

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1970)

Heft: 1604

Artikel: Federation of Swiss societies in U.K.

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DOI: <https://doi.org/10.5169/seals-691696>

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When the S.O. was 45 years old, I said that I was convinced of the important and useful function of the "Swiss Observer" as the Colony's paper. I quoted Geoffrey Tier's words "Ideals are precious things to be nurtured and cherished by care and understanding". I was confident that with the Editor's care and the readers' understanding the S.O. would continue successfully on the road to the Golden Jubilee, its quality improved, its finances strengthened and its reputation unimpaired. That would be the time to celebrate on glossy paper.

If once again we have now had to decide not to celebrate in a special double anniversary number on art paper, it is purely a matter of economics. The ideals are still there, and the publishers, the Editor and all those connected with the paper want to go on looking after the "Swiss Observer". How long this will be possible, depends on the support of subscribers, advertisers and societies. Let us hope that there is still plenty of idealism and enthusiasm of the brand which induced Paul Boehringer and his friends to start the venture, and which compelled Fred Stauffer to devote half a lifetime to the noble task.

(MM)



Alfred Stauffer (1889-1965)

FEDERATION OF SWISS SOCIETIES IN U.K.

FROM THE PRESIDENT

The continuance of any serious newspaper or periodical during half a century is a remarkable achievement in our time anywhere. How much more reason have we for rejoicing when it is our own "SWISS OBSERVER" that has survived such a long and troubled period in independence and dignity!

Writing as President of the Federation of Swiss Societies in the United Kingdom I feel sure that I am expressing the thoughts of our whole Colony in congratulating the S.O. for this achievement and wishing it as great a success in the next half-century.

Both as a sole recorder of the life and events of our Colony and as a medium of continuing contact with the homeland, keeping us informed of its problems and development, the S.O. is held high in the hearts and esteem of all of us treasuring our Swiss heritage and anxious to continue to share in its maintenance to which the Swiss abroad can make an important contribution.

As a journalist of long experience,

including even a short spell of editing the S.O. in the late 'twenties, I may perhaps add my professional appreciation of the untiring work and personal sacrifices I know to be required for each number of this publication on the part both of the editor and the publisher. My admiration of the sterling work of Mr. Stauffer and Mrs. Meier, that has brought the S.O. to its high standing, also goes out to their present successor Mr. Béguin in his valiant attempt to fashion the paper in a younger mould despite the criticism he is bound to rouse thereby from time to time.

My jubilee message to the S.O. would not be complete without due appreciation being expressed also to the Advisory Council, especially its former and its present chairman, Mr. Robert Keller and Mr. Gottfried Keller, as well as to the publisher for their determined efforts to keep the publication going. Those of us who knew the founder of the S.O., Mr. P. F. Boehringer, were particularly happy to witness the continuance of his self-denying patronage of the paper as publisher and printer by his son Mr. Oscar Boehringer.

Regretfully I feel, in conclusion, that I should not omit to refer to the fact that, despite so much devotion, the S.O. still is and has always had to be run on a shoestring. In a relatively small Colony as background it could obviously never be a flourishing proposition. Yet it may be recognised that there are still many Swiss in the U.K. not subscribing to the S.O. though they could easily afford it. Surely, a great proportion of them could be persuaded to make this small sacrifice in appreciation of the patriotic importance of continued publication of the S.O.

Let this, then, be our resolution on the occasion of the Golden Jubilee: to recruit, each one of us, at least one new subscriber to our cherished paper.

Dr. H. W. Egli