

The Philatelic Aspects of the 1939 Swiss National Exhibition

The "Landi"

This display class exhibit traces the chronology of the Landi through the postage stamps, postal cards, and letter sheets issued for the Landi; the special flights flown to publicize the Landi; and the postal facilities on the grounds of the Landi. Selected items are included in the exhibit to help the viewer understand and appreciate the magnitude and importance of the Landi to the Swiss in the months prior to the outbreak of the Second World War.



The Landi logo
designed by Warja Lavater



The Landi logo as used on a machine cancel.

Plan of the Exhibit

1. An overview of the Exhibition
2. Pre-Exhibition publicity
3. Pre-opening day cancels
4. Opening day ceremonies
5. The postage stamps - The May issue
6. FRANCO vignettes
7. The postal cards
8. The letter sheets
9. Printer(s) of the postal cards and letter sheets
10. Special publicity flights
11. Landi postal facilities
12. Closing day ceremonies
13. Postscript

Key items (noted with red frame)

Machine cancel with incorrect closing date	(Frame 2, page 6)
Unusual destinations (Penang, Morocco, Gold Coast)	(Frame 2, pages 4, 7, 8)
FDC on a letter sheet	(Frame 4, page 9)
Fieldpost use of a letter sheet	(Frame 4, page 12)
Swiss Ambassador's invitation	(Frame 4, page 15)
Athens second landing cover	(Frame 5, page 4)
National Exhibition postal forms	(Frame 7, page 8)

1. An overview of the Exhibition

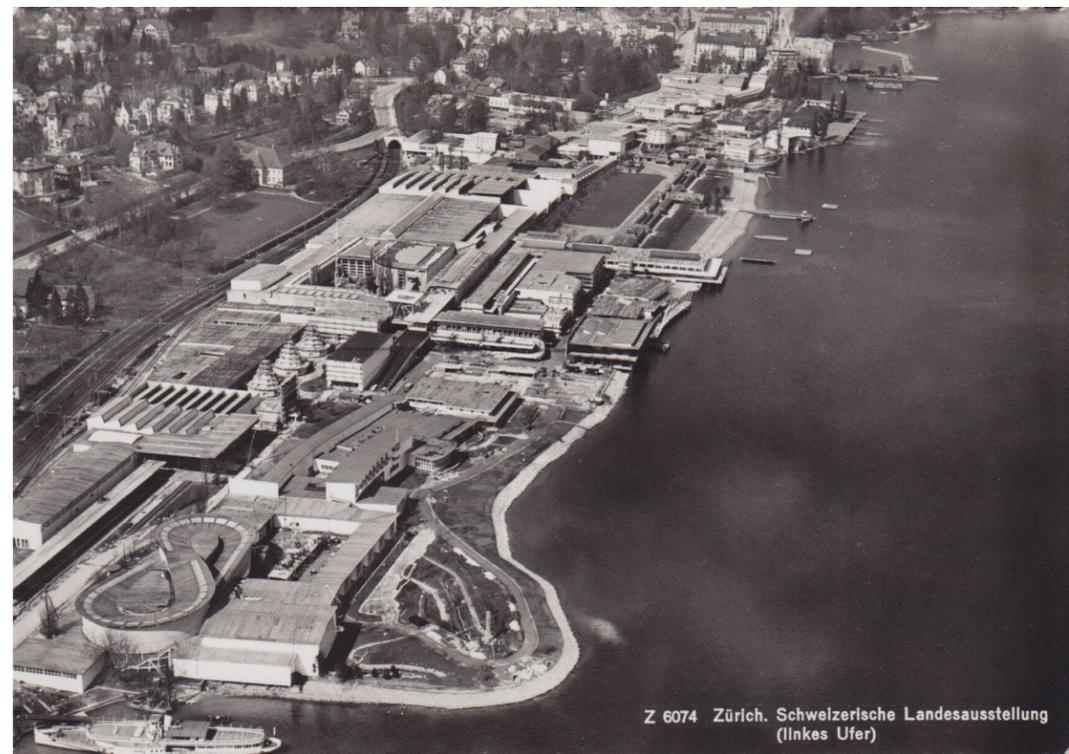


Adapted from the Official Guide to the Exhibition. Original is 31.5 inches wide.

Set on opposite banks of the Zürichsee, the 1939 Swiss National Exhibition paved the way for a “thematic” exhibition as contrasted to endless displays of various manufacturer’s goods. The left bank extolled Switzerland and the Swiss, their heritage and their accomplishments. The right bank was a celebration of Swiss agriculture and folk ways, culminating in a small village, the “Dörfli”, built on the Zürichhorn at the southern end of the exhibition (visible in the right postcard below on the promontory at the left center).

The two venues were connected by a 906 meter (2973 feet) aerial cableway (the “Schwebebahn”), ferries, and buses. Direct rail transport was available on the left bank from a spur run from the nearby Wollishofen station (visible in the left postcard below lower left corner). The right bank tower of the aerial cableway can be seen in the right postcard below to the right of center.

The Exhibition opened on May 6, 1939, and closed on October 29, 1939. It closed for three days following the invasion of Poland on September 1, 1939, but reopened to greatly increased crowds on September 5.



Z 6074 Zürich. Schweizerische Landesausstellung (linkes Ufer)

Planned for around 4 million visitors, over 10 million came. It was a masterpiece of subtle propaganda reminding the Swiss how they had protected their borders since 1291 except for invasion of Napoleon in 1798 when they let their guard down.

Aerial view postcards of the left and right bank venues of the National Exhibition on the shores of the Zürichsee.

Real photo postcards published by Wilhelm Pleyer of Zürich.
Photographs by Swissair



Z 6075 Zürich. Schweizerische Landesausstellung (rechtes Ufer)

2. Pre-Exhibition publicity

Promotional Cancels

Machine cancels promoting the National Exhibition were used throughout Switzerland during the period June 1, 1938 to March 14, 1939. Three language versions were used: German in 20 German-speaking towns; French in 8 French-speaking towns; and Italian in 3 Italian-speaking towns.

