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The Swiss Observer

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Editor's telephone: 01-892 5920

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Birthdays & Anniversaries

The following readers will be celebrating birthdays and anniversaries during the next few weeks:

Mr. O. Rohn will be 72 on 1st October. Mr. H. Humbel will have his 73rd birthday on 5th and Madame de Fischer, Berne, will celebrate her birthday on 10th October. Mrs. M. Kaeufeler will have hers on 18th and Mrs. H. Shepherd will be 76 on 21st of the month. Dr. E. M. Bircher (Bissone TI) will be 83 on 22nd October and Mrs. Th. Furrer 88 on 24th. Mr. H. J. Thomson will have his

64th birthday on 25th October and Mr. A. Kunzler will be 82 on 15th November (the only reader whom we know with a birthday in November).

Mr. and Mrs. W. Reutlinger (Basle) will have their 33rd wedding anniversary on 9th October, the same day as Mr. and Mrs. E. Bader will have been married for 63 years — a great achievement indeed.

Congratulations and many happy returns to all of them and any other subscribers whose birthdays or anniversaries we are unaware.

FORTHCOMING EVENTS

21st September, 7 p.m. OPEN MEETING of the Nouvelle société Helvétique at the Swiss Embassy Lecture Hall, 16/18 Montagu Place W1. There will be reports on the Assembly of the Swiss Abroad at Einsiedeln and information will be given on various

matters of interest to Swiss living outside Switzerland (legislation affecting Swiss abroad, information, Solidarity Fund which is celebrating its 20th anniversary this year, etc). All Swiss and their friends welcome.

Nothing can stand still, no matter how good it is. And your "Swiss Observer" is no exception to this rule. With effect from next month's issue readers will be noting a substantial change in the appearance of their paper.

The installation of new and sophisticated typesetting equipment at our printer has presented us with a golden opportunity of presenting your paper in a modern typeface, a typeface developed in Switzerland to give maximum readability with a pleasing presentation. Called Helvetica it offers a "clean looking" print. But the change is not being made just for the sake of it. For some years now material sent from Switzerland on film for inclusion in our special issues has been in a different typeface from that used in our normal issues. The new face, although not identical to that used in the specials, is very similar and will offer some exciting possibilities to further improve our layout techniques. We hope you will like it! We think you will, if only because its introduction proves, if proof were needed, that your paper still keeps pace with the times—as it has done for almost sixty years.

Editor.

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ON THE FRONT PAGE

Yodelling and a typical form of bell-ringing (tuned bells on the three leading cows produce sound through rhythmic movement) are part of the procession of cattle to the pastures of Appenzell. Full story and more pictures on pages 12 and 13.



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