Birthday wishes

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20 YEARS SWISS OBSERVER

by the EDITOR.

In this age of hustle and bustle, twenty years may not convey much to us, as far as time is concerned; in a period pregnant with excitement and general unrest, when news becomes stale and out of date almost as soon as it is switched over the wire, it seems to be almost pretentious to even mention the 20th anniversary of the "Swiss Observer."

And yet the passing of a further mile stone, should not go by unrecorded. An anniversary like this will most certainly not cause any stir in the newspaper world, nor will it affect the international position in the slightest degree, in fact it will be hardly noticed, and yet, laying aside for once, any pretention of modesty, we feel that such an event concerning mainly the Swiss Colony in Great Britain, should not pass without at least a few words of gratitude expressed to all those who have in the past helped to carry on a work which has, from the very beginning, adopted the motto of our country "One for all, all for one."

First honour should go to the Publisher, Mr. P. F. Boehringer, who conceived the splendid idea of starting a paper for the Swiss Colony in Great Britain, and who, has up to now, born the greater part of the financial burden involved.

Equally entitled to gratitude should be Dr. A. Latt, the first Editor of the "Swiss Observer," who put all his enthusiasm into this new venture. Two subsequent Editors, Dr. Lang and Dr. Egli both have rendered many services for which they are entitled to sincere thanks.

The writer, who, at the same time completes ten years as Editor, is deeply indebted to a number of collaborators, who, during his time or before, have ever been willing to give their support, such as "Kyburg," "ck.," "Dr. E," "Gallus," "H.E.," etc., etc., their unselfish and always ready support will always be remembered by him with gratitude.

The Editor wishes to express his sincere thanks to all the various firms and individuals, who have given him, in such a generous manner, their support by advertising in the paper, without their continued support, it would have been almost impossible to carry on.

We can to-day, with some measure of pride point to the fact, that the "Swiss Observer," in spite of hard times, has managed to carry on its publication without a break for the last twenty years, thus establishing an almost unique record amongst Swiss papers published abroad.

One of the reasons, and perhaps the only one for this achievement is, that the paper which was started in a modest way, has been carried on in that spirit, unlike some of our contemporaries, which at one time or other have been launched on a much bigger scale, and which have later on, unfortunately, owing to lack of financial support been compelled to go out of existence. This policy, although often misunderstood, has enabled us to weather many a storm and many a crisis, it is in fact the only policy which will ensure a continuance of this publication.

The many 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 Publisher and have given us a new impetus to carry on our work.

This birthday anniversary therefore means to us far more than only passing twenty years of existence, it means to us, that we have carried on in the right direction, and that we are enjoying their confidence.

We are fully aware of the limitations a publication of this kind sets before us, we are equally conscious of our shortcomings, but we are determined to improve and perfect this venture within the scope allowed us. The financial means at our disposal are small, whilst other publications can claim the collaboration of various members on the Editorial staff, in the political, literary, art, commercial and social spheres, such subjects of a great diversity have, in most cases, to be dealt with by the one and same man, thus requiring a versatility which at times makes heavy demands on the person in charge.

Whilst, during the last few years, we have been able to increase our circulation, in spite of a continuously decreasing number of Swiss residents in this country, we feel that there are still a great number of our compatriots who, for one reason or other, deny us their support which is so necessary, in order to allow us to carry on in a dignified manner, and we would take this opportunity to make a fervent and sincere Appeal to all the members of the Colony to give us their support by subscribing to our weekly paper.

We have supported in the past many a Society, and many a venture in the Colony, we have been successful in collecting on various occasions considerable sums through the medium of this paper for all sorts of purposes and institutions, and if, for once, we ask for some little recompensation for services rendered, we feel that we are entitled to the same support which is so often asked from us, and which we have never refused.

The Editor therefore looks forward to a further period of useful work, both in the interest of the Swiss Colony in Great Britain and our beloved country, and he expects the whole-hearted collaboration of all those who have the welfare of the Colony and the Country at heart.

BIRTHDAY WISHES.

Dear Mr. Editor,

This festive day,
Festive for you and our link with home,
"*The Swiss ~~Observer~~,*" ~~shall not~~ pass ~~unsung~~.
May these Good Wishes to you both convey
— On having safely reach'd the 20th tome —
Congratulations that your hearts keep young!

You bring to scores of readers week by week
—Wrapp'd in your saucy dress of hopeful green—
Intimate news from our native land
Which, in the daily press, in vain we seek
And from the colony, where you are keen
To play your part, to lend a helping hand.

Though, Mr. Editor, sometimes we feel
We'd like to fly abroad by aeroplane,
Or meet the great ones, visiting these isles;
Partake with you of many sumpt'ous meal,
Where they serve cocktails, oysters and
Champagne
And earn the pretty ladies' grateful smiles.

Yet, there's no envy — for, on second thought,
No job is "Roses, roses all the way;"
Hard is your work, though looks don't pity you!
Yes, even Editors at times get caught,
When other people have too much to say
And this escapes that pencil, fat and blue.

Thus we come back to Wishes most sincere
To our "*Swiss Observer*" and its staff:
Long life to them and great prosperity!
Let us salute so valiant a career,
Achiev'd since P. F. B.'s first paragraph
And pledge each other Swiss fidelity.

GALLUS.

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