SWISS BENEVOLENT SOCIETY.
A. Stauffer, Esq., London, June 1959.
Editor, "Swiss Observer",
London, E.C.2.

Dear Mr. Editor,

As a regular subscriber to the "Swiss Observer" and in my capacity as President of the SWISS BENEVOLENT SOCIETY, allow me to associate myself with the many well-wishers of your paper on this memorable day of the 40th Anniversary of its first publication in 1919.

My Society and I are deeply conscious of and most grateful for the invaluable and unforgettable services which the "Swiss Observer", and you as its efficient Editor for the last 30 years, have rendered to us in particular and to the Swiss Colony in Gt. Britain in general.

Please accept my own and my Society's heartiest congratulations on your past achievements together with sincerest good wishes for the "Swiss Observer's" further progress and continued success.

To you personally, my dear Editor, as an honoured friend of many years' standing, the best of luck, good health and God bless!

Yours sincerely,
*F. G. Sommer,
President.
Swiss Benevolent Society.*

FROM THE PRESIDENT LONDON SWISS PHILATELIC SOCIETY.

A. Stauffer, Esq. 12th June 1959.
Editor,
"Swiss Observer"
E.C.2.

Dear Mr. Stauffer,

It is with great interest I learn that the "Swiss Observer" will celebrate in June of this year its 40th Jubilee and that it will also be 30 years since you have been associated with the Colony's Official Organ.

In my capacity as Patron and Président Elect for the 14th year of the London Swiss Philatelic Society it is my great privilege and pleasure to convey to your esteemed Paper and to you personally our heartiest congratulations on this very important occasion.

There is hardly any need to recall the great services rendered by the "Swiss Observer" to our Colony in Great Britain, but our Society has every reason to rejoice in your Celebration, as it was founded in January 1943 by the late Mr. P. F. Boehringer in conjunction with other members of the Swiss Colony to encourage good fellowship among the many Swiss Stamp Collectors in this country.

Thanks to the initiative undertaken by your Paper a good many readers living in different parts of Great Britain joined the Society, whose membership grew rapidly and to-day may be regarded as one of the largest Societies in the Swiss Colony.

This close link with your Paper and the Boehringer Family was duly confirmed as far back as 1949 when the 6th Annual General Meeting of the L.S.P.S. decided to name the Challenge Cup awarded for the best display of the Year, the Boehringer Challenge Cup to perpetuate the memory of our first President and co-founder.

This message of good will would be incomplete without recalling the good offices rendered by the Editor of the "Swiss Observer" who since the foundation of our Society has been one of our staunchest supporters and closest friends.

In the annals of our Society the name of the "Swiss Observer" and its popular Editor will live for ever!

Yours very sincerely,
F. Streit.

FROM THE PRESIDENT, N.S.H., LONDON.

The Publisher, London, May 1959.
The Editor,
The "Swiss Observer",
London, E.C.2.

Dear Sirs,

On the occasion of the "Swiss Observer's" 40th Jubilee, the Council and Members of the London Group of the Nouvelle Société Helvétique, take the greatest pleasure in sending their warmest congratulations to the Publisher and The Editorial Staff.

As slightly older contemporaries of the Colony's Official Organ, we have witnessed from the start the paper's birth, its adolescence and emergence into full manhood, and also its triumph over vicissitudes of all kinds such as indifference and insufficient support. It has fulfilled its tasks as Chroniclers of events in the Colony and Liaison Officers with our homeland with unflagging zeal, integrity and unshakable honesty, thus rendering sterling service to its subscribers, the Colony and Switzerland.

Nobody acquainted with events during the often turbulent years from 1919 to 1949 will fail to recognize that the men responsible for issuing and editing the paper must be imbued with a high sense of vocation and duty, coupled with an almost Churchillian capacity for overcoming adversity. It is truly an astounding achievement to which we, as a cultural organisation pledged to similar aims, are happy to pay our delighted and grateful tribute.

May you be able to pursue for many more years your honourable and meritorious task, with the enthusiastic support, we trust, of an ever increasing number of subscribers.

*For the Council of the
Nouvelle Société Helvétique,
London Group:
W. Renz. President.*

**FROM THE PRESIDENT, SWISS RIFLE ASSOCIATION,
LONDON.**

The "Swiss Observer", London, June 1959.
London.

Our sincere wishes and many happy returns to the "Swiss Observer" on its 40th birthday.

