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SWISS BUSINESS VENTURES IN GREAT BRITAIN.

In order to make the "Swiss Observer" as attractive as possible to all groups of our readers, we are perfectly willing and even anxious to publish descriptive accounts of individual or collective business ventures of members of our Colony. For several excellent reasons we think we are justified in devoting a part of our columns to this kind of information.

Firstly and foremost, we believe that our supporters will be interested to hear of the business activities of their compatriots in this country, almost as much as they are interested in our reports of the social events of the Colony or in the home news.

Secondly, it should be of value to them in so far as they might wish to patronise the businesses of our countrymen if only they knew or remembered where they are to be found. Conversely, of course, we are aware that in some cases our accounts may be helpful to the owners of the businesses described and we sincerely hope they will be.

Naturally, we can indulge in this kind of publicity only under conditions of strictest impartiality and fairness to all. Those are absolutely guaranteed. In the first place we offer to report on the business of every Swiss in Great Britain, without distinction, who cares to give us particulars, to permit a trusted representative of the "Swiss Observer" to inspect their factories etc., and whom we deem to be doing honour to the high traditions of quality, craftsmanship and integrity of our home country. In the second place we wish to make it clear that the accounts we intend to publish will, of course, not be influenced by the advertising side of the "Swiss Observer". If our

reports prove to be helpful, the "Swiss Observer" will be able to show another justification for its existence.

We should be glad if Swiss businessmen in this country would help us, by communicating with us, to get together a really comprehensive series of reports on their various ventures.

The Editor.

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