

To our subscribers

Objekttyp: **AssociationNews**

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

Band (Jahr): **- (1961)**

Heft 1399

PDF erstellt am: **29.04.2024**

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TO OUR SUBSCRIBERS

Once again it is our unpleasant duty to inform our Subscribers that an increase in subscription has become unavoidable. It is just over ten years now since we were compelled by circumstances to draft a notice to our Subscribers, very similar to the one we are now forced to address to them. Then, as now, it was the general increase in prices — printing, stationery, newsprint, electricity, telephone charges, postage, and so on — which compelled us to follow the general trend. Then, as now, anxious deliberations inside the Advisory Council had preceded the final decision, and then, as now, the fear had been expressed that a further increase might cost the Swiss Observer some subscriptions.

It is not very long ago that we asked one of our Council Members, Mr. G. Keller, to write a special Appeal for funds and support. In this, as will be remembered, he explained our financially difficult position at some length and pointed out that the very existence of the Colony's paper was at stake. Although this special Appeal drew a good response, and in one particular case an extremely generous donation, the fact is that our position is still as difficult now as it was then.

The Swiss Observer, if the subscription were not to be increased, could simply not go on much longer. It is living, as it were, on borrowed time and on the generosity of the Publisher who, for very honourable reasons — after all, it was his late father who founded the paper — keeps trying to make ends meet somehow.

The Advisory Council, when it met recently, was once again faced with a situation which simply cannot go on. What should it do? Launch another appeal and stagger along for yet a few months? It has come to the conclusion that a kind of surgical operation has become necessary, a drastic measure. Boils sometimes have to be lanced in order to keep a patient alive and start him back on the

road to recovery. Acting in this spirit, the Advisory Council has decided to increase the subscription (from 1st January 1962) as follows:

12 months' subscription (24 issues—postage paid)	£1 15 0
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This may indeed seem drastic to some of our friends. But we make no apology for having taken this decision. It had to be taken. We trust a large majority of our Subscribers and Supporters will not only see the necessity for it, but will welcome the fact that a bold step and not a half-measure has been decided upon. We also trust that they will, in the interests of all who value the continued existence of this, our link between the Homeland and the Colony, dissuade any of their friends who might now feel like abandoning us.

On the fact that such a link is needed, and that the Swiss Observer should, if it is at all possible, continue to appear, everybody seems to be agreed. We therefore, while genuinely regretting the necessity for this increase, nevertheless sincerely hope that we can rely on all our Subscribers' understanding and continued support.

THE ADVISORY COUNCIL.

SWISS OBSERVER COUNCIL

At the last meeting of the Council of the Swiss Observer, held on Tuesday, 21st November, Mr. R. J. Keller was elected Chairman of the Council, and Mr. G. Keller Vice-chairman.

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