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ANOTHER "SLOGAN."

Where ever one goes nowadays, in and outside shops, tubes, buses, trains, on posters in the streets, one encounters that little notice "Buy British." Confessing myself to be an unconverted free trader, I do not like this reminder, and I feel sure that a good many of our readers share my dislike; and yet in fairness to this country, we can hardly blame them for adopting a course, which in their estimation, is the only one to bring back prosperity to this Island.

I puzzled in my mind what we, as Swiss, can do, to help our countrymen residing in this country, without interfering with the present campaign, which I repeat once again, is a domestic problem and has its justification.

There seems to me only one way out, and in adopting the slogan "Buy from Swiss" our friends can hardly accuse us of an unfriendly act. A great number of Hotels, Restaurants, Shops, and other businesses are owned or managed by our compatriots. Christmas is now close at hand, and we make an urgent appeal to all our countrymen to patronize Swiss business houses, doing so, we do not only not interfere with the present economical propaganda in this country, but we help our own people in a material way.—

We are not solving difficulties by expressing our sympathy to those who have been hit by adverse conditions. Many of the speakers on former and recent dinners have in eloquent words conveyed the message of urgent need to collaborate with one another in the welfare of the whole community; the time has now come, when deeds should follow words. Do not let us be patriotic only on festive occasions or over a glass of wine, but let us try and help our brethren in various callings, who have a hard struggle, and are fighting against heavy odds. As mentioned some time ago in the S.O., we are perfectly willing and even anxious to publish descriptive accounts of individual business ventures of members of our Colony, for several excellent reasons we think we are justified in devoting a part of our columns to this kind of information. Firstly and foremost we believe that our readers will be interested to hear of the business activities of their compatriots in this country, secondly it should be of value to them in so far as they might wish to patronize the businesses of our compatriots if only they knew or remembered where they are to be found. Con-

FUNDAMENTAL RULES OF DENTAL HYGIENE.
CONTINUED.

When the gums are soft and flabby from lack of proper exercise they are easily infected by microbes which destroy the circular ligament which fastens the teeth to the gums at their neck. When this ligament is destroyed the infection continues and causes the progressive though (with few exceptions) slow and painless destruction of the alveolus, or bone supporting the tooth. At this stage we have the so-called Pyorrhœa—Alveolaris.

The bone destruction, which as a rule goes on until the whole of the alveolus is absorbed, is followed by the formation of infected pockets which usually produce pus, and which may surreptitiously infect the body for years, until the teeth are no longer fixed in a strong bony wall. The teeth would then fall out, if they had not been previously extracted owing to acute inflammation of the surrounding tissues and consequent pain. We can readily understand how Pyorrhœa, which in typical cases gives a flow of pus into the mouth and thence to the stomach, may weaken the whole system, and may be the forerunner of many diseases, amongst which, as is proved by statistics, is frequently cancer of the stomach and of the intestinal tract. It is therefore of the utmost importance to keep the gums hard and healthy, and to that end it must be remembered that nothing is so important as prolonged mastication of the food, which gives plenty of exercise to the teeth and the gums.

Proper use of the teeth during meals and thorough cleansing are two of the Golden Rules to be followed in order to prevent decay of the teeth and diseases of the surrounding tissues.

Unfortunately there are a few cases in which, through some special weakness or predisposition, sometimes during pregnancy, the teeth start to decay; on rare occasions it is very difficult to trace the cause of the decay. Even when the utmost care is exercised the gums may, owing to some intercurrent disease, become weak and inflamed. Although great care may be taken in cleansing the teeth, it is not always easy to clean them thoroughly, and sometimes a small particle of food may remain in contact with the tooth for several hours and be the starting of a carious process.

It follows that another Golden Rule is to have the teeth examined periodically by a qualified person and never to wait to go to the Dentist until the nerve, which is placed in the centre of the tooth, is affected and causes great pain. When

versely, of course, we are aware that in many cases our accounts may be helpful to the owners of the business described, and we sincerely hope they will be.

