

“There is nothing more powerful than an idea whose time has come.”

Victor Hugo



continued from inside

Will there be two prices for everything in daily life?

No. The gold coins are purchased as a liquid asset and not as a means of payment for everyday use because the Franc is perfectly suitable for that. It is conceivable that gold coins will be used as a tourist attraction or for specific events, then it would be treated just like the foreign currencies are treated today. It is also probable that gold coins will be used in places with hyperinflation and for international commercial contracts.

How do the Swiss Gold Coins affect the Franc?

Gold coins are purchased mainly as a liquid asset and as a “safe haven currency.” Today, huge sums of Francs are bought, especially by foreigners, causing the National Bank, the Swiss franc’s exchange rate and the Swiss economy all kinds of problems. If in the future people buy gold coins instead of francs, this will relieve the Swiss franc and tend to stabilize its exchange rate.

What are the costs and the risks to the public?

The federal government defines the coins and supervises the private producers. This will cause neither risks nor any special costs whatsoever to the federal government or the taxpayers.

Can we do this today?

No, but we can with this initiative! It will become a new amendment to the Swiss constitution and create the legal foundation for privately produced, practically usable Swiss Gold Coins as a complement to the existing Franc.



SWISS GOLD COINS

Simple • Practical • Safe

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Safer Savings

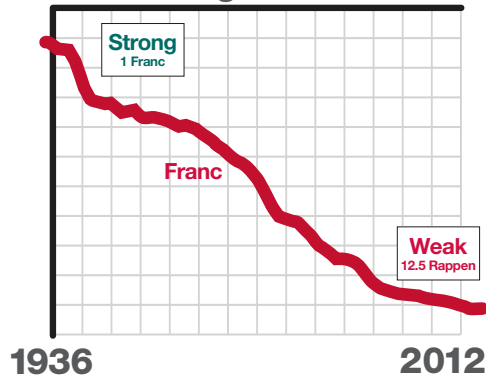


Initiative to introduce constitutionally protected private gold coins

The Problem

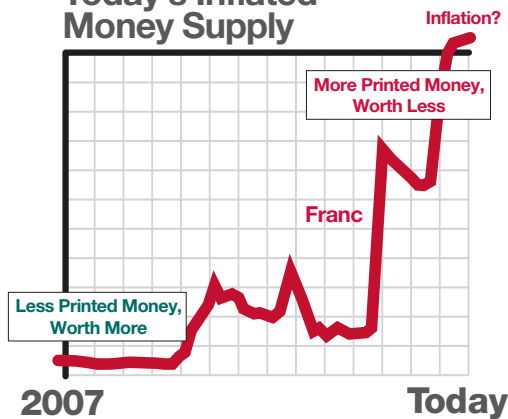
Our Savings are Endangered

Today's Weaker Purchasing Power



Due to the constantly growing money supply, paper currencies are losing their value more rapidly. **This simply means the franc in your pocket today will purchase less goods and services than it did in the past.**

Today's Inflated Money Supply

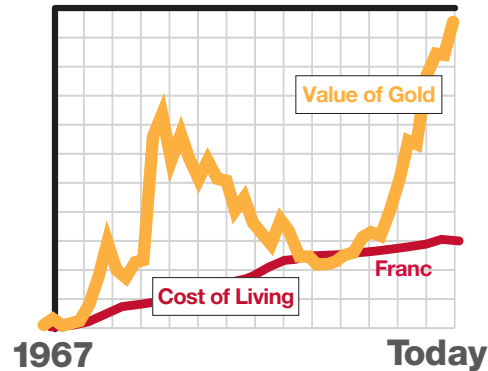


Due to excessive money printing, many paper currencies may become completely worthless. Never before have the central banks of the world created so much money in the form of banknotes and bank balances. This effects the entire global paper money system. If the central banks don't recall the newly created money in time, high rates of inflation are looming. **This could lead to the partial or total loss of purchasing power of all savings and pensions.**

The Idea

A Franc and Gold Coin Combination

Winning Combination... Gold Coin & Franc



Throughout history, gold has served as a safe store of value. The reason for this is that it cannot be printed arbitrarily. As the chart shows, gold has easily kept up with the cost of living, unlike printed paper currencies.

"A franc gold combination would bring more security," says Professor Bernholz* who supports the creation of the new Swiss Gold Coins.

Three Advantages

Simple

The buying and selling of gold will be easier and cheaper. The new Swiss Gold Coins allow everybody from experts to laymen to buy larger or smaller amounts of pure gold, as easily as any other currency today and at lower costs.

Practical

Small denominations make gold coins useful in everyday life. Various valued coins will be created starting from 0.1 grams gold core coins (approximately CHF 5). This makes gold usable for small gifts, savings and pension plans and as part of life insurance products.

Safe

The gold coins are protected by the Swiss constitution. They are subject to the same trade and tax laws as the franc and are protected from fiscal levies and counterfeiting.

*See bottom of www.goldfranc.ch

The Proposal

Introduction of constitutionally protected, privately produced Swiss Gold Coins

It's simple...create Swiss Gold Coins that will join forces with the paper Franc. These new gold coins will have all the government protections the paper franc has today.

The federal government defines a set of gold coins, each coin with a different amount of gold becoming a simple, practical and usable "Goldvreneli.**" Private companies would produce and sell the gold coins while the Federal Government controls the correct gold content of the coins and compliance with other rules.



Frequently Asked Questions

What do the coins look like?

One side should show a uniformly designed Swiss flag and the gold content in grams. The other side is available to the issuing private firms for their self-presentation, within responsible limits. Gold coins could be produced by banks, retailers or by nonprofit organizations.

What determines the cost and the value of the gold coins?

The value of the gold coins depends on the gold price, plus the production costs of the coins. However, because the issuing firms may present themselves on the coins, they will want to sell as many coins as cheaply as possible, which is expected to cover a good part of the production costs.

Is there enough gold for Swiss Gold Coins?

If new gold coins are to be created, the gold for them is bought on the free world gold market. As a result, the demand for gold will rise and with it the price of gold and of the gold coins respectively.

How is counterfeiting prevented?

Counterfeiting is always a problem and must be prosecuted and punished. Gold coins do have an advantage over the current paper money since coins are more difficult to copy than printed paper. Also, the issuing companies will want to assure a good reputation for their coins and have the best possible, tamper-proof quality.

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**Vreneli is the informal name of legal tender gold coins produced in Switzerland. These coins were last issued in 1949.

