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A NEW YEAR'S RESOLUTION.

New Year's resolutions are made and usually broken, but some luckily are rigorously kept. Amongst the latter we sincerely hope, that our readers will keep the one, to give us increased support in the coming year.

This paper of ours, has during the last few years, led a precarious existence and its financial position has been a constant worry, both to the Editor and the Publishers. Although, we have been successful in increasing the number of our subscribers, we still feel, that a good many of our compatriots, living in this country, are for some reason or other, denying us their support, which is so badly needed if we are to carry on.

On the occasion of our 30th Anniversary, which occurred in June of this year, we sent out a few hundred extra copies, of the 24pp. special number published for this celebration to addresses supplied to us. The response has, unfortunately been a great disappointment to us.

It might be an opportune moment to remind our supporters, that we have kept the subscription fees as low as possible, so as to enable everybody to subscribe, in fact, the price is still the same as it was when we first started 30 years ago, in spite of largely increased costs of paper and labour, namely 12/- per annum, or

the equivalent of three packets of cigarettes, surely not an excessive charge.

We therefore make a new and earnest appeal to all our readers to induce their friends, who are not as yet on our mailing list, to subscribe to the "Swiss Observer." (If everyone of our actual subscribers would enrol only *one* new one, all our troubles would be at an end, and we could then look into the future with confidence.) Whilst we have made heavy sacrifices in the past, we cannot go on indefinitely doing so, and if this publication is to go on, we must get increased support.

The Editor and Publishers take this opportunity to express their sincere thanks to all those who so kindly have sent us a little extra over and above their subscriptions, which has been a great help; special thanks are also due to our advertisers, who have given us their constant support, without which we could not have carried on.

It is our endeavour to continue and to improve this paper, which from the many testimonials received, seems to be appreciated, but, we repeat, that unless we get a more active support in the near future, from the members of the Colony, we shall be reluctantly compelled to discontinue our activities.

THE EDITOR.

THE PUBLISHERS.

SWISS MERCANTILE SOCIETY.

Annual Dinner and Dance.

The social activities in the Swiss Colony show no abatement, function after function follow each other in bewildering sequence.

To-day we have the pleasure of directing the attention of our readers to the Annual Dinner and Dance of the Swiss Mercantile Society, which will take place on Friday, January 27th, 1950, at the Trocadero Restaurant, Shaftesbury Avenue, W.1.

We understand that the Swiss Minister and Madame Henry de Torrenté will be the guests of the Society on this occasion. A delegation from the S.K.V. in Switzerland will also attend this function, which promises to be a very friendly affair, as all social functions of this enterprising Society are.

The Committee of the Swiss Mercantile Society extends a cordial invitation not only to the Members of the Society, but to all members of the Swiss Colony in London and the Provinces.



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