

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

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1984)

Heft: 1819

Artikel: Goodbye...after 65 years

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DOI: <https://doi.org/10.5169/seals-690168>

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Goodbye... after 65 years

THIS is the last issue of the Swiss Observer. Regrettably, economic pressures mean that the paper that has served the Swiss community in the United Kingdom for the last 65 years must now cease publication.

It almost died four and a half years ago. But it was saved by the intervention of Europress, who offered to meet the costs of keeping it going.

Since then those costs have risen considerably. Advertising has been dropping as the recession forced those Swiss companies who had helped the Swiss Observer in the past to withdraw their support. And at the same time the number of subscribers has been falling. As Colin Farmer shows in his final article on Page 18, the whittling down of the Swiss community has been greater in Britain than in any other part of the world.

Europress had to spend more and more to keep the Swiss Observer alive. But it became increasingly apparent that a professionally-

produced paper for just 1,790 readers was a luxury that could no longer be afforded.

Even the hard-won agreement with Berne to incorporate the government-subsidised Swiss Review within the pages of the Swiss Observer was a case of too little, too late. It would have had an insignificant effect on the growing losses.

The first issue of the Swiss Observer under the stewardship of Europress, in June 1980, was devoted to a detailed report of Queen Elizabeth's royal tour of Switzerland. Coincidentally in this, our last issue, we report that Switzerland now has its own "Queen Elisabeth" - the first-ever woman cabinet minister.

In the 54 issues that lie between these two events we have endeavoured as best we could with our limited resources to report and reflect on matters of common interest to

Swiss Observer 

The journal of the Federation of Swiss Societies in the UK
Founded in 1919 by Paul F. Boehringer

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Derek Meakin

Published by:
Europress Ltd, Europa House,
68 Chester Road, Hazel Grove,
Stockport SK7 8NY

Consultative committee: Bernard Simon
(chairman), Oscar F. Boehringer, Albert
Kunz, Mrs Mariann Metier, Derek Meakin.

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both Britain and Switzerland, and above all to keep alive the sense of community of the Swiss in Britain.

We thank our subscribers and advertisers for their support over the last four and a half years. And although the Swiss Observer is now no more, we hope some other way can still be found to help members of the Swiss community maintain their links with the homeland.

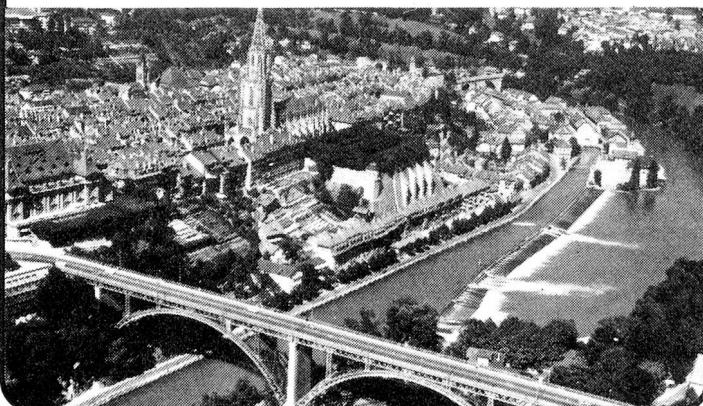
Derek Meakin

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