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ANNUAL BANQUET AND BALL
CITY SWISS CLUB
Friday, November 19th, 1954, at the
Dorchester Hotel.

How many times have we been told, and how many times has the warning been sounded, that the Swiss Colony in Great Britain is slowly dying, and that in a few years time it will have ceased to exist altogether.

Whilst I agree that the stringent immigration regulations badly hamper a most necessary rejuvenation of our Colony, I do not as yet despair, nor do I feel inclined to commission anyone to compose already a funeral march for the last Swiss leaving this earthly abode in this country for the Elysian fields.

Casting back, a look over the last two or three years, there have been few signs noticeable of an early demise, quite the contrary, the activities of the many Societies in particular and the Colony in general, have in fact, been just as lively as in pre-war days, which is a healthy sign.

A more alarming factor I consider is at present the indifference which a large number of our compatriots — with many years residence in this country — are showing towards the efforts so gallantly made to keep the Swiss community together, and to make them feel that although living in a foreign land, there is yet left a little corner which will remind them of their own country.

One so often hears the excuse when asking for support for some of the various arrangements which are made, "I am getting too old", or, "I have done my share in the past".

Well, of course, we are all getting older, whether we like it or not, that can not be helped, but surely that should not mean, providing we are still enjoying reasonable health, that we must stand aside, becoming merely onlookers. As for having "done our share in the past", I may say, that many of us have done so willingly and with enthusiasm, and yet continue to do so, because we know that by doing so we have rendered and still render service not only to our fellow countrymen, but also to our homeland.

As I said before, the immigration laws at present are a great handicap to an increase of our Colony, and we can but hope that the efforts which are continuously made by our Government to ease the situation, will in the long run be successful. In the meantime, if we wish to keep the Colony alive and active, we must fall back on our older generation even if they have "done their bit in the past".

They must again step into the breach. The various Swiss societies in this country have for many years been a useful link to knit together the friendly relations between our English friends. By their work they have made ourselves and our country known to them, but often, all too often, their efforts for a closer and more intimate collaboration have met with lukewarm support or indifference.

I do of course not mean that only a Swiss who joins a Swiss Society, or subscribes to the "Swiss Observer" is a good patriot, no, but member or no member, subscriber or no subscriber, I consider that whilst remaining Swiss he also owes something to his country which has given him so much.

This duty he can fulfill in showing an interest in the life and the activities of the Colony, by attending some of the functions be they lectures, film shows, concerts, sports events, patriotic demonstrations or social events.

And why not make a start by attending the Annual Banquet and Ball of the City Swiss Club, which will take place on Friday, November 19th, at the Dorchester Hotel, Park Lane, W.1. (see advert.)

The said Society, which will celebrate the 100th anniversary of its foundation in less than two years needs no introduction, and without undue praise, has done more than most other Swiss Societies in fostering friendly relations between our two countries.

The committee of the City Swiss Club is most anxious that this year's Banquet should be a real Swiss evening to which they welcome all members and their friends of the Colony, whether members of the Club or not.

As on former occasions a number of prominent personalities in this country will be the guests of the Club, and the Swiss Minister (Honorary President) accompanied by Madame de Torrenté, will be in the Chair.

Tickets have been kept at a reasonable price, and speeches are promised to be at an equally reasonable length.

Those Ladies who have some misgivings with regard to a new frock, need not worry, they are most cordially invited to come along in the same attire as last year, which we then admired so much, and which we should love to see again.

I feel sure that this evening will be an enjoyable one, giving us all a welcome opportunity of meeting old and new friends.

Au revoir then at the Dorchester!

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SWISSAIR ORDERS TWO NEW DOUGLAS AIRPLANES.

The Board of Directors of Swissair announced their decision to order two DC-7C airplanes from Douglas Aircraft Company.

The Board determined that the expected growth of air travel in the coming years makes an enlargement of their long range fleet necessary. They decided on the Douglas DC-7C's, the newly developed turbo-compound airliner in order to provide non-stop Transatlantic service.

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