Naturally we can indulge in this kind of publicity only under conditions of strictest impartiality and fairness to all. Those are absolutely guaranteed. In the first place we offer to report on the business of every Swiss in Great Britain, without distinction, who cares to give us particulars. In the second place we wish to make it clear that the accounts we intend to publish will, of course, not be influenced in the slightest degree by the advertising side of the *Swiss Observer*. Whether a firm is advertising in the *Swiss Observer* or not, our reports will be strictly impartial and objective. Lastly we declare emphatically that no remuneration in any form is either demanded or accepted for these reports by the *Swiss Observer* or its representatives.

By strict adherence to these conditions, which are really a matter of course, we think that we can render a real service to our readers as well as to the business community of our Colony.

We should be glad, therefore, if all Swiss business men in this country would help us, by communicating with us, to get together a really comprehensive series of reports on their various ventures.

In order to make a small beginning we are reproducing again an article, which has appeared in our columns some two years ago, concerning a business which is well worth supporting, and we hope to be able to add other accounts from time to time, in the meantime:

Buy from Swiss!

WEST END FANCY BAKERY CO., LONDON, S.W.

This is a highly successful Swiss enterprise in the art of pastry and cake making, both of the Continental and the English kind. It has several sales branches and tea rooms in the Kensington and Earl's Court district at Station Buildings, Gloucester Road; 59, Sussex Place; 174, Earl's Court Road; 11, Hogarth Place; 54, Dawes Road, Waltham Green; and 179, Upper Richmond Road, Putney.

The development of this business is one of those pleasing romances demonstrating what sheer ability and dogged perseverance can achieve despite all the handicaps of original poverty. The

this happens it is an indication that the tooth is very badly decayed, because in order to reach the nerve the decay has destroyed both the hard layers which protect it—the outer layer of enamel and the inner layer of dentine or ivory.

It is a bad policy not to go to the Dentist until the tooth becomes painful, because when the nerve is exposed and infected it is the Dentist's duty to kill it. We have then what is known as a "dead" tooth, which is to a certain extent like a foreign body in the mouth, the surrounding tissues of which may become infected and dangerous to the general health. It is best, therefore, never to wait until the carious process reaches the nerve. When there is even the slightest sign of decay in a tooth, the cavity should be properly cleansed and the tooth stopped, thus avoiding a treatment which would be much longer, more painful, more costly and which does not give a sure guarantee of success.

Young people are much more liable to dental decay than adults, so it is of the greatest importance to teach children thoroughly to masticate their food and to clean their teeth properly. It is the duty of parents to see that their children are free, not only from dental decay and gum diseases, but from weakness of the dental system and predisposition to its diseases. As the teeth begin to form inside the jaws before birth, all mothers should live, as far as possible, a hygienic life. Plenty of fresh air, proper exercise, exposure to the sun's rays and good nutrition are required; food which is rich in vitamins and calcium salts is greatly to be desired.

The great importance of the first dentition—the milk teeth—must be borne in mind; if these are diseased and painful, children will avoid mastication and will bolt their food. The diseases and loss of the milk teeth may also cause irregularities and injury to the permanent teeth. It has even been found that tubercular germs may invade the lymphatics, the glands, and finally such vital organs as the lungs, as a result of carious teeth.

The maxillary bones, as all other bones, are soft and pliable to a certain extent during infancy, and their normal shape may be altered through improper use. The maxillæ and dental arches of breast-fed children are generally wide and regular, owing to the pressure of the tender bones against the mother's breast during the period of suckling. Along such a well-developed arch the teeth have plenty of room to settle in their proper alignment, and escape many irregularities due to overcrowding, which ruins facial beauty and hampers proper mastication, thus rendering the teeth more liable to decay and Pyorrhœa.

