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EDITORIAL

In this issue (see page 3) your Swiss Society Committee ask you to give them your views on the present HELVETIA magazine, whether it should remain as it is, whether the number of issues should be increased or decreased and whether the format should be changed or remain as it is. The whole matter is simply a question of costs. A magazine costs money to produce, even if most of the work is being done free of charge. The better and larger the magazine, the more it costs. Accordingly, at the last Swiss Society AGM, the members voted for a reduction in the number of issues from

12 to 8 per year rather than to increase too much the individual annual subscription. There is of course a limit to the annual subscription a member is prepared to pay for his or her membership to the Swiss Society and its magazine. If people feel they are not getting their money's worth, they will not renew their memberships. But, on the other hand, the amounts we are talking about are rather insignificant in this day and age. A mere 30 to 40 cents extra per week per family or single member would be enough to restore the HELVETIA magazine to a monthly publication. At today's costs of living, 40 cts per week could hardly be considered as a financial bur-

den. On the other hand, members may feel that the HELVETIA magazine is not worth the extra costs. This is why the Committee is asking for your advice as to how you, the members and subscribers, feel about this matter. An interesting twist is that clubs of other nationalities have noticed the new HELVETIA magazine and, in view of its apparent high quality, suggestions have been made that the HELVETIA magazine should be expanded into a sort of European magazine to include also other countries such as Austria, Germany and others. Financially, the idea would have great merits. It would certainly drastically reduce the costs for all societies participating in the scheme. On the other hand, each country would lose a large portion of its identity. The name for the magazine alone would pose a problem. Then it would be extremely difficult to give each country identical prominence in the magazine. Apart from a financial advantage, a joint magazine could well become an apple of discord amongst the various societies. For these reasons and in order to preserve our own Swiss identity, your Swiss Society Committee has decided not to give this project any further consideration unless, of course, the majority of the Swiss Society members should express an interest in such a scheme.

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