After the 1st World War, at a time when the Swiss in England were numerous, the need for a Swiss paper, which would give to our compatriots news of the activity of our Colony, was very great. The men of good will who were the sponsors of such a scheme have rendered a lasting service for which we are indebted. To the few of them who are still with us may we express our gratitude.

The "Swiss Observer" is by now a well established institution of our Colony. It has become a link between its members and contributes also to strengthening the ties with the mother Country, from which it brings always eagerly awaited news. To the aged who unfortunately can no longer take an active part in the life of the Colony and to those who may not be able to go on holiday to Switzerland, the "Swiss Observer" is an open window through which they receive a breath of air from the homeland.

Our Association is grateful to the "Swiss Observer" for the part it plays and the services it renders as a source of information. We offer our sincere thanks to the printers and their staff for their skilful presentation of the paper. We express our warm appreciation to all who through their articles contribute to make the "Swiss Observer" an alive and interesting journal.

To the Editor, Mr. Alfred Stauffer, who may look back on 30 years of fruitful activity, we present our congratulations and deep gratitude. The devotion shown by Mr. Stauffer in carrying out the responsible duties he assumes with such tact and competence, is a true testimony to the patriotic spirit which still lives on in those of our compatriots who have left our Country a long time ago. May the Swiss in England be fortunate and privileged to enjoy his excellent services for many years to come.

"Swiss Observer"! On this anniversary the Swiss Rifle Association presents arms to you!

A. Schmid.
Swiss Rifle Association.
President.

THE CHAIRMAN OF THE SWISS ECONOMIC COUNCIL.

The "Swiss Observer", June, 1959.
London.

Dear Sirs,

The "Swiss Observer" is celebrating, with this issue, its 40th Anniversary.

40 years of service is at any time a great performance, but is specially so in our turbulent times with a war intervening and an after-war period full of restrictions and complications. It must have required a tremendous effort both by the Publisher and the Editor to keep this publication going on such a high standard.

The reasons for its right of existence are, firstly, it informs us of what is going on in our home country and, secondly, it reports on the activities of the Swiss Colony here, and both these functions are carried out in an exemplary manner.

On behalf of the Swiss Economic Council, I wish to convey to the Publisher our sincere congratulations,

and to the Editor, who has so ably produced the "Swiss Observer" for the last 30 years, our warmest thanks for all he has done for the Swiss Colony.

M. Wiesendanger.
Chairman.

**FROM THE PRESIDENT OF FETE SUISSE COMMITTEE,
CONFRERIE VAUDOISE, FOUNDER SWISS ECONOMIC
COUNCIL.**

ON YOUR BIRTHDAY. . . .

Not long ago — as it so often happens — a very charming Lady with white hair was speaking to me about her "youngster". I imagined a playful, smiling and lovable boy full of the life he was about to enter. You can guess how great my surprise was when a man of about forty appeared, only to be greeted by a most affectionate and proud: "Here is my lad" . . . which did not surprise him!

The Fête Suisse is very much the "Old Lady" of the Colony and to call the SWISS OBSERVER her youngster is surely only a sign of her affection — and gratitude — for what it has done for her. Forty years! It is so old when you are ten years of age; it is being in one's best years when you reach it, and for those who have long past it you then again become a youngster! Such is the wonder of life when that life is rich, useful, good, so that you indeed feel that you are only beginning to be what you wanted to be! It is, our dear young Swiss Observer, what you have achieved through these long and yet short years. The white-haired Lady which is the Colony (far too white at times) looks at you on this your fortieth Anniversary with pride and deep affection. At your birth and when you were still only a child it brought you good wishes, compliments, at times it flattered you, so that when you started "really talking" you would remember these dear people and write about them and you did so, kindly, sometimes with that lovely humour which makes truth more pleasant. When you came of age and we were all going to celebrate, the clouds of War had arrived and like all young men of your age you entered the battle. At times it meant long absences but your visits were all the more welcome: they brought sunshine and hope into our homes, news from Switzerland, news of how we were all getting on and you reflected the spirit of strength, trust and courage with which we were sharing with our British hosts we admired so much, the battle for what was right and good, feeling that in doing so we were also serving our little country and its ideal. Through you we shared the misfortunes of some of our compatriots, we took pride in the achievements of others, we read about the activities of our various little colonies in Great Britain. In other words you kept us together, closer together than we had ever been, and for this alone we owe you a very great debt of gratitude.

