

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 62 (1996)
Heft: [3]

Artikel: Old postcards
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-944850>

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: 22.02.2026

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



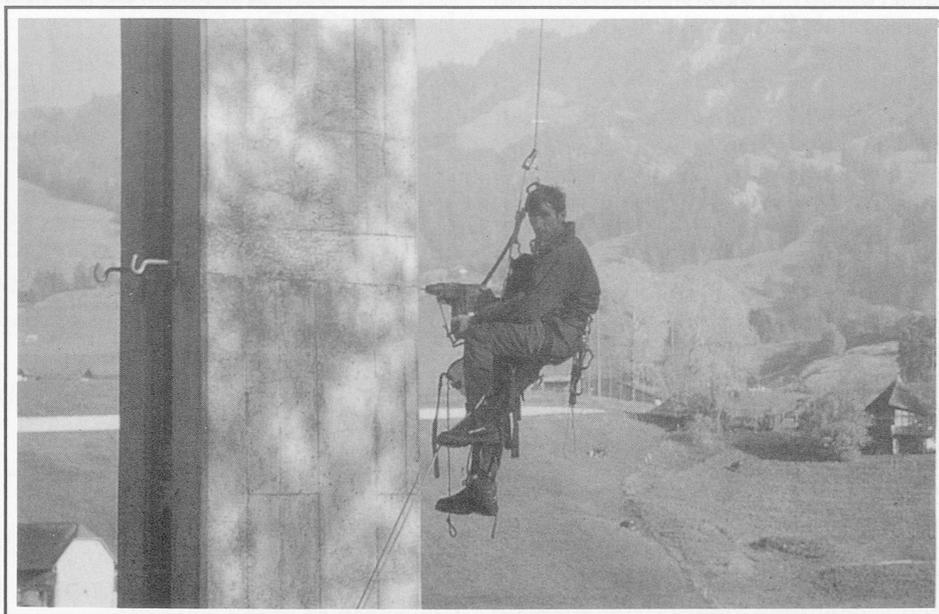
OLD POSTCARDS

A new craze has come to Switzerland: collecting old postcards. At a recent trade fair in Zurich, over 100,000 old postcards dating back to 1895 were on sale. Prices ranged from 1 to 200 SFR a piece. But apart from these postcards, the trade fair also offered for sale an enormous assortment of unimaginable "kitsch" such as old toys, dolls, watches, faked jewellery, stamps, books, music boxes, paintings, carpets, furniture and even some old "Packard" cars. On the other hand, discerning buyers with plenty of money could also purchase statuettes representing Humphry Bogard (with cigarette) for SFR 27,500.-, Charly Chaplin (with cane) for SFR 29,500.-, Picasso (with paint brush) for SFR 29,500.- or Mao Tse Tung (with smile) for only SFR 24,500.-.

NEW SWISS RECORD

Erhard Lorétan from Fribourg is the first Swiss alpinist to have conquered all 14 mountains of the world that stand over 8000 metres in height. Before him, only two other men have also achieved that record: Reinhard Messner from south Tirol and Jerzy Kukucka from Poland. Loretan is 1m 68 tall and weighs only 58 kg but he is one of the fastest high altitude climbers.

Around 8000 m most mountaineers can only climb 30 to 50 m per hour but Loretan manages 80 to 100 m. When not on climbing expeditions, Loretan makes his living from writing articles and giving public speeches. Another one of his specialities is dangerous work involving hanging off ropes to do repair work on high rise buildings, church steeples and viaducts to name a few.



When scaffolding becomes too expensive, Loretan is called in to do the repair job. He loves these "acrobatic" jobs.

**YOUR SWISS
BAKERY, PATISSERIE
& CAFÉ**



Season's Special

Handgemachte Schoggi Hasen
Ostereier -
gefüllt mit feinsten Pralinen
Hot Buns
Zuger Kirschtorte
Engadiner Nusstorte

Frohe Ostern

We are open: Tues - Fri 8.00 - 16.30
Sat 8.00 - 14.30
Sun 8.00 - 13.30

Monday closed

EVELINE & FRANZ MÜLLER

PHONE 489 9737, 5 Milford Road, Milford

Swiss Royal Heights Butchery

Continental Smallgoods

**Royal Heights
Shopping Centre**

138 Royal Road,
Royal Heights, Auckland.
Phone (09) 832 5916.

**WE CAN SUPPLY YOU WITH BRATWURST, CERVELAS,
BIERSTICKS, CABANOSI, FRANKFURTER AND MORE**

All made on the premises by a Swiss Butcher.

Lamb, Pork and Beef cuts also available
for a competitive price.

Orders welcome.