

To the readers of the Swiss Observer

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TO THE READERS OF THE SWISS OBSERVER.
An Appeal by the Swiss Minister.

This copy of the Swiss Observer will be sent to a wider circle of Swiss residents in this country.

The Swiss Observer is a most valuable link between our compatriots in the United Kingdom as well as between the Colony and the home country. During more than 35 years it has been a source of information from home, the channel for an instructive exchange of news, and above all it has given patriotic encouragement to all its readers. It gives a comprehensive review of the manifold activities within the Colony and it serves as a means for propaganda and advertisement.

I am glad to seize this occasion to acknowledge the devoted and unceasing efforts of the editor, M. A. Stauffer and to express our gratitude to him, to the assisting Advisory Council and to Messrs. Frederick Printing Co. Ltd., who are giving much valued support and have made many a sacrifice in order to keep the Swiss Observer a going concern.

Being conscious of the fact that many members of the Colony are still not aware of the existence of this fortnightly publication, I consider it my privilege to recommend to all those who are not yet subscribers to study it and become regular readers. Their subscription will not only help to maintain this decided asset of our Colony, but also help to strengthen the bonds which so happily exist between the Swiss in this country. They will be amply rewarded by the amount of useful information and pleasant entertainment which can be drawn from the columns of this journal.

If you agree with me after reading this specimen copy, take your decision without further delay; show this copy also to your friends who may not have received it. I am sure that once a reader of the Swiss Observer, you cannot miss it any more and will be willing to do your share to keep this valuable enterprise healthy and flourishing.

Swiss Legation,
 May, 1956.

ARMIN DAENIKER,
 Swiss Minister.

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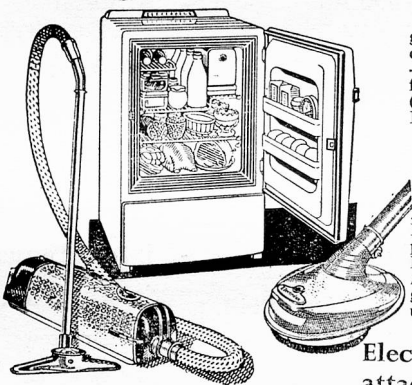
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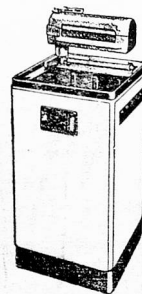
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