And now you are forty! You lucky chap! At forty you begin life, you fight with the advantage of experience, you are old enough to know quite a bit but still sufficiently young to want adventure, to defend ideals, to achieve; indeed the best years are in front of you. Now you have acquired a reputation. Do not forget that it is your capital and that the more you have the easier it is to increase it, so "SAIL ON", our dear S.O.! Anatole France said: "On offre les épines aux vivants et les roses aux morts". . . but to you we offer while you are well alive, a big and well-earned basket of red roses so that you should "bloom-ing well" keep alive for a long, very long time yet;

and we do it with our heartiest congratulations, our gratitude!

But the joy of an Anniversary sometimes is so great that one forgets to whom so much indeed is owed and nothing is more moving than if the "Geburtstags-kind" turns to a loved one and embraces him saying: "It is really to you that I owe the greatest part of all this"! I think everyone in our Colony will applaud, some with hardly hidden tears in their eyes, when our S.O. probably in the person of Mr. Boehringer as the proud Son of a very great Father who founded it, will say it to Alfred Stauffer who for now thirty years has been serving its cause. He was in the prime of a rich life when he joined them and he very soon became the "reporter" which everyone expected to be there, but who was welcome as the Friend who would listen patiently to what was said, never mind how interesting it was; the Ladies expected him to say something flattering about their dresses and those who were endeavouring to bring an innovation into that rather conservative Colony relied on HIM to explain it. . . and get it passed! No meeting was too small for him to attend, no function, not even the visit of General Guisan, was too big when it came to speak from the heart, to awaken in us not only the pride we should always have to be Swiss but also to make our country proud of us! The Fête Suisse has been one of those occasions when Freddy Stauffer has used all his gifts, his kindness, his patriotism to help, to bring people (he almost fetched them out of their homes), and his congratulations as well as his just criticism have always been true, kind, helpful. He has never been seeking honours, his modesty is traditional, he has always been just one of us, yet what he wrote has often had a great influence.

As President of the Fête Suisse, this "old lady" of the Colony, I want to express from the bottom of my heart my thanks and wish him well; we all thank God that there are still such men amongst us who think kindly, write about what is good, men who in spite of a very long stay abroad have remained true Swiss, true sons of our Land. His success only proves how true it is that

"the highest fame was never reached except by what was aimed above it."

With all my gratitude and our affection,

Alfred Renou,
President of the Comité de la Fête Suisse
and the Confrerie vaudoise
Founder of the Swiss Economic Council.

FROM THE PRESIDENT, SWISS Y.M.C.A. LONDON.

Mr. A. Stauffer, London, June 1st, 1959.
Editor,
The "Swiss Observer",
London, E.C.2.

Dear Mr. Stauffer,

On behalf of the Swiss Y.M.C.A. I should like to congratulate you on your success as editor of the "Swiss Observer" over a period of 30 years. During this long stretch of time you have in no small way contributed to the life of the Swiss Colony in London. The news you gave us on Switzerland always enabled us to keep abreast of events there, and your reports on Swiss activities in Great Britain proved of interest to those who have returned to their homeland.

Last but not least, the "Swiss Observer", during the 40 years of its existence, has forged an important link between the churches, the Embassy and the Swiss

Societies in Great Britain. It is appreciated that our own activities are made known in the "Swiss Observer".

We extend to you our best wishes for many years of useful and happy service to your countrymen, through your organ, the "Swiss Observer".

Yours sincerely,

W. Fischer, President.
Swiss Y.M.C.A.

FROM THE PRESIDENT, "SCHWEIZERBUND" (SWISS CLUB).

The Editor, London, June 1959.
"Swiss Observer",
London.

Dear Sir,

Just a Wish for many Happy Returns to the "Swiss Observer" on the occasion of its 40th Anniversary, and a simple but sincere thank you for the many services which it has rendered to the Swiss Colony during these years. May it long continue to perform its irreplaceable function.

We would also take this opportunity to express our gratitude to Mr. A. Stauffer for the devoted manner in which he has served the Colony, in his capacity as Editor, over the past 30 years, and wish him many more happy publishing days.

V. Berti, President.
"Schweizerbund" (Swiss Club).

FROM THE CONSISTOIRE OF THE SWISS CHURCH.

The Editor, London, June 1959.
"Swiss Observer",
London.

