

The swiss ambassador to the court of st. James's wirtes:

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The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

The Official Organ of the Swiss Colony in Great Britain

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GOLDEN JUBILEE

MESSAGE

FROM THE FORMER
FEDERAL COUNCILLOR
PROF. DR. F. T. WAHLEN

THE "SWISS OBSERVER"
AS SEEN BY A
READER AT HOME

No need to say that a Swiss citizen who spent almost two decades of his life abroad, and who had the responsibility—or privilege—to serve his country as Foreign Minister for a number of years, is interested in the fate of Swiss communities the world over. That interest has induced me to become a regular reader of the "Swiss Observer" since my return to Switzerland. I may say that this reading has been an enriching experience. Apart from news concerning the Colony, I quite often found home items which had escaped my attention when reading Swiss newspapers, and it is always interesting to ponder over comments on Swiss developments as seen through the eyes of our Swiss abroad.

But of course, a colony organ is not edited to serve readers at home.

Its importance for maintaining a true spirit of living together and of cooperating within the Colony can hardly be overestimated. This particularly if a colony paper is edited with the competence and the charm which have characterised the "Swiss Observer" under the editorship of Mrs. Mariann Meier who deserves the thanks of all Swiss living in Great Britain. I am happy to see that the new editor is continuing her tradition and wish him every success in his important work.

May the Swiss Colony in the British Isles remain strong enough, interested enough and united enough to maintain the "Swiss Observer" as a link between its members and as a strong bond with the home country for the next fifty years to come!

(F. T. Wahlen)

THE SWISS AMBASSADOR TO THE COURT OF ST. JAMES'S WRITES:

The 50th birthday of "The Swiss Observer" is a landmark in the history of the Swiss Colony in Great Britain and a sign of the continuing vitality and solidarity of our compatriots living here. The founders and subsequent editors of this paper have always known how to make it a constantly valuable source of information for the Swiss in Britain and a means of promoting cohesion within the Colony. I therefore wish to thank most sincerely all those who have worked on "The Swiss Observer" in the past and those who are today endeavouring to ensure that it continues to thrive.

As is well known, the Swiss authorities set great store by the maintenance of their contacts with the Swiss abroad and are eager that they should be kept informed about events in Switzerland. The best solution to this

problem, of course, is for the Colonies to run their own newspapers. Many Swiss Colonies abroad do so, and the form and importance of such papers usually depend on the size of the Colony and the energy and drive of its members. The Swiss in France, Italy, the U.S.A. and many other parts of the world have their own newspapers and periodicals which fulfil this function, and some of them have existed for decades. "The Swiss Observer", however, must be one of the oldest and most reliable, and one of the best produced.

The newspapers of the Swiss abroad naturally have a small circulation and for that reason they do not always attract as much advertising as they would like. This means a difficult struggle for existence and the papers depend for their survival on the sup-

port of the whole Colony. I understand that "The Swiss Observer" is now facing serious problems which it must soon solve if it is to go on performing its important tasks during the next half century. Although the Colony here can look back on its paper's past with pride and satisfaction, it would indeed be a mistake for us to rest on our laurels; the history of "The Swiss Observer" ought rather to remind the Colony of its obligation to carry on and constantly develop this enterprise. So may I combine my congratulations on "The Swiss Observer's" 50th birthday with my best wishes for its future, and express the hope that the Colony will derive as much benefit from its official organ during the coming decades as it has done hitherto.

René J. Keller