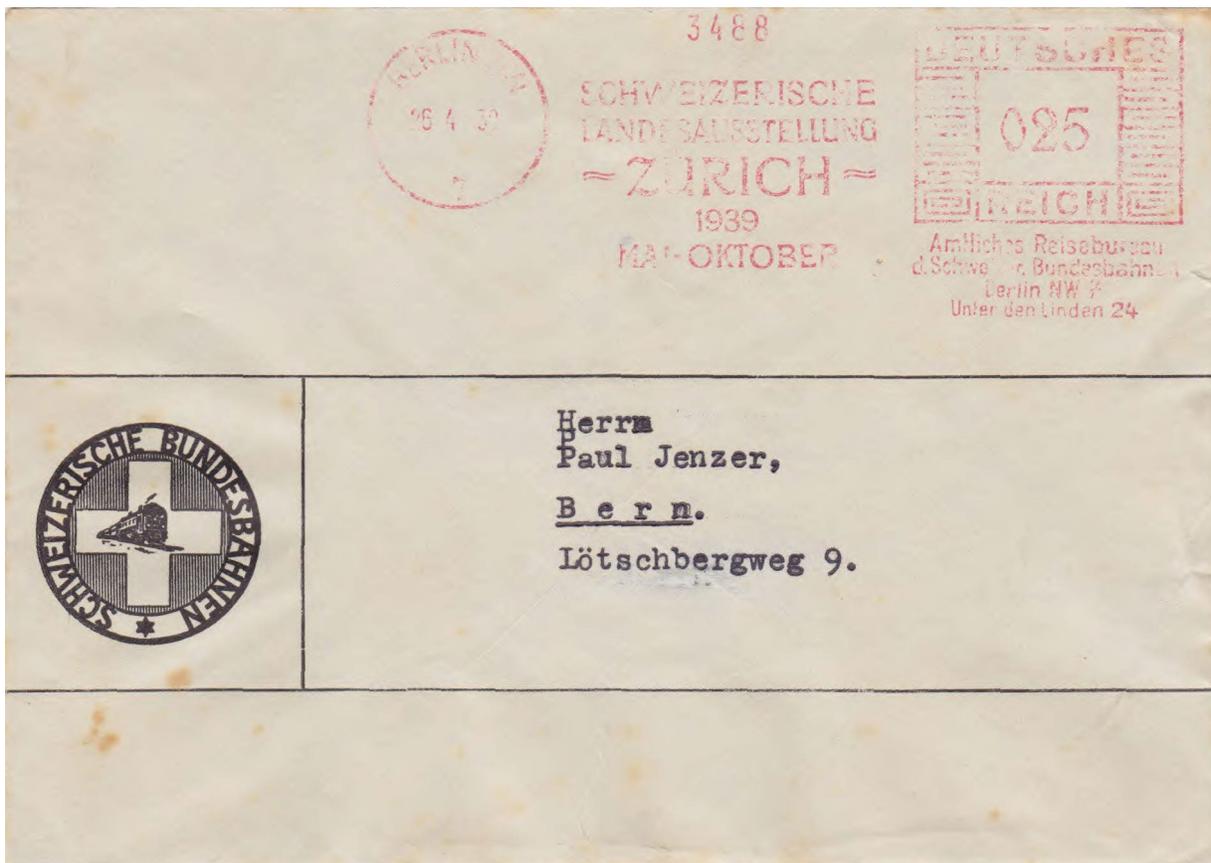


2. Pre-Exhibition publicity

Promotional Meter Imprints

The National Exhibition was even advertised outside Switzerland. The Swiss Federal Rail office in Berlin advertised the Exhibition on its postage meter,

Schweizerische
Landesausstellung
Zürich
1939
Mai - Oktober



Meter imprint dated 26 April 1939.

2. Pre-Exhibition publicity

The February postage stamp issue

Issued on 1 February 1939, this 9-stamp issue publicized the upcoming National Exhibition to be held in Zürich from 6 May to 29 October 1939. Three sets of stamps – 10c, 20c, and 30c – were issued in the three national languages – German, French, and Italian. The stamps were on sale until 20 October 1939 and valid until 31 December 1940.

The two lower values were designed and engraved by Karl Bickel and printed by the Wertzeichendruckerei PTT in Bern. The high value was designed by Victor Surbek and printed by Couvoisier S.A., La Chaux-de-Fonds. All were issued in sheets of 50.

The 10c values show a procession of various professions, the 20c values show a group of people reflecting on their spiritual life, and the 30c values show Piz Roseg and the Tschierwa Glacier.

German (“Landesausstellung”)



French (“Exposition Nationale”)



Italian (“Esposizione Nazionale”)



2. Pre-Exhibition publicity

The February postage stamp issue First Day Cancels



German-language set cancelled on the first day of issue, 1 February 1939, in Zürich, the largest city in the German-speaking part of Switzerland.



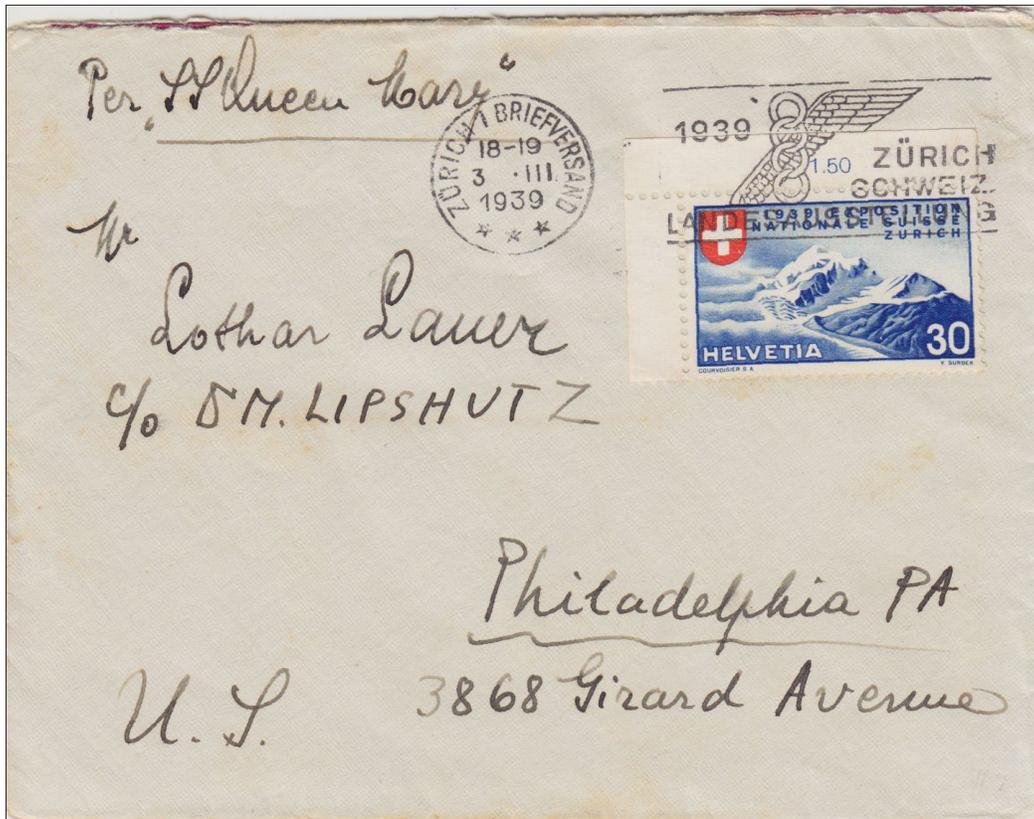
French-language set cancelled on the first day of issue, 1 February 1939, in Geneva, the largest city in the French-speaking part of Switzerland.



Italian-language set cancelled on the first day of issue, 1 February 1939, in Locarno in the Italian-speaking part of Switzerland.

2. Pre-Exhibition publicity

The February postage stamp issue Interesting usages



30c French-language stamp correctly paying the first step international letter rate to Philadelphia.

Cancelled 3 March 1939 in Zürich with instructions "Per Queen Mary". No indication of arrival date.

According to the Cunard Line's archives, the *Queen Mary* departed Southampton at 10:30 am on 4 March, arrived at Cherbourg at 4 pm, and departed for New York at 5:40 pm. The letter most likely made the sailing from Cherbourg.

Machine publicity cancel for the National Exhibition.

2. Pre-Exhibition publicity

The February postage stamp issue Interesting usages



Two sets of the February issue – Italian and French – correctly paying the first step international letter rate to Prague (30c) + the 30c international registration fee + the 60c international express fee = 120c.

Cancelled 9 June 1939 in Baden, backstamped 10 June 1939 in Prague.

Following the September 1938 Munich agreement, in November 1938 Czechoslovakia was split into three units – Bohemia and Moravia, Slovakia, and Ruthenia. Prague was the capital of Bohemia and Moravia. On 15 March 1939, Hitler declared Bohemia and Moravia to be a German Protectorate. This cover, sent three months after the German take over, doesn't bear any indication of the Germanification.

2. Pre-Exhibition publicity

The February postage stamp issue Plate varieties

Both the engraved and the photogravure values have many “fly speck” varieties which add interest to a collection. Below is a small selection of them.



Dot above the “Z” of “IZERISCH” and a scratch from the “Z” of “ZÜRICH” through the “I” of “ZERISCH” to the upper border.

Sheet B1, stamp 4.



White dot in the upper right section of the coat of arms.

Sheet D2, stamp 16.



White dot above the top corner of the right arm of the cross and a red dot on the apron of the woman at the head of the procession.

Sheet B2, stamp 10.



White dot below the “VE” of “HELVETIA”.

Sheet A1, stamp 5.

3. Pre-opening day cancels

The four postal facilities on the grounds of the Landi began operations prior to the opening date, presumably to be ready for the big day. The two principal postal facilities – in the P.T.T. Pavilion and in the Dörfli – began operations on 20 April 1939. The other two postal facilities – at the Enge Entrance and the Postal Bus – began operations on 4 May 1939.

As the grounds of the Landi were closed to the public, any mail from the pre-opening date must have originated from postal workers on official business or as favor items or, possibly, from workers putting the finishing touches on the various buildings and grounds.

Right: 20 April 1939 cancel from the P.T.T. Pavilion addressed to a stamp dealer in Berneck SG. The 3c stamp pays the printed matter rate for bulk mailings of 50 or more items. The P.P. (Port Payé or postage paid) handstamp is used on bulk mailings to indicate the proper postage has been paid.