Dear Sir,

As one of the oldest institutions in the colony, the Swiss Church in London has during its almost 200 years' existence been closely associated with the life of the Swiss resident in the U.K. Many of its erstwhile functions, such as the issuing of passports for Swiss nationals during the French Revolution, or assisting poor and destitute compatriots, have in the course of the years been taken over by other bodies, like the Swiss Embassy and the Swiss Benevolent Society, with many of whose activities it is still closely connected. The Consistoire of the Swiss Church is grateful for the support, which it has always received from these and other organisations, and warmly welcomes this opportunity to join them in thanking the Publishers and the Editor of the "Swiss Observer" for their unfailing kindness and readiness to publicise so effectively the various activities of our Church, and for their services to the Swiss Colony as a whole. In congratulating them on their past achievements we add our best wishes for the paper's success and prosperity in the future, expressing at the same time the hope that the Swiss Colony will come to appreciate even more fully the value and importance of its own paper by giving it the moral and financial support which it deserves and without which it cannot carry on.

For the Consistoire, *H. Mock.*

FROM THE CHAIRMAN SWISS CATHOLIC COMMITTEE.

The Editor, May 15th 1959.
"Swiss Observer",
23 Leonard Street, E.C.2.

Dear Mr. Stauffer,

It is with the greatest of pleasure that I too will add to the many congratulations you will receive for the "Jubilees" of the S.O. and the "Editor".

I have been a subscriber to the S.O. ever since its first issue and I can truly say that almost every issue has been read by me with interest.

We the "old stagers" in the Colony will well remember the many difficulties and ups and downs the S.O. had during its 40 years of existence and that we still have the S.O. to-day is almost solely due to your own personal work and perseverance.

Of course we cannot forget the efforts and sacrifices made by the founder, the late Paul Boehringer, equally the great help given to-day by Mr. Oscar Boehringer of the Frederick Printing Co. and the many willing collaborators the S.O. could call upon during these 40 years.

Your colourful, at times also criticising, reports on the doings in the Colony have always been so enlightening and entertaining, not an easy task when you had to deal with and please some 18-20 Swiss Societies. How you managed to attend all the various functions, dinners, meetings etc. during these years is a marvel and it is not surprising that brought about not only your corpulent appearance but also many grey hairs and wrinkles in your so cheerful face.

The well selected "News from Home" is always so interesting but what impressed me most during these years were your own special messages in the S.O. for Christmas, Easter, 1st of August and the Bettag. These articles always rightly showed your truly Swiss and Christian faith and outlook.

May the Swiss Colony be able to have you for many more years as the Editor of the S.O., the paper that the Colony cannot and will not do without.

During the many years of association with you on behalf of different Swiss Societies I have always found you most helpful and for the Swiss Catholic Committee I can say that you have always given us support in a most generous and tolerant way.

Once more grateful thanks for what you have done in the past and all best wishes and God's blessing for the future.

Yours sincerely,

J. J. Boos,
Chairman Swiss Catholic Committee.
15th May 1959.

FROM THE PRESIDENT, SWISS CLUB MANCHESTER.

The "Swiss Observer", June, 1959.
23 Leonard Street,
London, E.C.2.

Dear Sirs,

It is indeed a pleasure to congratulate the "Swiss Observer" on its Ruby Jubilee. Forty years is a long time in such a changing body as a Swiss colony abroad. We thank the "Swiss Observer" and its Editor, Mr. Stauffer, who has been associated himself for thirty years with this publication, for keeping the liaison alive between Switzerland and the Swiss in the United Kingdom, and for faithfully reporting the happenings in Switzerland and in the Swiss colonies in this



Illustration shows part of Rolstore installation at Northern Assurance Co's Record Office, at Moorgate, London

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country. With our thanks, we would like to combine our wishes for the future. We hope that the "Swiss Observer" will bring pleasure in many homes for many years to come: ad multos annos!

*H. B. Knuchel,
President.
Swiss Club Manchester.*

FROM THE PRESIDENT, SWISS CLUB, DUNFERMLINE.

A. Stauffer, Esq.,
Editor,
"Swiss Observer",
London.

Dear Mr. Stauffer,

I have heard with much interest that the "Swiss Observer" is shortly celebrating its 40th Jubilee, and that you have been connected with the paper for the last 30 years.

We are greatly indebted to the "Swiss Observer" and everybody connected with it for the invaluable service you provide to the Swiss Colony in Great Britain. I would like to send you, on behalf of the Swiss Club Dunfermline, my heartiest congratulations and my best wishes for the future of the Colony's Official Organ.

