

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 58 (1992)  
**Heft:** [12]  
  
**Artikel:** Swiss newspapers in trouble  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-945252>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 17.05.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**



WE OFFER THE BEST FARES  
FOR TRAVEL TO/FROM

## SWITZERLAND

plus:  
FAST, FRIENDLY AND  
EFFICIENT SERVICE

Phone or write in  
English/French/German to:  
**HEINZ SIGERIST**

**Travelair**  
International Ltd.

PO Box 37-335 Parnell, Auckland  
Phone: 64-9-377 3285 or 309 4500  
Fax: 64-9-302 1099



*Behind the duty free shops lies the beautiful and wild nature  
of the surrounding mountains of Samnaun.*

### SWISS NEWSPAPERS IN TROUBLE

Life is getting tougher in Switzerland too and one branch of business that is suffering badly is the local press. More and more local newspapers are either closing down or merge with similar publications for survival.

After the "Luzerner Tagblatt" and the "Vaterland" joined forces, the end has now come for the Basel newspapers "Nordschweiz" and "AZ" and for the "Aargauer Volksblatt" which all folded up recently.

On the Swiss Riviera (Waadt) the newspaper "Riviera" was absorbed by its rival the "Est Vaudois" and in Geneva the "Tribune de Genève" reduced its staff by almost 30% in a bid for survival. More closures and merges are expected.

To those of you who liked to read German magazines, it may come as a shock to learn that "QUICK" has closed

### FORGOTTEN VILLAGE

Until 1912, the village of **SAMNAUN** (Graubünden) was totally cut off from the rest of Switzerland. No road existed to the village. During the winter season, the only way to get to Samnaun was via Austria.

This was the reason why the Swiss Government decided to exonerate this commune from any Federal taxes. After a road was eventually built in the 1960's, this arrangement should have been lifted. But the people of Samnaun, with the help of tourism, managed to pay themselves for all their needs (schools, roading, tourist facilities) and therefore became financially totally independent. In view of these circumstances and the savings that this arrangement represented for the Federal Government, it was decided not to collect the usual taxes from this area.

So Samnaun has become the only duty free shopping area in Switzerland (apart from the duty free stores at Zurich and Geneva airports). Here petrol and food is about half the price than in the rest of Switzerland. But tourists mainly come to Samnaun to purchase jewellery, perfumes, liquor and camera equipment. Every day from 9.00 am onwards they arrive by whole busloads from Germany, Austria and Italy for a frenzied spending spree to fill the pockets of the people of Samnaun.

down too after 43 years in the business. At one stage **QUICK** had a circulation of over 700.000 copies per week. Another casualty worth mentioning is the German version of "Harpers's Bazaar", the publication of which ended last September.

### BANKS IN TROUBLE

Another business activity that experiences some difficulties in Switzerland is the banking field. Several Banks are in great trouble. The "Spar und Leihkasse Thun" is in debts for over 170 million SFR, the "Rothschild Bank AG" in Zürich for some 100 million SFR whilst the "Kantonalbank Bern" announced that it had 5-7 billion SFR worth of doubtful investments, many of them with building projects that are currently in liquidation.

It is expected that the Bernese taxpayers will have to foot part of the deficit with an injection of 500 million SFR to keep the "Kantonalbank" afloat. (Sounds very much like our own BNZ saga).

## CLASSIFIED ADVERTISEMENTS

### FRED & PETER WEHRLI, MASTER BUILDERS

For building your new home or modernising your existing dwelling. Specialists in redesigning kitchens and bathrooms. Plans + specifications can be provided. Ph: 04 479-3485 Wellington

### SPILLMAN SENIOR LTD.

All types of Vehicles Serviced and Repaired. All associated Services available incl. Electronic Tuning, Fuel Injection, **WOF** Clutch and Brake, Exhaust, Transmission, etc. Quotes-Advice.

Ph. 09 634-4600 Auckland

### SALES OPPORTUNITY COSMETICS

Sales consultants needed to promote **DÉESSE of Switzerland** range of skincare, bodycare & cosmetics.

- \* flexible hours
- \* no investment
- \* full training provided

Please phone Kathryn Duncan, Ph. (09) 419-1929, Déesse of Switzerland (NZ)

### THIS MONTH'S SPECIAL

Venison casserole \$6.50 per kg. (Hirschpfeffer). Contact Appenzell Deer Farm Ph. (9) 524-8899 Auckland.

### SOLAR POWER FOR MARZILI-BÄHNLI

The Marzili-Bähnli, between the Aare riverside and the "Bundes Terrasse" in Berne will soon be operated by solar power. The installation will be based on the solar module invented by the School of Engineers in Biel and tested on the solar automobile that recently won the trans-Australia race for solar powered motorcars. The Marzili-Bähnli has been in operation since 1885 and transports an average of 860.000 passengers a year.