pastry and cake shop in Dawes Road was started 25 years ago by Mr. E. Spleiss with the large capital of £3. Mr. Spleiss, who hails from Schaffhausen, was apprenticed in his home town, in Neuchâtel and in Geneva, and worked in Paris, Nice and four years in America. In 1897 he came to London, where at first he worked for a well known French firm. In 1903 he took a little shop of his own which, for lack of capital, he had to fit out as best he could. On the recommendation of his former employers he got the necessary credit for the raw materials. He pushed his own little two wheel cart about the streets for delivery. Thus he plodded along with obstinate resolution until he could afford to hire first an errand boy and later on other help. Eight years later Mr. Spleiss managed to start a second shop, to which he added by and by four others, while he had to enlarge his factory to cope with the ever increasing custom. At present his firm is daily making many thousand pieces of pastry and cakes.

In 1927 Mr. Spleiss took his son-in-law, Mr. W. Bachmann, formerly engaged in the silk trade in the City, into partnership. Both are looking confidently into the future as there are no signs yet that the smoking habit is reducing people's craving for wholesome and good sweet dainties such as the West End Bakery Co., is supplying.

DIE BRUCKE VON BIAUFOND.

Verfasst auf Grenzwache, Weihnachten 1915.

Der 2. Comp. Bat. 25 gewidmet.

Und ob es regnet, ob es stürmt,
Ob hoch die Wolkenwand sich türmt,
Ob lacht uns der Tag, ob senkt sich die Nacht.—
An Biaufonds Brücke steht die Wacht.

Den Kaputt fest geschnüret, das Gewehr in der Hand,

So blicken die Getreuen in's Frankenland,
Heilige Nacht ist's,—doch klingt kein Ton
Zu denen die da stehen bei Biaufond.

Manch einer der spähet heut' in die Nacht
hinaus

Hat Weib und Kind, hat Vaterhaus,
Und sehnsuchtschwer blickt er zurück

Nach jenem traumverlorenen Glück.
Und ist es hart zu ertragen und ist es schwer
Es ist für Vaterlandes Ehr' und Wehr.
Und blutig zahlen wir dem den Lohn
Der wagt zu passieren die Brücke von Biaufond.

A. STAUFFER.

If the mother cannot feed the child herself and cannot obtain a wet-nurse, she must at least arrange to have a very ample teat fixed to the feeding bottle, and at the same time see that the baby does not develop the habit of having a comforter or of sucking its thumb.

In children who are mouth-breathers it can usually be seen that the dental arch is narrow, the gums soft, spongy and reddish, and liable to bleed very easily. Such children should be taken at once to a Nose and Throat Specialist in order that any nasal obstruction may be removed. This will not only prevent many irregularities of the jaws and teeth, with consequent dental decay and Pyorrhœa, but will allow the child to breathe freely through the nose the amount of air necessary for its full development and growth. The mouth must be used for taking nourishment and for speech—the nose for breathing purposes.

The great majority of children love to eat sweets and chocolate at any odd times. Such habits leave the teeth coated with sugary substance which are quickly and easily transformed into acids which cause dental decay. Children should therefore be discouraged from eating sweets and chocolates between meals if they cannot be relied upon to rinse their mouths well afterwards.

In conclusion, it must be pointed out that in order to keep the teeth free from dental decay and the gums hard and healthy, the following three Golden Rules must be observed:—

- (1) A thorough mastication of foods which give plenty of exercise to the jaws and teeth.
- (2) A proper cleansing of the teeth, especially at night.
- (3) A periodical examination of the teeth in order to safeguard against decay and gum disease, which will only occur exceptionally if the two previous rules are carefully followed.

These few rules concerning dental hygiene, and a few more simple rules pertaining to general hygiene, should be explained by a competent person to the children in every school, in addition to the periodical examination and treatment of their teeth. In fact, these simple rules should be so firmly impressed upon their young minds that they would be practised and never forgotten through life.

I am firmly convinced that if the principles of hygienic living were more universally known, especially the necessity of a healthy and efficient dental system, a great stride would be made towards the crowning achievement of modern medicine—the prevention of disease.

THE END.