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To Our Subscribers

In our Xmas issue of December, 16th, 1949, we, once again made an urgent appeal for a more active support of the Colony's official paper, under the Heading "A NEW YEAR'S RESOLUTION", mentioning that if this appeal should meet with no response "we should be reluctantly compelled to discontinue our activities."

Three months have now passed since we issued this warning, during which time we have also informed various official bodies in the Swiss Colony in Great Britain of our difficulties.

Our efforts in this direction, we are glad to say, have received a sympathetic reception and we dare to hope, that in the near future, ways and means will be found to solve some of our problems.

In addition, a small number of our old and faithful supporters have kindly sent us donations, which have been most helpful and much appreciated.

Less satisfactory was the immediate response to our Appeal for additional subscribers. Our efforts in the past, to interest a wider circle of the Colony in our publication, have met with surprisingly little success.

On the occasion of our 30th Anniversary, which took place in June of last year, we issued a 24 pp. Special Number, which was dispatched to a large number of non subscribers, at considerable costs. Two successive issues (November and December, 1949) were also sent for propaganda purposes, here again the results were disappointing, bringing in only a small number of new subscribers.

Reverting to the above mentioned 30th Anniversary of the "Swiss Observer", we had received, at the time, a large number of testimonials and appreciations, some of which were published in the Anniversary Issue.

Whilst we were deeply grateful for the compliments paid to us for the services rendered over a great number of years, we had expected a more tangible proof of such appreciation; neither the Editor nor the Publishers can produce this paper on compliments alone.

We should deeply regret to have to discontinue our publication, which has now appeared for more than thirty years without interruption, solely for financial reasons alone.

During the last war, we carried on, often under most trying conditions, to keep our compatriots *au courant* with the happenings both here and at home. We humbly consider, that we have in the past served a useful purpose, both in keeping the Swiss community together and in strengthening the ties with our homeland.

In order to assure the continuation of our fortnightly paper, we have now resolved, with some reluctance, to increase, as from the 31st of March, 1950, our subscription as follows:

Single copy 8d. (instead of 6d. as hitherto)	} Post free
4/6 for three months (instead of 3/6 as hitherto)	
8/6 for six months (instead of 6/6 as hitherto)	
16/- for 1 year (instead of 12/- as hitherto)	

Switzerland:

Frs. 13.50 for one year	} Post free.
Frs. 7.— for six months	

We feel fully justified in adopting these measures, considering, that in spite of several heavy increases in the costs of paper and wages, we had for a great number of years, delivered the "Swiss Observer" at the old price, namely 12/- p.a., post free.

It would be unfair not to mention that a number of our subscribers, have very kindly given us a little extra, whenever their subscriptions became due, which has been most helpful and we take this opportunity to thank them here again for their never failing support.

But so far the main burden in carrying on this paper, has fallen on the shoulders of the Publishers and the Editor, and we feel, that the time has now come, when a part of this burden should be borne by our subscribers, as well as by some of the Swiss Societies and Institutions, which, undoubtedly, have received some benefits from this publication.

For many years now the Editor has given his services for a very small remuneration, so as to keep the "Swiss Observer" alive and to carry it on in the spirit of its Founder; and the Publishers have, on many occasions scarcely recovered the costs of production.

We therefore make, once again, a sincere and pressing Appeal to all who have the continuation of our publication at heart for increased support, either by inducing their Swiss friends to take out a subscription, by advertising in our columns or by voluntary contributions.

It is our constant endeavour to improve this paper, but in order to enable us to do so, we need your help and wholehearted collaboration.

We sincerely hope, that the small increase in our subscription fees, will be understood, as being dictated by sheer necessity, and of being an indispensable emergency measure for assuring the continuation of the "Swiss Observer".

May we also take this opportunity to express our gratitude to our advertisers, who have so generously given us their support, as well as to all those, who have for many years helped us in our endeavours.

THE EDITOR,
THE PUBLISHERS.

Nouvelle Société Helvétique (LONDON GROUP)

OPEN MEETING

Tuesday, April 18th, 1950, 7 p.m.

"Le Patrimoine de l'Art en Suisse"

A lecture in French by ALBERT J. WELTI,
Painter and Author, Geneva, with many
coloured slides.

At the Vienna Café,
Berkeley Arcade, Baker Street, N.W.1.

All Swiss and Friends are heartily welcome.