

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 61 (1995)
Heft: [2]

Artikel: Poor Mr. Sacher
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-944996>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

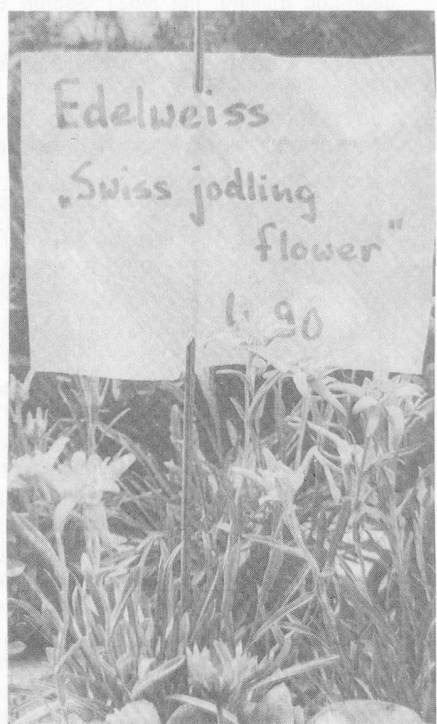
Terms of use

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.07.2025

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

JODLING FLOWER



Jodlers beware. You seem to have some stiff competition. According to the picture, some clever person has invented an Edelweiss that can jodle too. How well it can do that, the story does not say, but, in the hands of a good singing teacher, the Edelweiss might well put all you jodlers out of business. It would be interesting to find out what sort of a repertoire the Edelweiss would have.

One glimmer of hope yet for you jodlers: we understand that the Edelweiss has not yet mastered the art of playing the accordion or the "Hackbrett", nor that of "Fahnenschwingen", so you guys may still have a chance to survive for a little bit longer.

Now relax! It is apparently only a publicity stunt by some crafty tourist promotion manager. But for you jodlers, it surely must have come as a bit of a shock to find that you were almost upstaged by a simple but beautiful flower: our beloved Edelweiss.

POOR MR. SACHER

He is no longer the richest man in Switzerland. He has sadly been overtaken by his "step-children", Vera Oeri-Hoffmann and Lukas Hoffmann, owners of Hoffmann-La Roche, the big pharmaceutical firm in Basel. These two people, with a combined wealth of some 10 billion SFR, have pushed poor Mr. Sacher into second place. The third richest person in Switzerland follows with a mere 6 billion SFR. The richest Swiss manufacturer is Stephan Schmidheiny who owns most of the ex Brown Boveri empire plus Landis & Gyr as well as Merkur. His brother Thomas, who is a cement manufacturer and who is worth some 2 billion SFR lies only in 26th position. 24 out of the 50 richest people in Switzerland are foreigners.

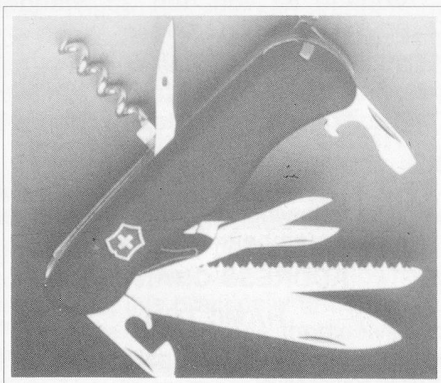
SWISS ARMY KNIFE MADE IN CHINA

The traditional Swiss officers' army knife is fighting unfair competition.

A cheap imitation knife made in China has been allowed by a US Court to be sold in the USA under the name "Swiss Army Knife". It is red like ours and has the Swiss cross and the name "Swiss Army Knife" embossed on it. It is of course much cheaper than the real thing but its quality is no match to the Swiss product.

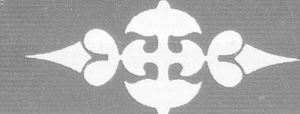
The US Court was of the opinion that the words: Swiss Army Knife were general, everyday words and did not constitute a brand name, the same as a sausage called "Frankfurter" does not necessarily have to come from Frankfurt, nor a Chinese Gooseberry from China, nor a Waldorf Salad from New York, nor a sedan car from Sedan in France.

Despite all this, it still goes against



the grain of any good Swiss to think that some cheap imitations of our army knives are being peddled in the USA. To cheer you up here is the latest about the real McCoy.

SWISSCRAFT LTD



Incorporating Domestic & Commercial Work

Specialists in Fabric & Leather Upholstery

Also Deep Diamond Buttoning

All Furniture Re-Upholstery

SWISSCRAFT LTD

Manager: **Herbert Stäheli**

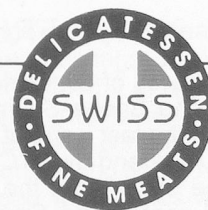
Showroom: 33-39 Colombo St.

Frankton-Hamilton

Call us

Phone 078 477-220

Fax 078 473-039



AVAILABLE NOW!

**New Zealand's finest
Delicatessen
Meats**



Continental Frying/Boiling
Sausages · Specialty Meats
Meat Loaves · Smoked Meats
Cold Cuts · Salamis

274 4455

FAX: 274 1203

Victorinox, makers of the renowned Swiss Army Knife, have a new model on the market featuring a 8.5 cm long blade which clicks automatically into place as it is opened. This new locking device can be deactivated by pushing back a slide on the right-hand side of the handle.

This locking knife also features an excellent pair of scissors and a wood saw, as well as several other tools such as a dual function can opener and screwdriver, a cap lifter, wire stripper, cork screw and reamer. The knife also contains tweezers and a tooth pick. This knife is 111 mm in length, making it slightly longer than the traditional "Swiss Army Knife".

LIECHTENSTEIN, BREAK WITH SWITZERLAND.

Further to our article in a previous Helvetia magazine, herewith some more information on this issue.

For over half-a-century now, there have been the closest possible links between Switzerland and Liechtenstein. Shortly after World War I, the Principality entered into a customs and currency agreement with the Confederation. While retaining its sovereignty, Liechtenstein opened its borders to Switzerland and switched its currency from the Austrian crown to the Swiss franc. While Liechtenstein is far from being a satellite, the Government in Vaduz has traditionally done its utmost to co-ordinate its policies with those of Berne and avoid differences with its much larger partner.

In 1992, things took an unexpected turn. On December 6 of that year, the Swiss electorate voted against membership of the European Economic Area (EEA), the extended free-trade body comprising members of the then European Community (EC) and the Euro-