Right: 4 May 1939 cancel on a bulk mailing from the postal facility at the Enge entrance addressed to the same stamp dealer in Berneck as the card above.

Below: 20 April 1939 cancel from the postal facility in the Dörfli addressed to Triesenberg, Liechtenstein. Franked with a 10c value from the February issue correctly paying the domestic post card rate. Mail to Liechtenstein was considered “domestic”.



Herrn
Hans Ulmann
Berneck
Kt. St. Gallen
Schweiz

4. Opening day ceremonies

The National Exhibition opened with great fanfare on 6 May 1939 with a parade through the streets of Zürich and a dedication ceremony on the Bürkliplatz.



Shown on a post card from the National Exhibition, the Federal cabinet at the opening day parade on Zürich streets.

Left to right: Pilet-Golaz, Federal President Etter, Motta, Obrecht, Minger, Baumann, and Wetter.



Postcard showing the opening day dedication ceremonies on the Bürkliplatz.

5. The postage stamps

The May issue

Issued on the opening day of the Exhibition, this 12-stamp issue publicized Swiss products (the crossbow was the sign of a Swiss-made item). Three sets of stamps – 5c, 10c, 20c, and 30c – were issued in the three national languages – German, French, and Italian. The stamps were on sale until the closing day of the Exhibition, 29 October 1939, and valid until 31 December 1940.

The designer of the stamps was Victor Surbek. The stamps were printed by the Wertzeichendruckerei PTT in Bern, with the exception of the 10c stamps which were printed by Courvoisier S.A., La Chaux-de-Fonds. All values were issued in single-language, 50-stamp sheet form. The three low values were also issued in horizontal coil form with the three languages se-tenant. The sheet stamps, with the exception of the 10c German-language stamp which was printed on smooth paper, were printed on gridded paper with short red and blue fibers. All the coil stamps were printed on smooth paper with long red and blue fibers. Coil stamps can be identified by this smooth paper. In addition, the coil stamps had an accounting number printed on the back of every fifth stamp.

The sheet and coil versions of the 10c stamps can also be distinguished by location of the “A” of “COURVOISIER S.A.”. On the sheet versions the “A” is directly below the “V”; on the coil versions it is slightly to the left. In this way the smooth paper sheet and coil 10c German-language stamps can be distinguished.

The sheet stamps



5. The postage stamps



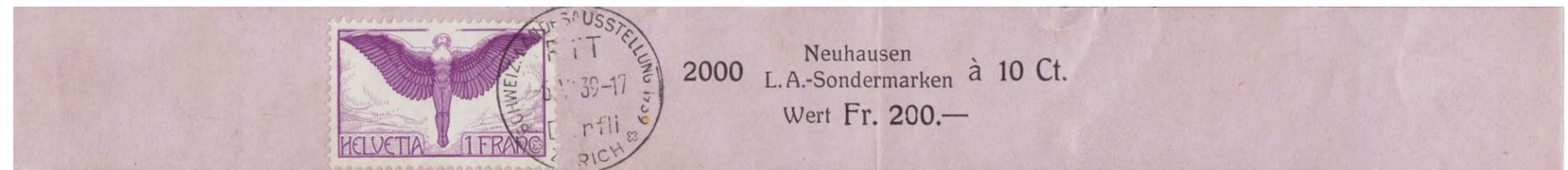
Coil stamps were only available from vending machines on the grounds of the Landi or by purchasing an entire coil roll – rolls of 2000 for the 5c and 10c values, 1000 for the 20c value. They were not available at post offices.

Coil strips of 11 showing the accounting numbers on the back of every fifth stamp. The accounting numbers were a 4-digit number preceded by an upper case letter, L, M, N, O, or P. The 5c coil strip has two accounting numbers – O3405 and O3410; the 10c M9825 and M9830.

Below each strip is a wrapper from a complete coil roll of 2000.

The coil stamps

The May issue



5. The postage stamps

The May issue

The coil stamps

The three low values of the set were also issued in horizontal coil form with the three languages se-tenant – German, French, Italian. Printed from cylinders five subjects wide, the printed rolls were cut into five coil rolls after perforating resulting in coil stamps perforated on all four sides. Individual stamps have cut perforations on the horizontal sides and torn perforations on the vertical sides.

The coil stamps had an accounting number ending in 5 or 0 printed on the back of every fifth stamp in the color of the stamp. The accounting number was prefixed by a letter – L, M, N, O, or P corresponding to the five coil rolls cut from the printed roll. The accounting numbers allowed the postal clerk to know how many stamps were left on the roll.

The five stamps below show an accounting number of each letter:

L in the green of the 5c stamp

M in the gray of the 10c stamp

N in the gray of the 10c stamp

O in the red of the 20c stamp

P in the green of the 5c stamp

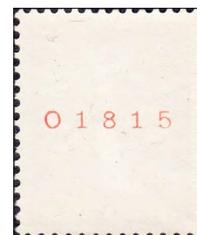
L

M

N

O

P



5. The postage stamps

In contrast to the usual practice where new issues were available nation-wide on the day of issue, the May National Exhibition issue was only available on the day of issue on the grounds of the Exhibition.

The May issue First Day Cancels



German-language set cancelled on the first day of issue, 6 May 1939 at the post office in the P.T.T. Pavilion on the grounds of the Exhibition.



French-language set cancelled on the first day of issue, 6 May 1939 at the post office in the P.T.T. Pavilion on the grounds of the Exhibition.



Italian-language set cancelled on the first day of issue, 6 May 1939 at the post office in the P.T.T. Pavilion on the grounds of the Exhibition.

5. The postage stamps

The May issue Interesting usages



A letter correctly paying the first step (up to 20 gm) international letter rate to Morocco (30c) + the 30c international registration fee + the air mail surcharge of 10c per 5 gm = 70c. There is no weight indication on the cover but if it weighed more than 5 gm, which is highly likely, the required postage would be 80c.

Saidia du Kiss is in northeast Morocco on the Mediterranean coast. The letter was mailed from the Zürich Airport on 4 July 1939, arriving in Casablanca on 6 July, Oujda on 7 July, and arriving in Saidia the same day.

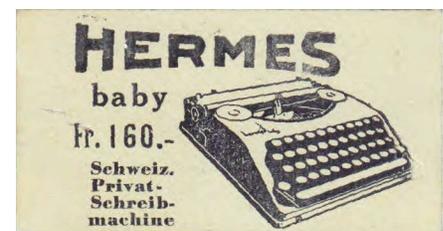
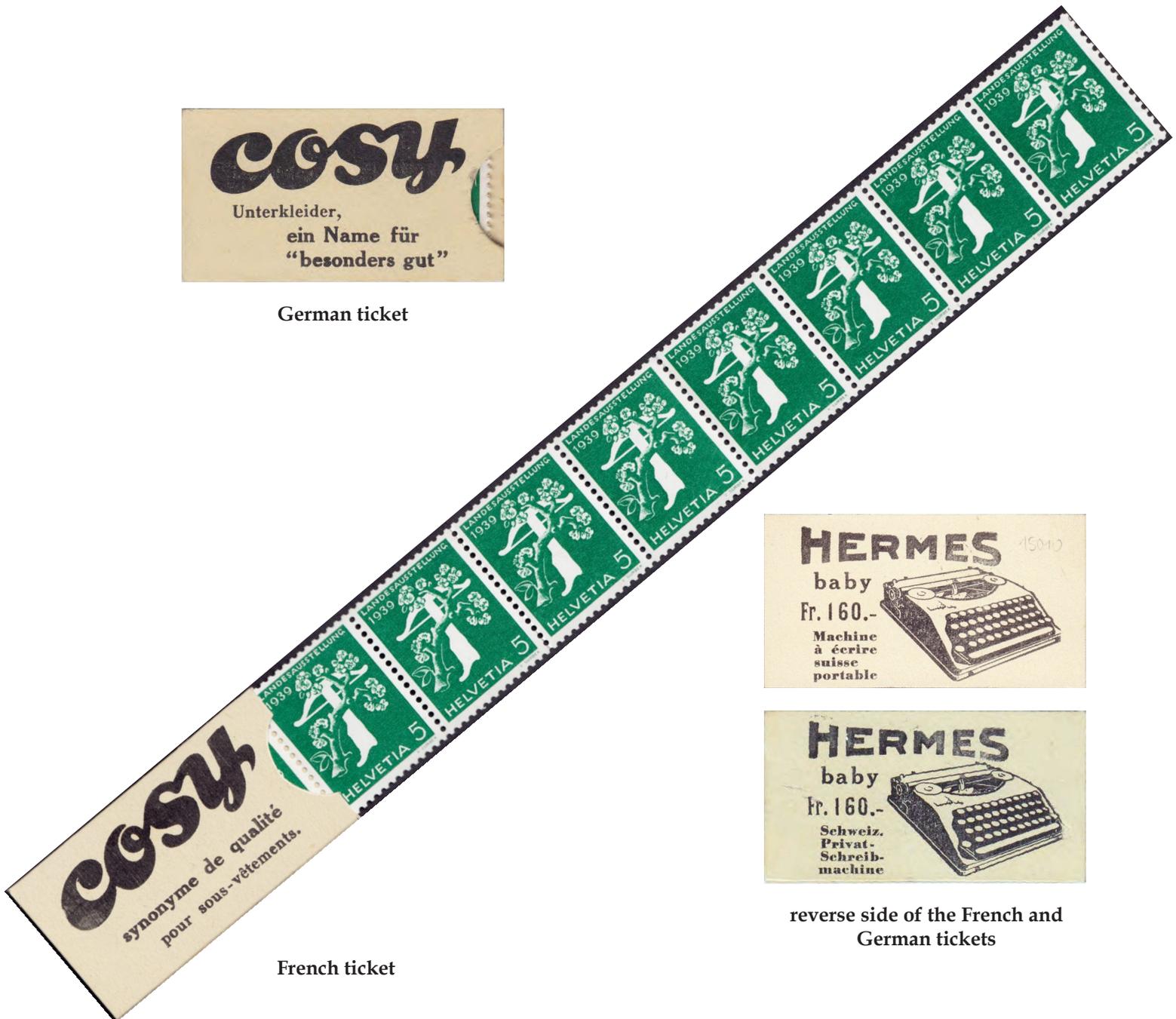
5. The postage stamps