I particularly appreciate your own services, Mr. Stauffer, for the benefit of our Colony. May I say to you a sincere THANK YOU and express the wish that you may long be spared in good health and spirit to guide what has become to all of us an institution we would sadly miss.

With kindest regards, I remain,
Yours sincerely,

B. Frick.

FROM THE PRESIDENT OF THE SWISS CLUB BRADFORD.

A. Stauffer,
The "Swiss Observer",
London.

Dear Mr. Stauffer,

It gives me great pleasure indeed to send the "Swiss Observer", on behalf of the Swiss Club, Bradford, sincere congratulations on the occasion of the 40th Jubilee.

I also wish to add my personal appreciation of your editorship which has been such a feature for the last 30 years and trust that it will continue for many years to come.

Yours sincerely,

C. F. Illi.

FROM THE PRESIDENT, SWISS CLUB BALLOCH.

Mr. A. Stauffer,
"Swiss Observer",
London.

Balloch, June 1959

Dear Mr. Stauffer,

40 Years "Swiss Observer"

Hearty congratulations from the Swiss Club Balloch to Mr. Stauffer as the very successful editor of the "Swiss Observer", and to his fellow members on the Advisory Council.

Ever since the foundation of the Swiss Club Balloch, the "Swiss Observer" has been one of our official organs, and is well read by all our members. It is well worth remembering that, during the war years, the "Swiss Observer" was sometimes for many months the only link between us and our Homeland. For that we must hold Mr. Stauffer and his fellow advisers in high esteem.

It is unthinkable that the "Swiss Observer" should ever get into financial difficulties and, in our opinion, this Jubilee year provides us with an opportunity to prove how well liked the "Observer" is, by giving an extra donation to ensure that its financial position is on a secure footing.

In conclusion, the members of the Swiss Club Balloch wish the "Swiss Observer" a happy and prosperous future.

Yours sincerely,

*H. Berli, President,
Swiss Club Balloch.*

FROM Dr. H. W. EGLI, at one time Editor of the "Swiss Observer".

To the Editor,

"Swiss Observer",
23 Leonard Street, E.C.2.

Dear Sir,

The 40th anniversary of our Colony's newspaper and the 30th of its genial and devoted Editor are events calling for unstinting praise and thanks from all who care for keeping the memory of our far-away home-country alive and up-to-date in our midst. The importance of having a periodical as a link between the various sectors of our Colony as well as with the home-country cannot be over-emphasised. From my contacts with other Colonies I may say without exaggeration that we are envied by all of them for the possession of undoubtedly the best Colony newspaper. I have learnt to appreciate its rare value particularly during the ten years of my presidency of the Nouvelle Société Helvétique as an advertising

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medium for our meetings as well as, and above all, a reporting organ whenever there was anything of importance one wished to convey to the Colony. The discussion of our problems in the columns of the "Swiss Observer" has often proved invaluable. And the regular summaries of events in the home-country represent a service to Switzerland and our Colony of equally inestimable value.

Our profound thanks must go both to Oscar Boehringer for carrying on his father's selfless effort of publishing the "Swiss Observer" decade after decade and to our staunch and trusted friend Freddy Stauffer who has held the editorial fort for us during so many years. From my own experience as Editor of the "Swiss Observer" for a short while in the twenties I can admire Fred's skill and good humour and hard work to keep the paper going and the Colony happy even more than some of his other readers. To both the Publisher and the Editor I can only say: thank you a thousand times and please never tire of your good work.

Yours very truly,

Hans Egli.

**FROM GOTTFRIED KELLER, LONDON EDITOR
SWISS TELEGRAPH AGENCY "BASLER NACHRICHTEN".**

To the Editor, London, May 1959.

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

My dear Colleague,

You asked me recently whether I felt like sending you, as I did ten years ago, a message of good wishes on occasion of the "Swiss Observer's" 40th and your own 30th Jubilee. Of course I do.

On looking up what I wrote ten years ago, I find that I then said that the Editor, like the paper, had become institutions of the Colony and that I often marvelled at his capacity of sitting through endless dinners and even more endless speeches, while always remaining pleasant, unruffled and amiable.

My admiration for Mr. Stauffer has, during the last ten years, increased considerably: not only has he sat through more dinners and speeches, but he has actually managed — somehow — to look ten years younger with it all. How he does it, I just do not know. In any case there is no trace of any "déformation professionnelle" in him. I envy him and would like to express the hope that in another ten years' time we shall all be watching him taking part in even more activities.

