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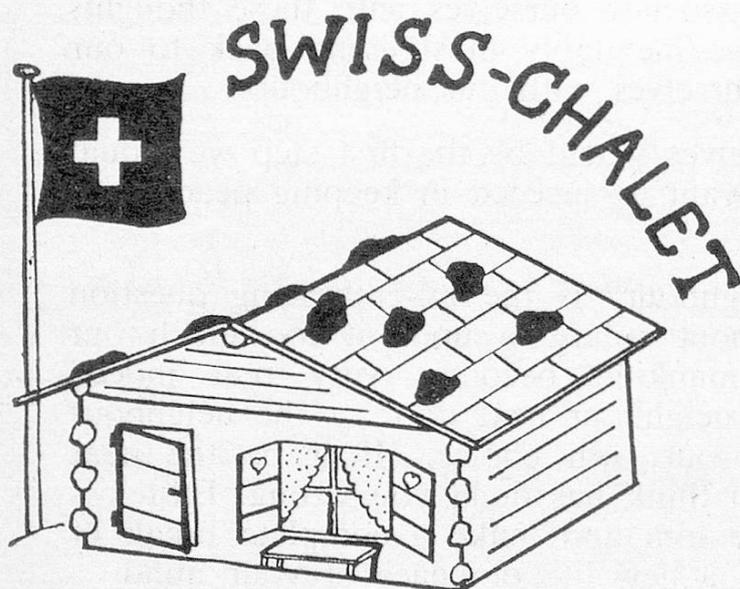
Can We Keep Our Advertisers Happy?

The expense of advertising must be recovered by additional turnover; this is only commonsense and business practice.

There are dozens of Swiss who travel privately overseas each year and I am sure the majority make use of the travel agencies and airlines who support our "Helvetia" through advertising. The big problem is how will our advertiser know that our newsletter is responsible for some of their customers unless you tell them and better still PLEASE TELL US. I think this is a reasonable request to our subscribers, after all it is your paper for which you pay the same yearly subscription fee of two dollars as you did 15 years ago.

I would like to appeal to our travellers to let us know, it would be of great help to us and give a positive answer to my question on top.—**Arnold Biland.**

☆ Remember to send your contributions in for the "Helvetia" before the 8th of each month to avoid missing publication in the current issue.



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