The May issue

The 5c values were also issued in so-called “tickets” containing a row of ten stamps from a sheet attached by the selvedge at the left. The covers of the tickets were issued in the three languages. Shown here are the French and German versions. There is no relationship between the language of the cover and the language of the stamps attached as can be seen here with the German-language stamps attached to a French-language cover. The German version’s stamps are also in the German language.



German ticket

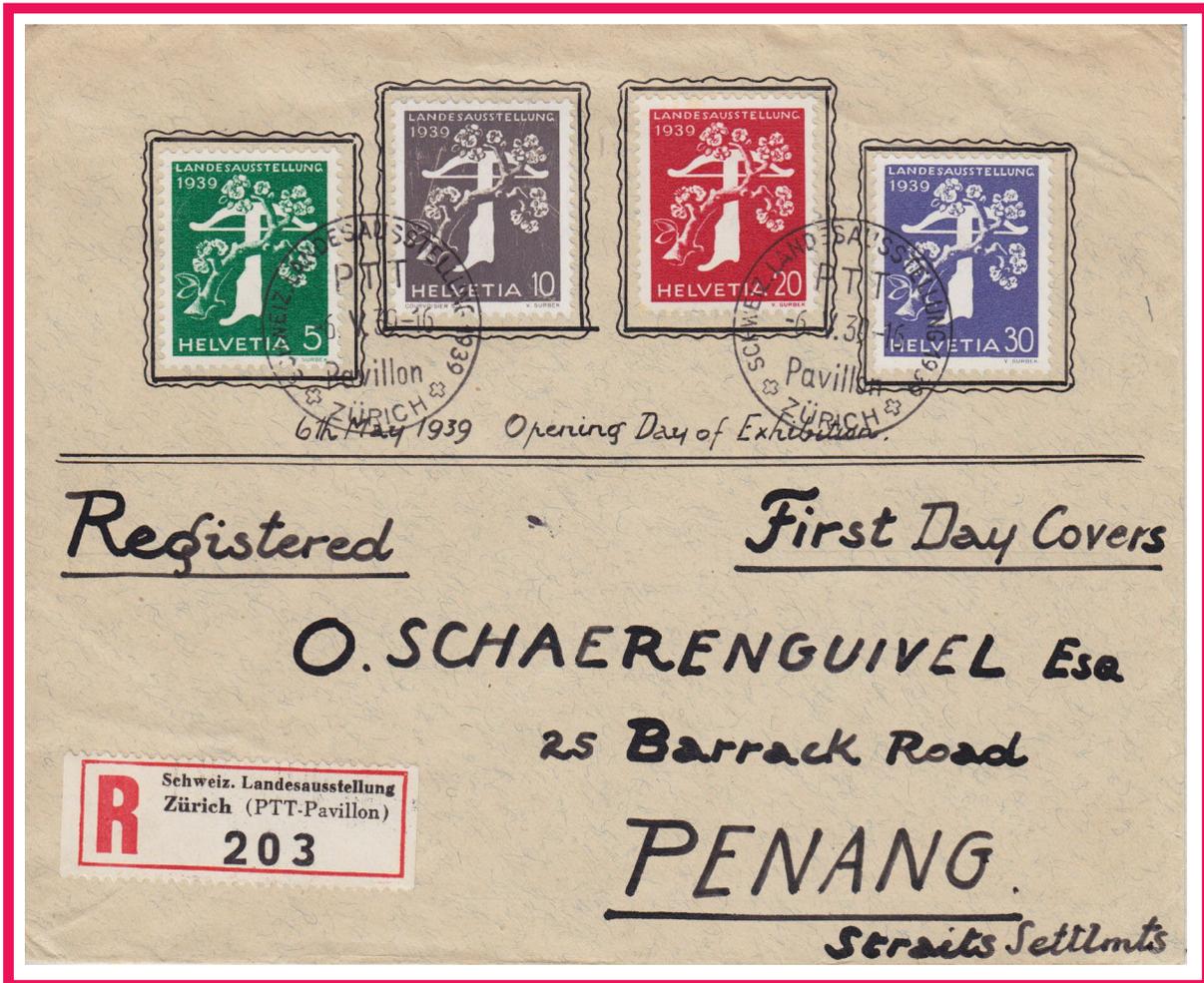


reverse side of the French and German tickets

French ticket

5. The postage stamps

The May issue First Day Cancels



A set of the May German-language issue slightly overpaying by 5c the first step international letter rate to the Straits Settlements (30c) + the 30c international registration fee = 60c (65c postage on the cover). Note the registration label from the Pavilion post office.

First day cancellation at the post office in the P.T.T. Pavilion on the grounds of the Exhibition, backstamped 29 May 1939 in Singapore and 30 May in Penang.

