

# To the readers of the Swiss Observer

Autor(en): **Daeniker, Armin**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1956)**

Heft 1273

PDF erstellt am: **08.08.2024**

Persistenter Link: <https://doi.org/10.5169/seals-689049>

## **Nutzungsbedingungen**

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

## **Haftungsausschluss**

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Ein Dienst der *ETH-Bibliothek*  
ETH Zürich, Rämistrasse 101, 8092 Zürich, Schweiz, [www.library.ethz.ch](http://www.library.ethz.ch)

<http://www.e-periodica.ch>

**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.

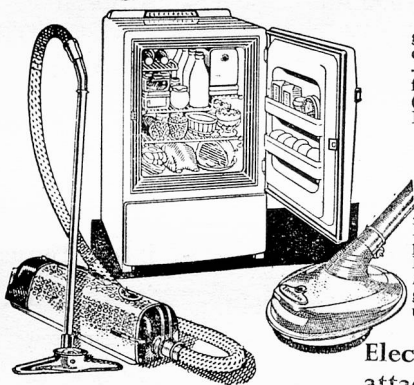
Being conscious of the fact that many members of the Colony are still not aware of the existence of this fortnightly publication, I consider it my privilege to recommend to all those who are not yet subscribers to study it and become regular readers. Their subscription will not only help to maintain 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.

**Electrolux**  
*Excels* in the modern home

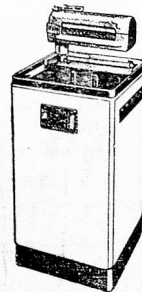


**Quiet Electrolux Suction Cleaner**  
gives you a life-time of service: operates efficiently, *quietly*, speedily —without effort. Model 55 has all floor-to-ceiling cleaning tools (incl. a sprayer)—no extra cost. Backed by a 2 Year Guarantee.

**Silent Electrolux Refrigerators**  
... operated by Electricity, Gas, Paraffin or Bottled Gas. No moving parts to wear out. Illustrated: Model L.230. Shelf area 5 sq. ft. Adjustable shelves. Door shelves give handy storage. *Silent* cooling unit guaranteed 5 years.

**Electrolux Turbo Polisher attachment.** For use with Model 55 Cleaner. It polishes floor-surrounds, furniture and cars... without effort.

H.P. Terms available for all these Products.



*Agents for all leading makes of*

**REFRIGERATORS  
WASHING MACHINES  
CLEANERS and  
DOMESTIC ELECTRIC  
EQUIPMENT**

**A. W. SOMMER**

8-9 KINGSBURY PARADE and 3 FRYENT WAY, KINGSBURY, N.W.9

Telephones: COL. 4314

COL. 3722