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WORKING GROUP: ZURICH / GENEVA

Place: Switzerland

To support Christian missionary activities ideologically and financially, European mission societies were founded. In Switzerland alone, nine new mission associations were founded between 1890 and 1920. Their images and periodicals for fundraising were sold in very high numbers (e.g. the yearbook of the "Association for spreading faith"/"Verein für Glaubensverbreitung" had a circulation of 300.000 by the turn of the century). The images were sold for children to collect. They provided an influential visual education.

The image on this card, in its original version, is a publicity card for the "Jesus' childhood association" ("Kindheit Jesu Verein") published with Benziger Editors in Einsiedeln, Switzerland, 1892.

It says on the top: "White [person], buy me!"

On the back it states, after a racist horror story of non-Christians abandoning their children: "Buy free the poor n\*\*\* children. Enter the Jesus' childhood association and help missionaries conquer the heather land. Don't spend any more money on sweets. Collect all your money for the nice heather children. It will bring rich reward in heaven. My child, don't ever forget what the poor n\*\*\* boy told you: White, buy me!"

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Intervened image: "White, buy me". Publicity card for the "Jesus' childhood association" ("Kindheit Jesu Verein), Benziger Editors Einsiedeln, Switzerland, chromolithography, 1892.

Teaching resource (in German): Fuchs, Karin/Menrath, Manuel/Nauer, Heinz/Ziegler, Sabine: Fremde Bilder - Koloniale Spuren in der Schweiz. Universität Luzern/ Pädagogische Hochschule Zentralschweiz Luzern, 2011. URL: [http://globaleducation.ch/globaleducation\\_de/resources/MA/FremdeBilder\\_2011.pdf](http://globaleducation.ch/globaleducation_de/resources/MA/FremdeBilder_2011.pdf) (25/04/2018)

**The image on the cover has been cut out and the figure replaced by text. Do you have an idea of the figure that was drawn there originally? If yes, where and when have you seen images that "taught" this representation?**