5. The postage stamps

The May issue First Day Cancels

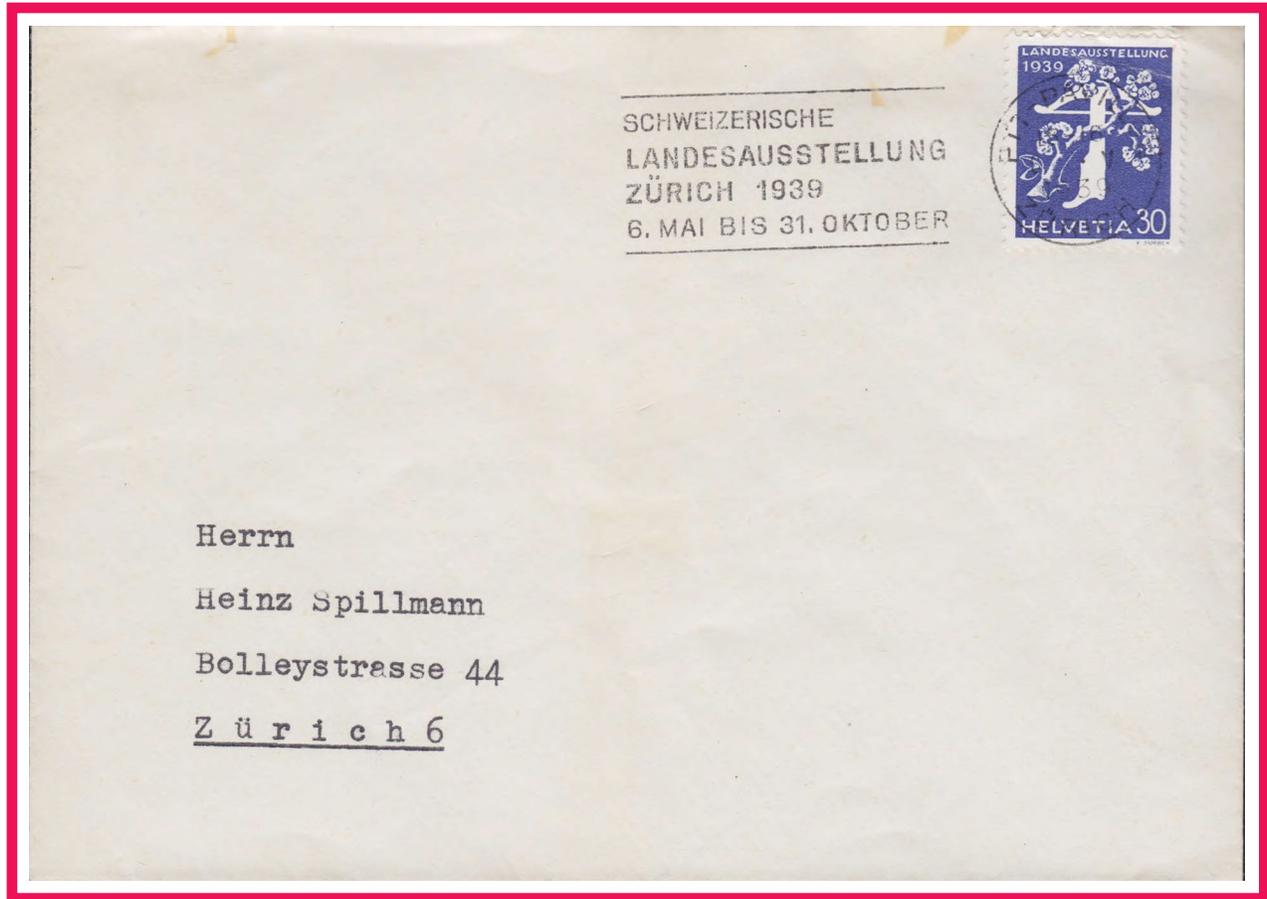


A set of the May French-language issue slightly overpaying by 5c the first step international letter rate to the United States (30c) + the 30c international registration fee = 60c (65c postage on the cover). Note the registration label from the Pavillon post office.

First day cancellation at the post office in the P.T.T. Pavillon on the grounds of the Exhibition, backstamped 16 May 1939 in Chicago and 19 May in Seattle.

5. The postage stamps

The May issue First Day Cancels



The P.T.T. Pavilion also used their machine canceller on the opening day but usually not for first day covers. However, the closing date of the Landi was wrong on the canceller - 31 October versus 29 October. The error was discovered and a replacement cancel was put in service 6 days later, making this cancel one of the rarest of the Swiss machine cancels.



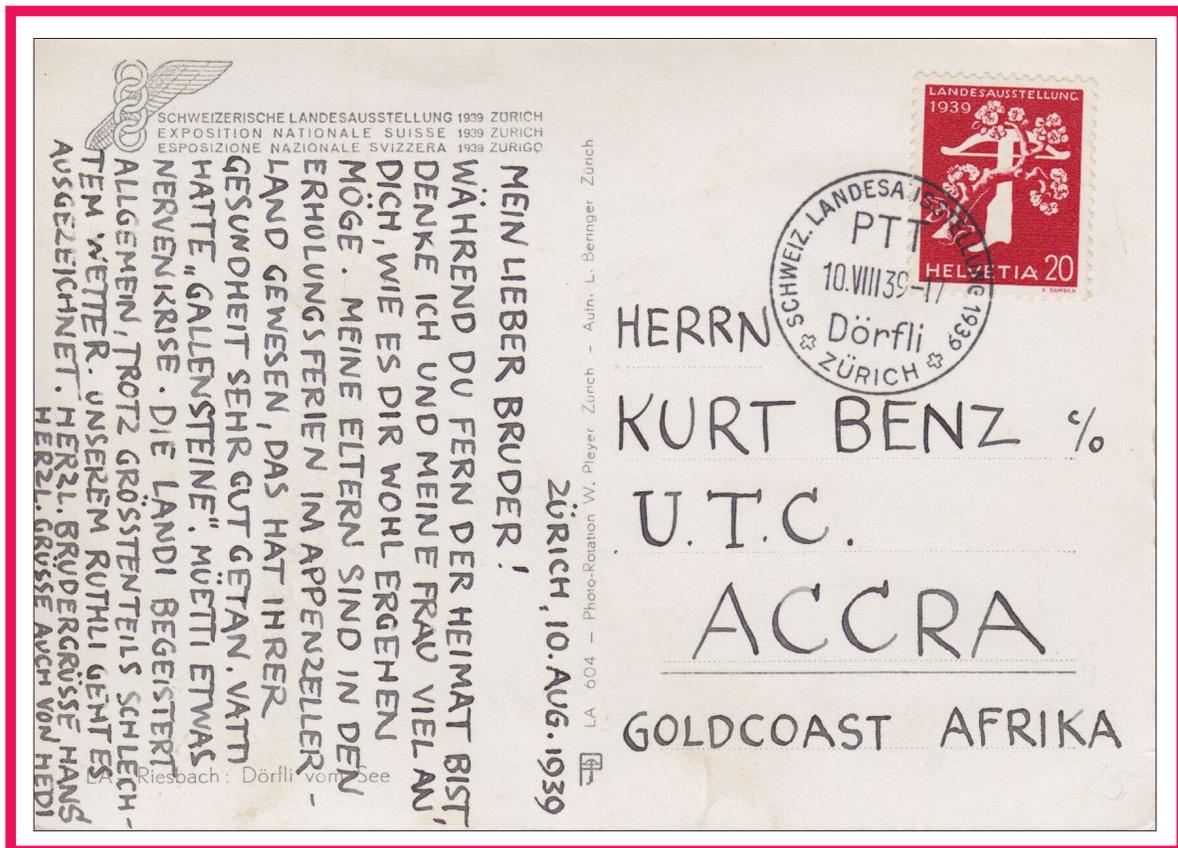
The corrected cancel with the 29 October date.



The black cancel date is difficult to read on a dark blue background. This scan was made with the blue filtered out, leaving the first day date **6.V.1939** clearly legible.

5. The postage stamps

The May issue Interesting usages



Correct use of the 20c May issue to pay the international post card rate. Sent from the Dörfli post office at the Exhibition to Accra in the Gold Coast on 10 August 1939.

5. The postage stamps

The May issue Interesting usages



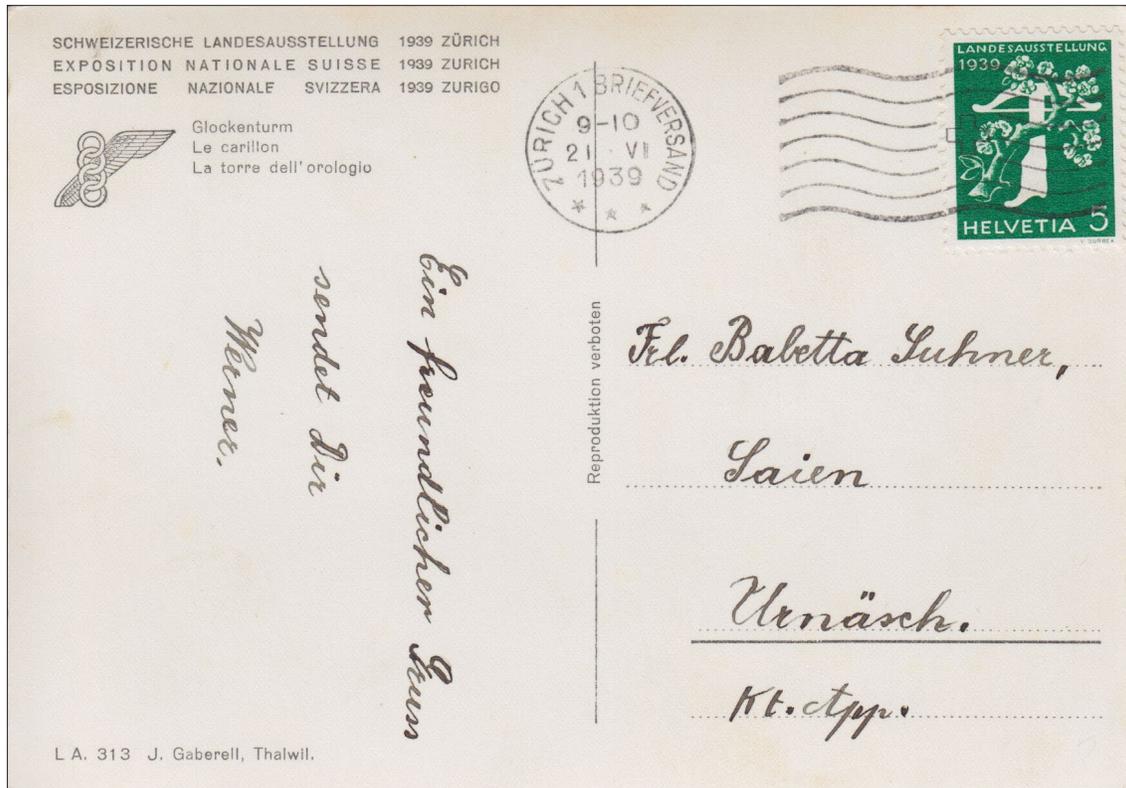
A coil strip of 7 of the 10c May issue correctly paying the local (in city) letter rate of 10c + the 20c domestic registration fee + the 40c domestic express fee = 70c.

