

# From the editor's workshop

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### FROM THE EDITOR'S WORKSHOP

At the end of this month it will be three years that I took over the editorship of the "Swiss Observer". They have been three interesting and rewarding years. There have been ups and downs, and I am still learning. It is not for me to evaluate the success or otherwise of my work. But I may say that I have been given a great deal of encouraging help and understanding in a not particularly easy job.

On 21st June, it will be 55 years since the Frederick Printing Company was founded by the late Mr. P. F. Boehringer, who, with the help of some friends in the Swiss Colony, also established the "Swiss Observer" in 1919. May I be permitted to congratulate the Frederick Printing Company and the Boehringer family on this anniversary. We are indebted to them for their continued assistance to the Colony's official organ. They are still providing the S.O. with a rent-free office and some clerical and other help.

After three years of editing the "Swiss Observer", I am also aware of the part played in the life of this paper by the subscribers and advertisers, as well as the Swiss societies and organisations, and I sincerely appreciate their continued support.

My worries regarding the S.O. are shared by the Publishers and the Advisory Council. The fresh rise in the cost of printing and paper and the recent increase in postage augur badly for the balance in the next accounts. Coupled with the ever-shrinking number of permanent residents in this country, the picture of the S.O.'s future is none too rosy, and we need your support more than ever. We do not wish to increase the subscription rates if we can possibly help it. But there are ways of giving us additional support. In his appeal on 10th January 1964, the Chairman of the Advisory Council, Mr. R. J. Keller, suggested four such ways: obtaining new subscribers, taking out gift subscriptions for friends or old age pensioners who can no longer afford the "Swiss Observer", by persuading business houses to take advertising space and by giving donations, making the annual subscription something more than the minimum 35/-. In this connection, I should like to quote from a letter from a new subscriber in Surrey who had not heard of the S.O. until she was recently approached by a member of the Council. She wrote "I see that the paper was founded in 1919 — and I am amused that it has taken us over forty years to meet! I imagine we were both asleep and *you* have woken up — and so I enclose a cheque for a year's subscription and send my best wishes."

There are some minor, though no less useful ways in which more subscribers can help. Whenever possible, please send your subscription *the first time* the reminder slip appears in the S.O. A Banker's Order may save you the trouble of having to remit. If, for some reason, the S.O. is no longer required, an *early* notification would be much appreciated. All this not only saves valuable time, but also money (labour, postage and paper).

Sometimes I get complaints that no notice of a change of address was taken and that the S.O. had had to be forwarded from the old address. This is usually not the case, for I alter the address on a wrapper if it has already been addressed before the change was notified.

Sometimes a "Swiss Observer" gets lost in the post — I shall always be glad to send another number, so please let me know.

Whilst I am listing wishes — I should be grateful to hear of special birthdays (70, 75 etc.), anniversaries, births

and deaths in the Swiss community. They are always of interest to readers of the personal column, and it happens sometimes that I do not hear of such an event for weeks, if at all.

Having to read, sort out, prepare, translate or write, to make up the paper, to look after subscriptions and most of the correspondence single-handed, I am not able to use all the material sent to me from Switzerland to the extent I should like. If any reader would be prepared to write periodical reports on a subject such as sport or art, it would add variety and please some of the readers who miss information in certain fields. I should be able to pass on plenty of material on any given subject regularly, mostly in German, to anyone interested in reading it and making short résumés in English. There used to be such regular honorary contributors before the war — today apart from much valued writers of reports and occasional articles, we only have one, *Poncione di Vespero* (Mr. J. Eusebio) who writes the Italian page. Any such offer would be welcome.

This brings me to my last item. When I took over the editorship after my husband died, I had already written for the "Swiss Observer" for nearly thirty years and always under "Mariann". This pen name was automatically taken over, as it were, from my amateur into my professional status. I have at times felt a little embarrassed when as a result of a more than usually busy social month in the Colony, several reports of mine appeared in the same issue, and it began to look like a "Gazette de Mariann". Yet, societies expect to have reports on their functions signed.

I have therefore decided to stop being sentimental and not to cling any more to this relic of my youth. My contributions, reports and editorials on special occasions will in future be signed MM. I hope I shall remain Mariann to the many friends it has been my privilege to make amongst the readers of the S.O. I can assure them that this alteration is purely a matter of expediency and not a change of heart.

MM

### INCREASE IN SWISS EXPORTS OF CHEESE

With a total of 2,623 ten-ton waggon loads. Swiss exports of hard cheese during the period 1963/64 broke the record made as long ago as 1926/27. Compared with the earlier period (2,590 waggon loads), the increase amounted to about 1.3%. The Common Market (European Economic Community) is Switzerland's biggest buyer in this field, since it accounted for 79.9% of the total exports. Exports to Italy and France alone represented 58% of the total. The much smaller deliveries to EFTA countries (European Free Trade Area) also increased, rising from 2.97% to 3.39% of the total figure.

[O.S.E.C.]

	<p><b>THE MAIN STATION and AIRLINES TERMINAL RESTAURANT</b></p> <p><i>... in a class of its own</i></p> <p>R. Candrian, prop.</p>
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