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The new joint venture for the inner-swiss integrated transport, formed by SBB, BLS, MThB, Bertschi, Planzer and Migros should be able to start from May this year. The international venture, formed by SBB, BLS, HUPAC and Planzer, should

George M. Hoekstra

The backs of tickets have been used for publicity before but now the SBB have gone one step further. Together with the Lever Fabergé group, they have created an advertisement for the detergent Radion that actually smells like the product! Most individual tickets in Switzerland are printed on a big roll of special paper with security features: trains, buses, ships and mountains. They are not only printed on the side, but others light up in ultra-violet light. The Radion advertisement, impregnated with the appropriate aroma, was printed on the back of some of these rolls. It is not necessary to scratch the ticket to set the aroma free. During January and February, these special rolls were tested in the stations of Geneva-Airport, Geneva, Nyon, Lausanne, Fribourg, Bern, Luzern, Zürich and Basel SBB. Customers could send in the tickets to obtain a free sample and a chance to win an disposable camera. Not everybody was happy with the new tickets: in the large stations, the smell from a dozen rolls in the ticket office could get a bit overpowering. It is no surprise most of them were moved into the automats outside! Also it would be impossible for the staff to write additional endorsements on the back of these tickets, like validity over a different route in case of blocked lines

be able to send the first trains to Novarra in 2001.

Mr. Utnegaard's credo is: be close to the customer, be flexible, make good use of e-mail and the internet, react quickly and . . . make money!

VERY CLEAN TICKETS

during the violent storms we had at Christmas. Worries about possible allergies also have been voiced. The smell lasts a long time too, as I am writing this two months later it is still noticeable on this ticket, bought mid January. (*The editor can confirm this even in mid May, he is still sneezing*). The test results are now being evaluated and a decision will be taken at a later date as to the future, hopefully with a slightly less stronger aroma.

TICKET TEXT: The German text on the back of this ticket states: Have a sniff . . . your wash could smell as fresh as this too!

Ticket: Courtesy: George M Hoekstra

Senden Sie uns dieses Ticket zusammen mit einem frankierten Rückantworten-
couvert, und Sie erhalten ein Radion-Muster. Wenn Sie uns dieses Ticket bis zum
31.1.2000 zurückschicken, erhalten Sie zudem eine Kodak-Einwegkamera.
Lever Fabergé, Team Radion, Grafenau 12, Postfach, 6301 Zug
www.radion.ch



Tiefe Sauberkeit –
Sonnige Frische

Offerten für Billettwerbung: fachmedien@jean-frey.ch

Riechen Sie mal...
...so frisch kann auch
Ihre Wäsche duften!

Senden Sie uns dieses Ticket zusammen mit einem frankierten Rückantworten-
couvert, und Sie erhalten ein Radion-Muster. Wenn Sie uns dieses Ticket bis zum
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The next page has two pictures by George Hoekstra. The subsequent text refers to them.

ABOVE - SCHNAAGI SCHAAAGGI

Living in a country where railways have been electrified from a very early date, I do have a soft spot for steam engines. The impossible phrase above is actually the nickname (in the Zürich dialect) of this attractively colourful train's locomotive. As with many steam engines all over the world, after no longer being needed, and even though it escaped the cutting-torch, it was in danger of being forgotten or ending up on a plinth. The many celebrations and activities planned for the 1997 "150 years of Swiss Railways" festival changed its destiny and brought it back to life. Shame about the catenary, but apart from a few miles all of Switzerland is like that. Mind you, imagine the very dense traffic on Switzerland's rails being run by steam or diesel traction!... Sihlbrugg, May 1997.

BELOW - 150 Years of Swiss Railways. This shot of the "Spanisch Brötli" train headed by "Limmat" near Sursee in March 1997 must have been very close to how it was then. No catenary, no crowds and very rural. The Autumn colours enhance the rural idyll.



Both pictures by George Hoekstra. See previous page for details.





Above: A wonderful picture of the Aletsch Glacier taken by Stuart Frost during his "Unexpected Bonus" in July 1999. *Below:* The Cleaning Up crew on the MOB at the New Year after what was obviously a good lunch at Gstaad. The loco is Gm 4/4 2004. Photo: Beat Feller