Note the Feldpost 27 registration label and the rubber stamp cachet. On 1 August 1939, the date of mailing, the Swiss Army held a demonstration of their weapons. Feldpost 27 was assigned to the National Exhibition for that day.

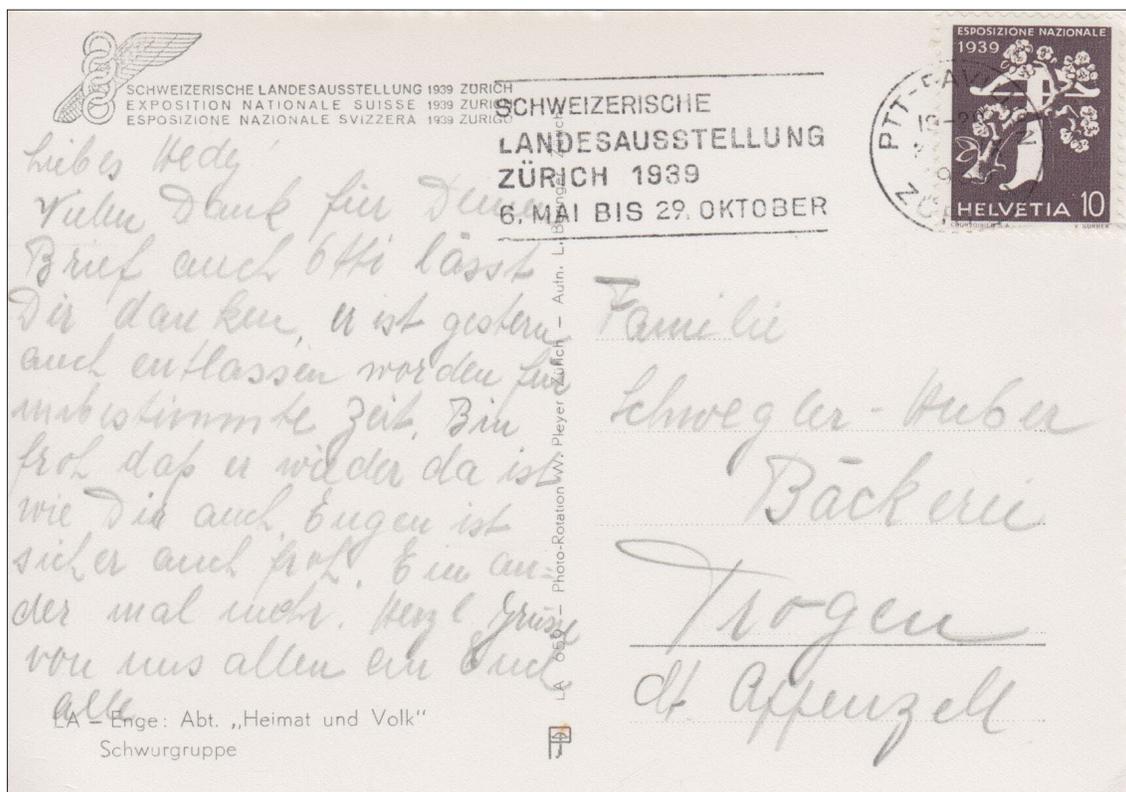
Backstamped 1 August 1939 at the Zürich 1 main post office.

5. The postage stamps

The May issue Correct Usages



Correct use of the 5c May issue to pay the printed matter rate (5c) for a post card with only a short message. Sent from Zürich to Urnäsch in Canton Appenzell Ausserrhoden on 21 June 1939.



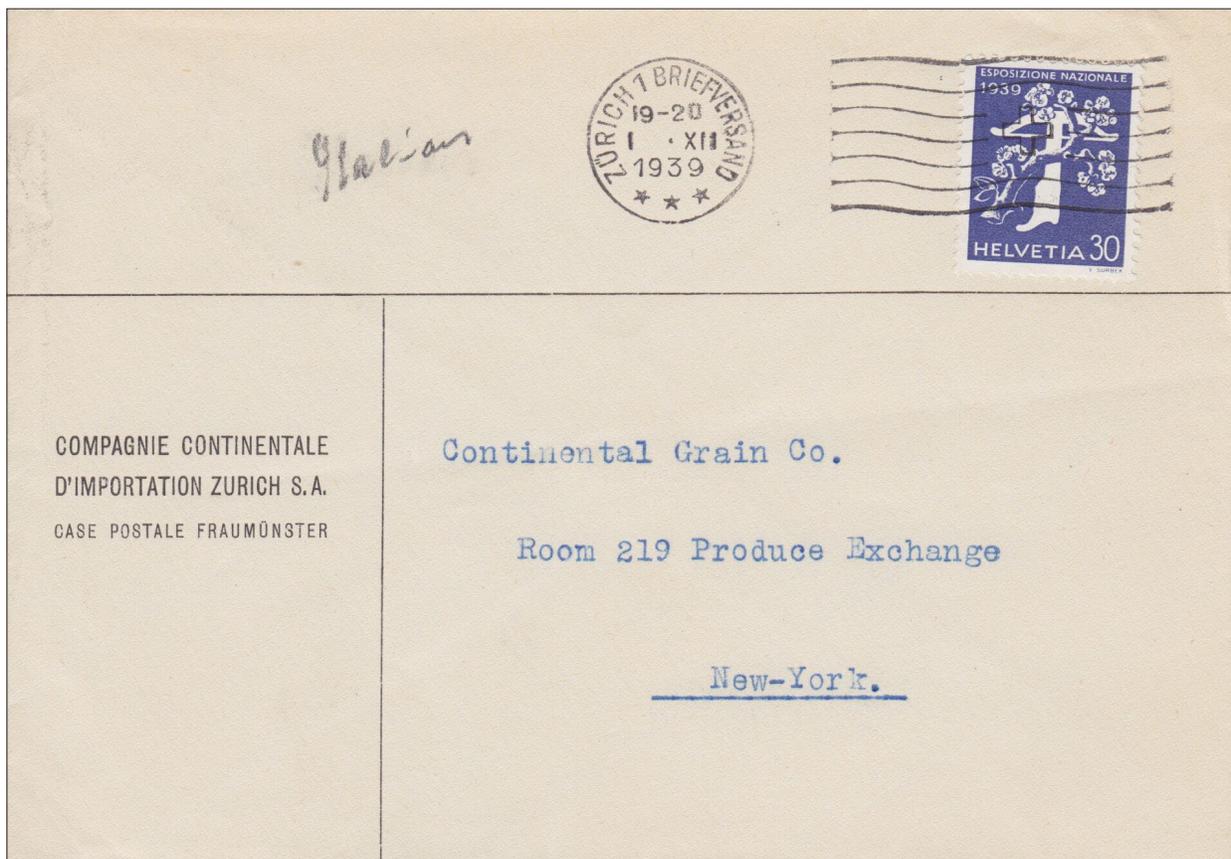
Correct use of the 10c May issue to pay the domestic post card rate. Sent from the Exhibition to Trogen in Canton Appenzell Ausserrhoden (date illegible). Note the corrected machine cancel from the P.T.T. Pavilion post office with the 29 October closing date.

