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EDITOR'S POST-BAG.

London, May 20th, 1951.

The Editor,
Swiss Observer,
London, E.C.2.

Dear Sir,

In one of your recent editions I read with great interest of the financial strain under which your paper is suffering, and that an Advisory Council has been kind enough to look for remedies.

May I suggest that the only real remedy for a newspaper is to live from its advertisements! All we, who read your paper with great interest and look forward to receiving it every fortnight know, of course, that everything has gone up in price enormously, and especially paper, but that you cannot increase your price accordingly.

If the Swiss Community really does want you to continue the publication of your paper, any businessman should afford to give you a 12 monthly contract for an "advertisement" so that you may know that the existence of the paper is safeguarded, at least for one year. I do not need to stress the point that advertisements are allowable as business expenses. Fortunately some very big concerns in this country are either owned or managed by our compatriots, and surely all those could advertise in your paper. For obvious reasons, to build up a paper on charity only is, in my opinion, a very great mistake.

Yours truly,

B.B.A.

" TICINESE " HOUSE WARMING.

Secretary of Legation, Dr. Guido Lepori, and Mrs. Lepori, invited members of the " Ticinese " colony to their new flat at No. 59, Holland Park, W.11, on Saturday evening, 19th May last, for cocktails. The spaciousness of the rooms, and the view from this prominent position in London was much admired. As a young couple the Leporis have been fortunate indeed in finding such ideal living accommodation, and we wish them a long, pleasant stay in this country.

J.E.

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