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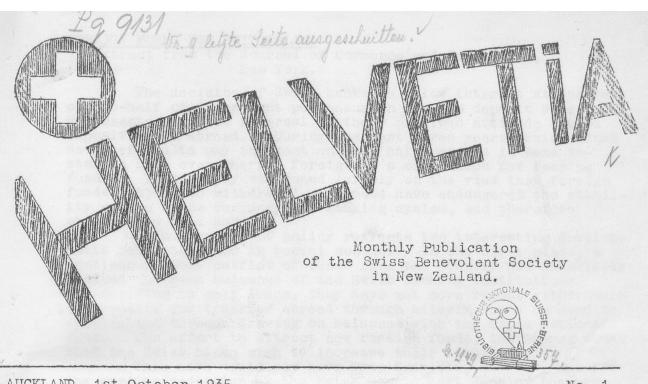
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AUCKLAND, 1st October 1935.

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## WHY A BENEVOLENT SOCIETY?

For a long time it has been felt that a closer contact should be obtained among the Swiss people living in New Zealand, but the great distances between the settlements made it very difficult to achieve this contact. The forming of a club was useless as club activity could never have been developed. After careful consideration and as a result of many suggestions from all parts, we have come to the decision of forming a Society which will have as its aim a benevolent character, because we know by experience that the benevolent idea appeals to most of the Swiss people.

By making the annual subscription for members very low, we hope to have every Swiss living in New Zealand as a member, and by issuing a monthly publication, we hope to form a close contact among our country people. The surplus of the subscription which is not used for the issuing of the publication, will go to a benevolent fund and will help to assist needy people in urgent cases, surely a very just cause and one which should induce every Swiss to give his share to this newly formed society.

The publication which will appear monthly will discuss all problems of interest to Swiss living in New Zealand, furthermore, bring news from Switzerland, and finally give room to every member to express his views on any subject that may be of interest to the Community. We are perfectly sure that after a very short time this publication will prove a most valuable asset among our country people. The Society will be governed in accordance with the 184 other Swiss Benevolent Societies spread all over the World. New Zealand Swiss will not stay behind, but will join in great numbers; 10/- is a very small sum and can be afforded by everybody. We also hope that those who are more fortunate will help the benevolent spirit of the Society by giving higher donations.

YOU DO A GOOD TURN BY JOINING THE SWISS BENEVOLENT SOCIETY IN NEW ZEALAND.