5. The postage stamps

The May issue Correct Usages



Correct use of the 20c May issue to pay the international post card rate. Sent from the Dörfli post office at the Exhibition to Grünstadt, Germany on 28 July 1939.



Correct use of the 30c May issue to pay the first step international letter rate. Sent from Zürich to New York on 1 December 1939.

5. The postage stamps

The May issue Se-tenant Triplets Correct Usages



All cancelled on 27 May 1939 at the Landi Automobil-Postbureau, these three covers of the se-tenant 3-language triplets all show correct usages.

By adding an additional 5c stamp brings the postage to 20c, the domestic letter rate.



The 30c postage pays the printed matter rate of 10c plus the registration fee of 20c.



The 60c postage pays the domestic letter rate of 20c plus the express fee of 40c.

5. The postage stamps

The May issue Plate Varieties

Until the advent of computers to simplify the gravure process, one step in the production of a photogravure printing cylinder was to place a sheet of light sensitive material on a large glass plate that had been engraved with a grid of tiny cells. If any area of the glass plate had a scratch or other flaw, that flaw would be reproduced on the light sensitive material. Depending on just where on the glass plate the light sensitive material was placed the flaw (called *Rasterfehler* in German) may or may not appear.

In 1938 a scratch on the glass plate happened and appeared on the League of Nations and International Labor Bureau offices issue. Because of its shape, a dot and a dash, it was called the “Morse-N” flaw.

The printer tried to get a replacement glass plate but it came from Germany and the factory was busy making glass items for war materiel and would not sell a replacement plate. As time passed more and more flaws appeared on the glass plate until, by the end of the war, nine named flaws had shown up. It wasn't until 1952 that the printers could replace the glass plate. As a result, virtually all sheets of photogravure-printed stamps from 1938 to 1952 have one or more *Rasterfehler*.

As the Landi stamps were printed early in the *Rasterfehler* period, only two are known for that issue – the “Morse-N” and the “Bean”. Examples are shown below.

“Morse-N” in first “O” of “ESPOSIZ..”

Coil N



“Bean” under “39” of “1939”

Coil L



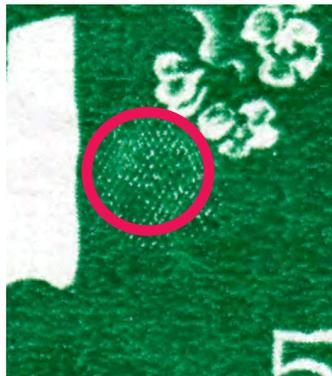
5. The postage stamps

The May issue Plate Varieties

In addition to the *Rasterfehler*, these photogravure values have many “fly speck” varieties which add interest to a collection. The following is a selection of them.



White dot in the “5”
Sheet A1, stamp 29.



Retouch between
crossbow and right
branch
Sheet B1, stamp 8.



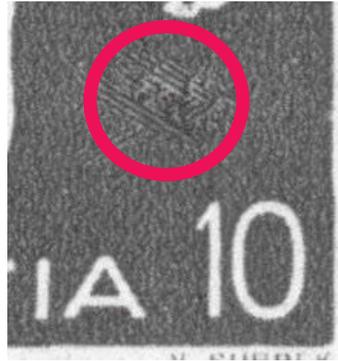
Retouch under “1939”
Sheet A1, stamp 25.

5. The postage stamps

The May issue Plate Varieties



Retouch above the "0"
Sheet B1, stamp 43.



Retouch above the "1"
Sheet B1, stamp 44.



Retouch above the "A"
Sheet B1, stamp 24.

5. The postage stamps

The May issue
Plate Varieties

45

46

29

30

29 30

45 46



White area behind last "E" in "ESPOSIZIONE"
Sheet B1, stamp 29.



Bright spot between the "A" and "10"
Sheet B1, stamp 30.



White line below the "3" of "1939"
Sheet B1, stamp 46.



1. White semicircle by the first "E" of "ESPOSIZIONE"
 2. Vertical line in left border
 3. White indentation by leaf
- Sheet B1, stamp 45.

6. FRANCO Vignettes

From 1911 to 1969 the Swiss Post Office used FRANCO vignettes on its official mail to indicate postage was not required. The example below was mailed from the Dörfli postal facility at the Landi to the postmaster in Romanshorn. What is interesting about this cover is the date, 10 days prior to the opening of the Exhibition - 27 April 1939.

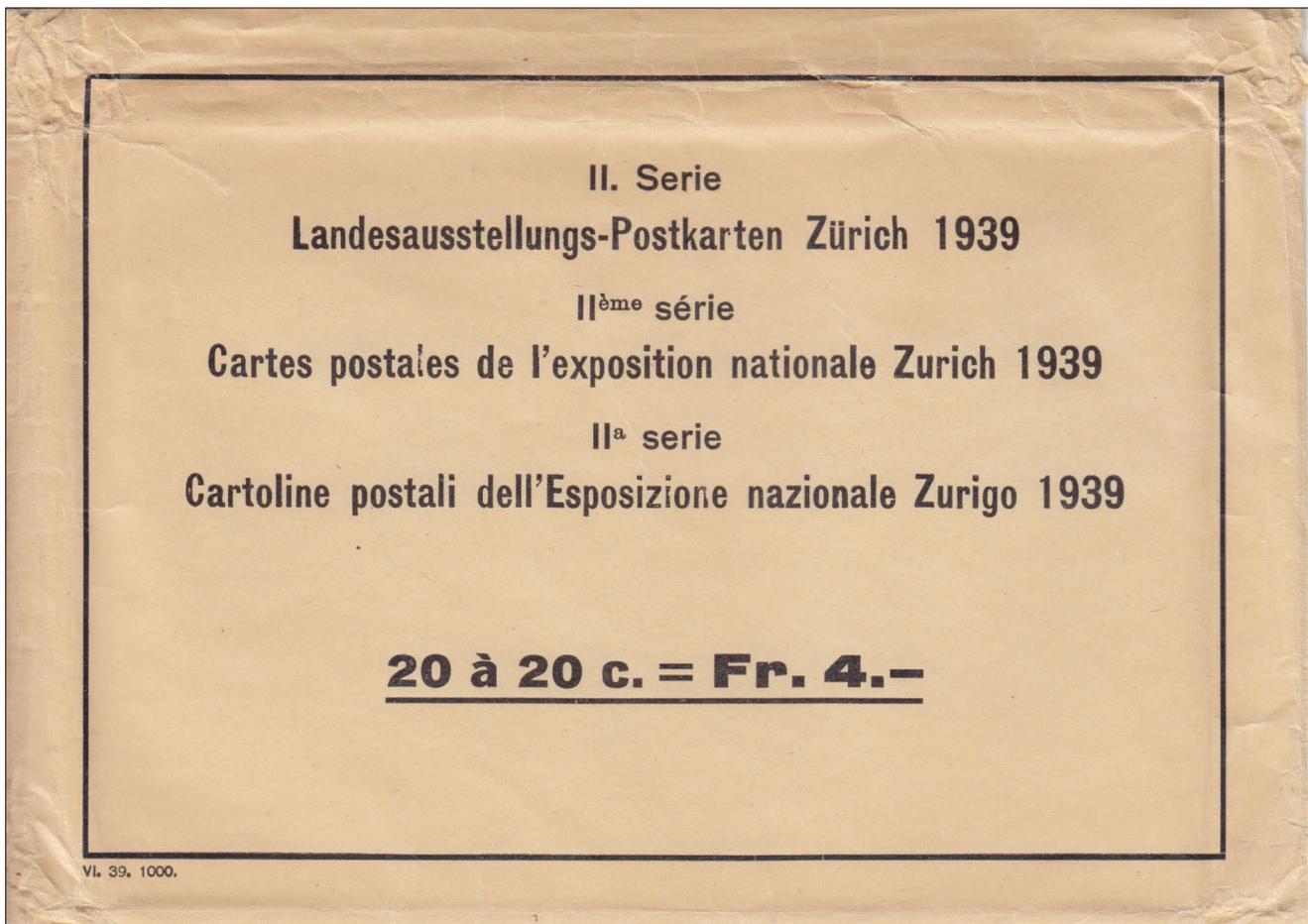


7. The postal cards

In addition to the postage stamps issued on the opening day of the Exhibition, a set of postal cards was also issued. Fulfilling the domestic and international postcard rates of 10c and 20c respectively, the postcards' indicia were the same design as the May postage stamp issue. The postcards showed a series of scenes from the Exhibition and came with the indicia in the three languages. The postcards were printed by a private printer in Rorschach. In contrast to the stamps, the postcards were on sale only until early October 1939 at which time they were withdrawn from sale in compliance with a military order affecting any printed item showing an identifiable geographic location.