It is probable that not many of the readers of the "Swiss Observer" realise the extent of the effort

needed to produce and so ably edit the paper. They tend to take the "S.O." and its editor's health and energy for granted.

On the occasion of the paper's 40th, and the editor's 30th, jubilee it seems a good moment to ask all the "S.O.'s" friends to reflect on these things for a little while and perhaps to try and renew their efforts to support the Colony's link.

With every good wish for continued success for the "Swiss Observer", for its editor and also its publishers,

Gottfried Keller.

FROM THE EDITOR SWISS JOURNAL, SAN FRANCISCO.

San Francisco, Cal.,
May 16th 1959.

Mr. A. Stauffer,
Editor The "Swiss Observer",
London.

Dear colleague,

Because "we speak the same language" — as the saying goes in our journalistic careers where glories and miseries are understood and equally shared — I feel that much gratitude and admiration is due you for the 30 years of work and efforts dedicated to put in the mail fortnightly the "Swiss Observer": a beautiful and clean news-magazine, editorially perfect, tipographically up-to-date and most of all rich in that particular kind of news, reportages, illustrations and even advertisements that are, and must be, the characteristic of the Swiss Press in foreign countries.

Because, as I stated above, I also know too well how hard you must have worked to perform the feat, and how sometimes you must have slaved in misery in order not to disappoint a friend or miss an important news in spite of difficulties having to do with the date-line and the Post Office; and because in spite of honest efforts sometimes we are misunderstood, and the reward is criticism, and too often even ingratitude, I can very well appreciate what 30 years of dedication as editor means to you personally and to your colony, the people you have served so well, and for so little in material gains.

To the Swiss and Anglo-Swiss who are today paying tribute to you Mr. Stauffer I say that they are performing a noble duty because a gesture of appreciation by the many means much more than material gains in our profession and mission. And in this manifestation of gratitude and good wishes I fully join with this message: "Congratulations and best wishes that you may enjoy many more years as editor

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To the 'Swiss Observer' — which I receive regularly since many years, and carefully read, not only to be enlightened as to what the Swiss are doing in dear England, but also for something to steal for my readers — I pay tribute on its 40th anniversary and say: **HAPPY BIRTHDAY**, wishing to it many more because the mission of the press has no end!

Sincerely yours,

Mario Muschi,
editor,
"Swiss Journal".

**FROM THE EDITOR OF THE "ECHO",
AUSLANDSCHWEIZERWERK OF THE N.H.G. BERNE.**

Bern, 19. Mai 1959.

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

Sehr geehrter Herr Redaktor,

Nicht ganz frei von Neid stelle ich als deutschsprachiger Redaktor des ECHO fest, dass der von Ihnen so reichhaltig gestaltete "Swiss Observer" das 40. Jubiläum feiern kann, während unsere Monatschrift der Auslandschweizer erst im 39. Jahrgang steckt.

Gerne benützt das Auslandschweizerwerk die Gelegenheit, um dem Schweizerblatt in London, seinem umsichtigen Redaktor und den vorzüglichen Mitarbeitern unsere Anerkennung und unsern Dank auszusprechen. Der "Swiss Observer" hat es verstanden, in seiner einfachen und sachlichen Art zu einer wichtigen Stütze des Schweizertums in Grossbritannien zu werden. Er vermittelt geschickt ausgewählte Nachrichten aus der Heimat und orientiert von hoher Warte aus über kulturelle und staatspolitische Probleme unseres Landes. Die Leser des Blattes behalten solcherweise den Kontakt zur Eidgenossenschaft, der sie ja auch in der Fremde als vollwertige Glieder angehören. Vor allem aber wird der Zusammenhalt zwischen den Schweizern in allen Teilen Britanniens gefördert.

Was am "Swiss Observer" sogleich auffällt, ist die übersichtliche Einteilung des Blattes, welche schon äusserlich die klare, saubere Haltung der Zeitschrift bekundet. Der ständige Leser würdigt zudem die gepflegte Sprache und die knappe, aber treffende Art der Orientierung. Ihnen, Herr Stauffer, der Sie dieses vorbildliche Kolonieblatt seit 30 Jahren mit viel Liebe gestalten, gebührt der herzlichste Glückwunsch des Auslandschweizertums und der Heimat.

Ihnen und den Lesern des "Swiss Observer" sendet die besten Grüsse.

Erich Kisslig.
Auslandschweizerwerk der NHG
und
Redaktion Echo



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