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The Swiss Observer

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SUBSCRIBE TO THE "SWISS OBSERVER"!

An Appeal by the Swiss Minister.

This copy of the *Swiss Observer* is being sent out, as far as possible, to every Swiss in the United Kingdom.

It is felt that there must be many Swiss, in the provinces particularly, who are not aware of the fact that the Colony possesses a great asset in this little weekly paper. The *Swiss Observer* is meant to be a link between our compatriots in this country; it is meant to be a source of information regarding our home land, as well as a means of propaganda and advertisement. Its scope in fact is much bigger than would appear at first sight.

Having fully recognised the value of the paper, a group of resident Swiss have come together to give time and means to place it on a stable footing. I have been pleased to take part in their deliberations.

It is now my pleasure to recommend to you once more the advisability and, in fact the duty, of subscribing to the *Swiss Observer*, to study it and to make it an indispensable part of your weekly literature. You will by your subscription not only help the *Swiss Observer*, but you will also help the spirit of cohesion in our Colony, become closer acquainted with it and obtain a great deal of information that otherwise would escape you in the turmoil of your daily work.

This is my appeal to you. If you can go further and assist the paper by the communication of news and information that is of value to the Swiss Colony at large and may interest your own friends, then you may, by corresponding with the Editor, yourself occasionally take an active part in this patriotic experiment.

Swiss Legation, London, July 1929.

(Signed) C. R. PARAVICINI.

THE COLONY'S OWN NEWSPAPER.

This issue of the *Swiss Observer* is being sent to nearly 5,000 Swiss residents in England, the large majority of whom live in London. We offer this complimentary copy to the large circle of compatriots in this country in the hope that most of them will not leave our appeal for new subscribers, so generously backed above by our Minister, Mr. C. R. Paravicini, unheeded.

A friend of ours, Mr. de Trey, has at the beginning of the week on his own initiative dispatched a personal letter to the recipients of this issue, fully setting forth the reasons why, in his opinion, every Swiss in England, who can at all afford it, ought without delay to become a subscriber and supporter of our paper. Many members of our Colony, who do not take an active part in the activities of our societies and clubs, may never have seen a copy of the *Swiss Observer* or

not even have heard of its existence. Others may have forgotten it, others not have taken a fancy to it at first sight, as we cannot offer the usual attractions of an ordinary, commercially run periodical. For whatever reason they may up to now have failed to subscribe, we sincerely hope that they will read this copy with pleasure and send their subscriptions without delay.

We have no exciting serial stories to offer, nor betting tips or any other of the attractions of our contemporaries in this country. We are merely trying to be a living link amongst the members of our Colony and between the Colony and our common home country. It is a modest and yet such an important and gratifying task, which surely is deserving of the support of every Swiss in England. We are regularly giving home news, reporting on important questions concerning Switzerland and ourselves. On the other hand the social activities in our Colony are fully

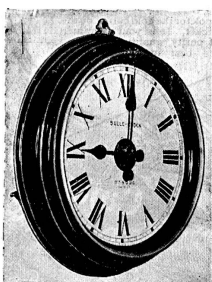
reported on and all forthcoming events announced. Every member of the Colony is cordially invited to communicate with us on any subject of general interest to our Colony, with the view of getting the matter properly placed before our readers.

Surely these functions give the *Swiss Observer* an importance, in the eyes of all members of our Colony, well worth supporting by subscription and advertisement. As regards the latter, we are glad to acknowledge that a good many friends have readily responded to our invitation to give us advertisements for this issue. But in order to get a more steady income we must rely on advertisers to give us more frequent advertisements, if possible in a series. To achieve this, every reader could greatly help us by giving our advertisers special consideration in their purchases and bestowal of patronage.

We know as a fact that some advertisements in our columns have had surprisingly good effect,

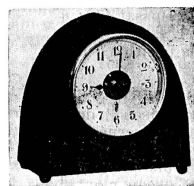
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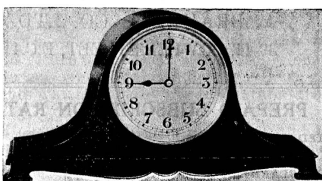
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