

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 63 (1997)  
**Heft:** [3]

**Artikel:** Another victim of modern times  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-945306>

### **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:** 29.01.2025

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

## WHY PAY DOUBLE OR TRIPLE FOR PHONE CALLS TO EUROPE!

### OUR RATES

- 82 CENTS TO GERMANY
- 90 CENTS TO SWITZERLAND
- 70 CENTS TO UNITED KINGDOM, ETC.
- YOU PAY NO GST
- SAME RATE 24 HRS/7 DAYS

### INTERESTED?

THEN RING ME ON

**09 827 0214 -**  
**MARIA HAFNER**

they disappear as a matter of course. You search the whole house for them (and the garden shed this time too) only to find them eventually happily dangling from the dashboard of your car. How they managed to get into your locked car and insert themselves into the ignition lock will probably remain an enigma for ever. As an added oddity, car-keys can perform this trick far more often with highly intelligent but absent-minded professors than with ordinary, down-to-earth people and yet no one can explain why.

If after all this you still persist in thinking that objects have no brains and no nasty streak in them, you must be living in a real dream-world of your own.

The purpose of the objects' insidious intelligence is simply there to test our brains, to see how far they can push us before we blow our top, to prove to us how superior they are to us and how badly we compare to them. Do not be surprised if you feel depressed after reading this Editorial, I felt the same after I wrote it...

### NOTE FROM THE EDITOR

All Editorials published in the Helvetia over the past 4 years are the sole creation and property of your Editor and were written exclusively for the Helvetia magazine. Any reprinting or publishing in any form within New Zealand requires prior approval from your Editor.

### ANOTHER VICTIM OF MODERN TIMES

The "Swiss American Review", a weekly magazine published in the USA for the benefit of all Swiss living in North America, has gone under.

For years the magazine had been financially supported by Otto Rüesch, a Zurich born American banker who lives in Washington. The weekly "Swiss

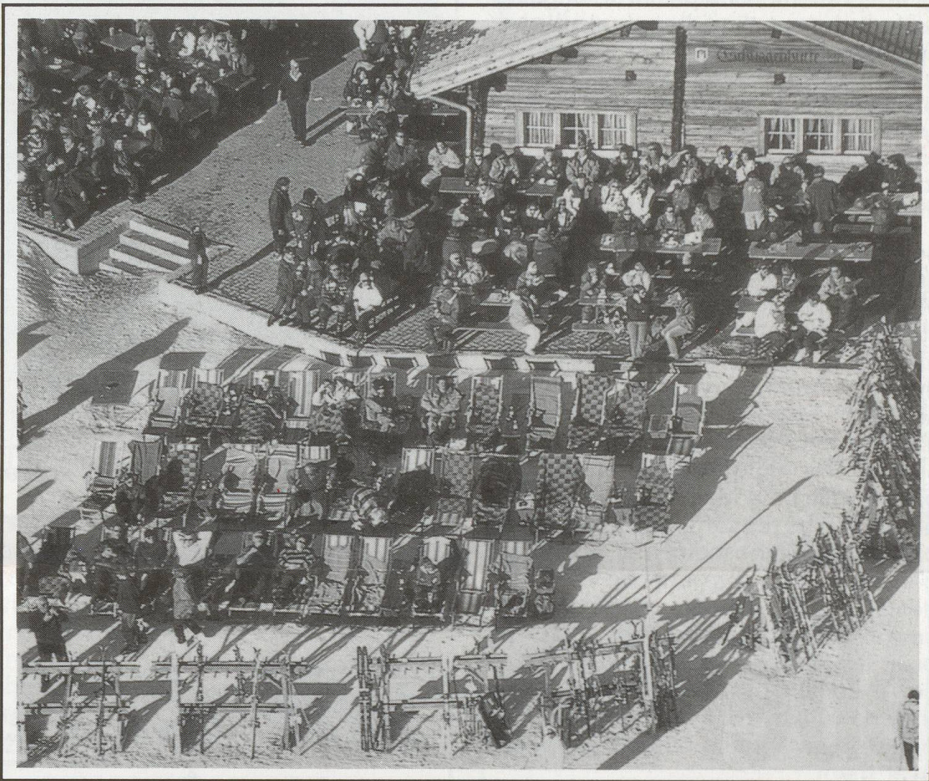
## HIGH ABOVE THE EVER LASTING FOG



*View of the Männlichen, high above Wengen. In the background, the uniform grey cloud covering the Lake of Thun and for that matter the whole of the Swiss plateau.*

All of you who lived in Switzerland and had to spend your winters down on the "flat land" will remember the horrible grey winter weather which seemed to last for weeks on end when all you could see was a uniform grey layer of clouds which never let any real sunshine through. It certainly was most depressing.

But if you were lucky to be able to get away into the mountains, somewhere above 1200-1500m, you found yourself in a completely different world where the sun never stopped shining all day, where the weather was clear and the air as pure as crystal. This winter again was no exception as the pictures show.



*A view of the Tschuggenhütte above Arosa. The thrifty Swiss shun the deck chairs because you have to pay for them, so most visitors use the terraces where seating is free.*

American Review" had a circulation of some 3500 copies. It was written up and produced by Richard Anderegg, a 76 year old professional journalist who selected news items from Switzerland, translated them into English and published them in the Review (very much the same as your Editor does for the Helvetia).

Over the years, Rüesch invested over 250,000 USD into his venture and until the last minute, he still hoped to

get more large Swiss firms to support him in his effort by advertising in his magazine. Unfortunately, most Swiss firms did not come to his rescue and so last December, Rüesch decided to close his magazine down for good.

Rüesch claimed that, in this modern world, the time for ethnic magazines was over. (Will this also be the fate of your Helvetia magazine in the years to come? We sincerely hope not).