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## ANXIETIES.

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The continually rising costs, of both newsprint and labour, give cause for anxiety as to the future of the "Swiss Observer".

In 1951, owing to the alarmingly increasing running costs, we were faced with the unavoidable necessity of increasing the subscription from 16 shillings to 21 shillings per annum. This step was taken at the time with the utmost reluctance, and we are glad to say that the increase, regarding which we had no choice, was found justified by our supporters and did not lead to any loss of subscribers.

Seven years have now gone by since the alterations in the rates, and whilst the increase, supplemented by considerable financial sacrifices by the Publishers and the Editor, enabled us to carry on for the time being, we are at present looking into the future with serious apprehension.

Still the costs of paper are on the up grade; wages, too, have considerably risen, whilst postage has been increased twice since 1951.

This general trend of production costs all round has caused not a few of the newspapers to cease publication altogether, whilst the National Press of this country has, during recent years, twice been obliged not only to raise the price of their copies by 25 per cent, but also to make considerable advances in their advertising rates.

It will, no doubt, be understood, that our paper, like all others, has been seriously affected by this state of affairs, which necessitated a recent increase in our advertising rates, whilst subscriptions have remained the same for the last seven years.

We are glad to say that during recent years we have been able steadily to augment the number of our subscribers in spite of the loss of a considerable number through death or departure from this country. This increase was due in no small measure to the Appeal made in May of last year by the Swiss Ambassador, Dr. Armin Daeniker. The revenue on the advertising side had also been increased. However, gratifying as the increase in revenue is, it unfortunately did not make up for the higher costs in producing the paper, and, if no other means can be found, we have no alternative to putting before our Advisory Council the proposal of a further advance in the subscription and advertising rates. It is this step which we shall avoid if possible, and we therefore appeal, with all sincerity, to the Swiss Colony in Great Britain to help us to overcome our difficulties.

As mentioned above, the Publishers and the Editor have in the past made not inconsiderable sacrifices in order to keep the "Swiss Observer" going, and it is now felt that we should not have to carry the burden alone. If the Colony desires that its Official Organ should be kept alive, they should give us more support.

For nearly 40 years — without interruption — the "Swiss Observer" has regularly appeared, and we dare to claim that it has justified its existence, that it has been a help to the Colony and its members, and that it has achieved its main object — that of keeping our compatriots in constant touch with their country.

How then can our paper be helped without having to increase both subscription and advertising rates?

Primarily by increasing the number of our subscribers. We are conscious of the fact that many members of the Colony are still not aware of the existence of this fortnightly publication. If only each subscriber would enrol another supporter our troubles would be solved and we could then face the future with more confidence.

A further great help would be if Swiss firms and individual advertisers would favour us with their orders.

For some considerable time a number of our subscribers have — when remitting their subscription — sent us a little "extra" as a "donation", which has been most helpful and much appreciated, and if others could follow their example it would go a long way towards meeting our costs.

We most sincerely hope that the overwhelming majority of our supporters fully understand the position and will aid us in our efforts to keep the "Swiss Observer" a going concern. We on our side will endeavour to keep the paper as informative, interesting and attractive as possible.

*The Publishers and Editor.*