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THIS month the Swiss Observer takes on a new look. This is the first issue to appear under the ownership of the Federation of Swiss Societies in the United Kingdom, which has been pleased to accept it as a gift from Mr Oscar F. Boehringer, whose father established the publication for the benefit of the Swiss community in the UK 61 years ago.

The Federation, in turn, has entrusted the continued publication of the Swiss Observer to a very good friend of the Swiss community, Mr Derek Meakin of Europress Ltd.

But while the style of the Swiss Observer may have changed, its basic aims remain the same:

TO ENSURE that Swiss people in Britain are kept fully informed about significant developments in their homeland;

TO PUBLICISE the activities of the numerous Swiss societies in the United Kingdom;

TO PROMOTE in every way possible the development of Anglo-Swiss relations.

In order to achieve these aims the Swiss Observer needs to appeal to a very wide readership. To the ambitious business executive sent by a Swiss multinational to spend a few years in Britain before moving on to find fresh fields to conquer. To the Swiss housewife married to an Englishman who is determined to maintain her links with her homeland. To the elderly Swiss who have spent a

An old friend in a new coat

good part of their life in Britain and who are equally at home in the two cultures.

These, and the many other categories of expatriate Swiss in Britain, have varied interests which the Swiss Observer hopes to satisfy. But they all have one thing in common. In their own ways they are all ambassadors of Switzerland in the United Kingdom. Whenever they meet British people, professionally or socially, they are representatives of their country.

For this reason it is important that they are kept up to date with what is happening at home, not only with domestic developments but also with current Swiss thinking on matters of international concern. In all this the Swiss Observer can play a leading role.

But we need your support. Write and let us know how YOU think the Swiss Observer should develop. Tell us what you like about it – and what you don't like. Together we can make the Swiss Observer a vital link between the country of our birth and the country of our adoption.

**Bernard Simon, President,
Federation of Swiss Societies
in the United Kingdom.**

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Consultative committee: Bernard Simon (chairman), Oscar F. Boehringer, Alber Kunz, Dr Alex Lang, Mrs Mariann Meier, Derek Meakin and the press attaché at the Swiss Embassy.

COVER PICTURE: President of the Swiss Confederation, M. Georges-André Chevallaz, escorting the Queen during the four-day royal tour of Switzerland. (See pages 4 to 19.)

*We are particularly happy to associate ourselves
with this souvenir issue of the Royal Visit to Switzerland*



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