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This seems to be the end ...

Recently the management of KREIS held a meeting to discuss with full objectivity the prospects of continuing with the periodical and the associated CONTI-CLUB. The result of the debate and the calculations made clearly showed the impossibility of restoring the financial balance, despite important assurances for the aid fund planned. Also, the heavy burden of work and reasons of health prompted three of our colleagues, who had devoted a large part of their spare time to the administrative side of our organization, to tender their resignation for the end of the year. Considering their long years of untiring effort, this development was to be expected, and it inexorably adds to the financial worries and hardly leaves any room for hope on the future of our periodical.

We have calculated that with the number of subscribers and the cost remaining equal, the deficit for 1968 would amount to at least Sfr. 20 000.—. As it is, we must indeed expect a further decline in the number of subscribers; since 1965 we have lost 500, or 25 %. Then again, experience leads us to expect major cancellations at the beginning of the year, which we would conservatively estimate at 200, so that the deficit would increase by another Sfr. 10 000.— to Sfr. 30 000.—. The grants towards the aid fund ran to some Sfr. 9000.—, thus barely covering a third of the likely deficiency. The grants came from 34 subscribers and 6 outsiders. 50, of the present number of subscribers, only about 2%, i.e. two out of every hundred KREIS' readers, have taken positive action for the continuance of our organization, — not a very encouraging score.

By our article in the August issue we sought to reveal some reasons for the decline in the interest in our movement, which manifests itself to everyone through the periodical, but which in fact reaches much farther. That our assumptions largely corresponded to reality was confirmed by various reactions from readers. Below is an extract from a letter received:

«Dear Rolf,

The question whether it really must be the bitter end has quite shaken me. Frankly, not so much because of KREIS, but rather because of your personal fate, which, after 35 years of hard and brave work, must be hard to bear.

Gladly would I do my little bit if I could believe that it would solve your problem. Yet it would only be a drop in an ocean, and even if it were possible to carry the periodical through another precarious year in the face of present difficulties, the basic problem would remain unresolved. You may well know what that problem is.

Time has outrun you, dear friend. When you look back on the 35 years of your activity, you will easily see the difference between then and now. At that time, when you began, the subject of homosexuality was practically taboo in literature. At that time, those who wanted to know anything about it *needed* the periodical. It is probably largely your merit that the subject is so openly discussed today, though sometimes perhaps in too sensational a form. You have opened the eyes of many people, but the game is not easy in full public view, especially when one, like you, tries to keep the periodical up to a certain level, which I much appreciate.

Let us not deceive ourselves, dear Rolf. Those, who want to read anything of literary value in our field today need no longer look to KREIS, for they can now find it in literature at large. And those who want to see pictures of artistic merit concern-

ing the subject need no longer resort to KREIS, for they will now find it in so many art books.

Admittedly, there is a homosexual public that seeks sexual stimulation in stories and pictures. That public does not look for a higher level: level and such stimulation are hardly compatible. And those readers will resort to the more attractive Scandinavian periodicals.»

A few blamed the decline in readership on the increased subscription price. These might be reminded that the percentage increase in the cost of printing, block-making, rent, etc., was considerably above the increase of the subscription price. The fact that we have been able to carry on till now is due to the income from the publication of the photo volumes and other extra income. Also, our payroll cost was far below that of a similar commercial business, as a large part of the administrative work and much of the editorial work had for years or even decades been done for a token remuneration or entirely free of charge. If this work had to be paid for by standard rates, the subscription price would never cover actual cost anyway. The make-up of our periodical went beyond the cost limit set by the relatively low circulation figure.

Recent weeks have brought us many testimonies of gratitude and many encouragements to continue with our activity. They afforded us great pleasure, and we regarded them as a sign of solidarity with our endeavours. Unfortunately, the decision on the continuance of our organization did not rest with us; we would have been happy to find a positive solution, if only for the sake of our two full-time colleagues, Rolf and Rudolf.

We hope that the foregoing comments will help to make our subscribers understand the real situation. The annual meeting scheduled for October 22 this year will provide the opportunity to consider the matter again verbally. But we might here enjoin upon those who will attend not to mistake the gravity of the position and to refrain from proposals that are not founded on clear reflection and sound calculation.

For KREIS: Charles Welti

Eine sehr schöne kameradschaftliche Geste!

Lieber Rolf! Mit dem grössten Bedauern habe ich im KREIS, Nr. 8, 1967, betreffs der wirtschaftlichen Krise, welche Ihre Zeitschrift zur Zeit durchgeht, gelesen. Um bestens zu helfen, habe ich sofort einen kleinen Artikel an die Leser von «eos» und «amigo» geschrieben und habe sie gebeten, eine Geldstütze an den «KREIS» zu senden. Der Artikel wurde in «eos» Nr. 10/1967 auf Seite 8 gedruckt.

Mit freundlichem Gruss, KIM KENT, Copenhagen

Lieber Kim Kent!

Das ist natürlich eine recht chevalereske Geste von Ihnen, Ihre Leser für eine Hilfe an uns zu ermuntern. Unseren allerschönsten Dank dafür! Muss das Ende der Zeitschrift wirklich beschlossen werden, so stünden die Beträge den Spendern selbstverständlich wieder zur Verfügung. Nochmals besten Dank für Ihre Kameradschaftlichkeit!

Für den KREIS: Rolf.