Three series of designs were issued with the 10c indicium and two with the 20c indicium. The designs on first 10c series, issued on 6 May 1939, were in gray brown. The second 10c series was issued on 13 May 1939 and had designs in lilac brown. The third and final series was issued on 28 June 1939, also with the lilac brown designs. The second 20c series was issued on 1 July 1939.

The postcards were only on sale at the four post offices on the Exhibition grounds. They were sold in mixed-language groups of 20 cards enclosed in a printed envelope. 34 different scenes were shown on both the 10c and 20c cards. Two scenes were issued with both a German and a French indicium and one with both a German and Italian indicium.



Sales envelope for the second series 20c postal cards

7. The postal cards

There were 34 different designs in the two series, showing various scenes around the Exposition grounds:

Off-site scene

Flag group at the Bürkliplatz

Left Bank scenes

Aerial Cableway and Terrace Restaurant
 Aluminium Pavilion
 Beer Hall and Terrace Restaurant
 Bell Tower
 Building Materials Pavilion
 Ceramics Pavilion
 Flower Hall
 Forest Products Pavilion
 The High Road and the
 Pharmaceutical Tower
 Model Home
 Model Swiss Hotel
 PTT Pavilion (2 different views)
 4 Exhibits in the PTT Pavilion
 Old Telephone exchange
 Telephone cable box
 Telephone facility
 PTT Travel is World Travel
 Outdoor Theater
 Youth House

Right Bank scenes

Country Inn with Lake Terrace
 Eastern Swiss Wine Bar
 Large Farmhouse
 Mountain Farmhouse
 Fish Restaurant
 Folk Costume Pavilion
 Lake Terrace of the Bakery Restaurant
 Postal Facility in the Municipal Building in
 the Little Village
 PTT Kiosk
 Street scene in the Little Village
 Ticino Grotto
 Valasian Wine Chalet
 Neuchâtel Pavilion (inscription error)
 Vaudoise Wine Chalet

Here are 3 scenes of features in the Left Bank (Enge) venue together with miniature postcards showing a similar scene.



The Model Swiss Hotel (*Das Schweizer Hotel*) postal card and a similar scene on a Real Photo miniature postcard.

Photo-Rotation W. Pleyer



The Bell tower (*Glockenturm*) postal card and a similar scene on a Real Photo miniature postcard.

J. Gaberell



The Aerial Cableway and Restaurant (*Schwebbahn mit Terrassenrestaurant*) postal card and a similar scene on a Real Photo miniature postcard.

J. Gaberell

7. The postal cards

Four scenes of features in the Right Bank (Riesbach) venue together with miniature postcards showing a similar scene.

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
ZÜRICH 1939



Valaisian Wine Chalet (*Pinte Valaisienne*)
postal card and a similar scene on a Real
Photo miniature postcard.

Photo-Rotation W. Pleyer



PINTE VALAISANNE

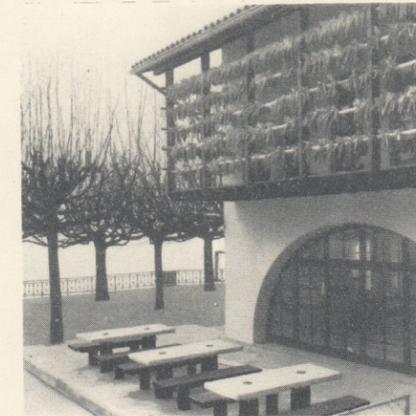


CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
ZÜRICH 1939



Ticino Grotto (*Grotto Ticinese*) postal
card and a similar scene on a Real
Photo miniature postcard.

Photoglob - Wehrli & Vouga & Co.



GROTTO TICINESE



POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
ZÜRICH 1939



The Fish Restaurant (*Fischstube*)
postal card and a similar scene on a
Real Photo miniature postcard.

Photo-Rotation W. Pleyer



FISCHSTUBE



POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
ZÜRICH 1939



Street scene in the Little Village
(*Dorfstrasse mit Gemeindehaus*)
postal card and a similar scene on a
Real Photo miniature postcard.

Photo-Rotation W. Pleyer



DORFSTRASSE MIT GEMEINDEHAUS



7. The postal cards

Interesting Usages



20c postal card used as designed – international post card rate to London.
Machine cancel from the P.T.T. Pavilion 26 August 1939.



20c postal card not used as designed – to pay the domestic registration fee;
10c stamp added to pay domestic post card rate.
Eingang Enge cancel and registration label, mailed 11 October 1939.

7. The postal cards

The First Series

The image displays three overlapping postal cards from the Zurich 1939 exhibition series. Each card features a photograph of a building and a cancellation mark. The top card shows a building with a dark roof and a red circular cancellation mark that reads "NUSSGOLD-POST COURRIER NUSSGOLD". The middle card shows a building with a white facade and a circular cancellation mark that reads "SCHWEIZ. LANDESAUSSTELLUNG 1939 PTT -6. V. 39-19 Pavillon ZÜRICH". The bottom card shows a building with a white facade and a circular cancellation mark that reads "SCHWEIZ. LANDESAUSSTELLUNG 1939 PTT -6. V. 39-19 Eingang Enge ZÜRICH". Each card also has a 10 Helvetia postage stamp featuring a tree and the exhibition logo.

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
ZÜRICH 1939

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
ZÜRICH 1939

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA
POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG
CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE
ZÜRICH 1939

FISCHSTUBE

PINTE VALA

BERGBAUERNHOF

Herrn
Alb. Gaggi
Zürich 3
Schweighofstr. 403.

First day cancellations on (top to bottom) German indicium (Pavillon cancel), French (Enge cancel), and Italian (Enge cancel) postal cards

7. The postal cards

The First Series

The two shades of the first series 10c postal cards



Gray brown



Lilac brown

7. The postal cards

The First Series

The 10c first series gray brown postal cards
10 designs with German inscriptions
6 with French inscriptions
4 with Italian inscriptions (1 design duplicated.)

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

ZÜRICH 1939



CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

ZÜRICH 1939



OSTSCHWEI



CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITON NATIONALE SUISSE

ZÜRICH 1939



PINTE VALAI



TRACHTENHOF MIT TRACHTENTURM

7. The postal cards

The First Series

The 10c first series lilac brown postal cards
10 designs with German inscriptions
6 with French inscriptions
4 with Italian inscriptions (1 design duplicated.)

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

ZÜRICH 1939



CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

ZÜRICH 1939



POSTBUREAU



CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

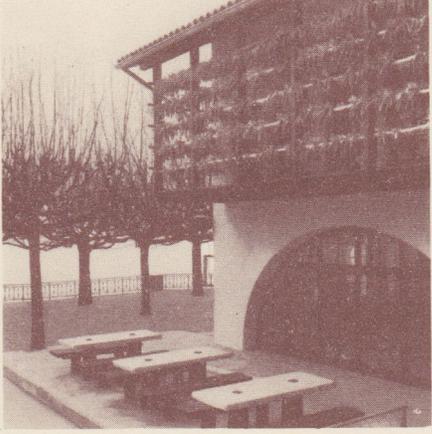
POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

ZÜRICH 1939



EINGANG ZU



GROTTO TICINESE

7. The postal cards

The First Series

The 20c first series postal cards
10 designs with German inscriptions
6 with French inscriptions
4 with Italian inscriptions (1 design duplicated.)

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

ZÜRICH 1939



CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

ZÜRICH 1939



HOF IN DER



CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

ZÜRICH 1939



AUSSTELLUNG



TRACHTENHOF MIT TRACHTENTURM

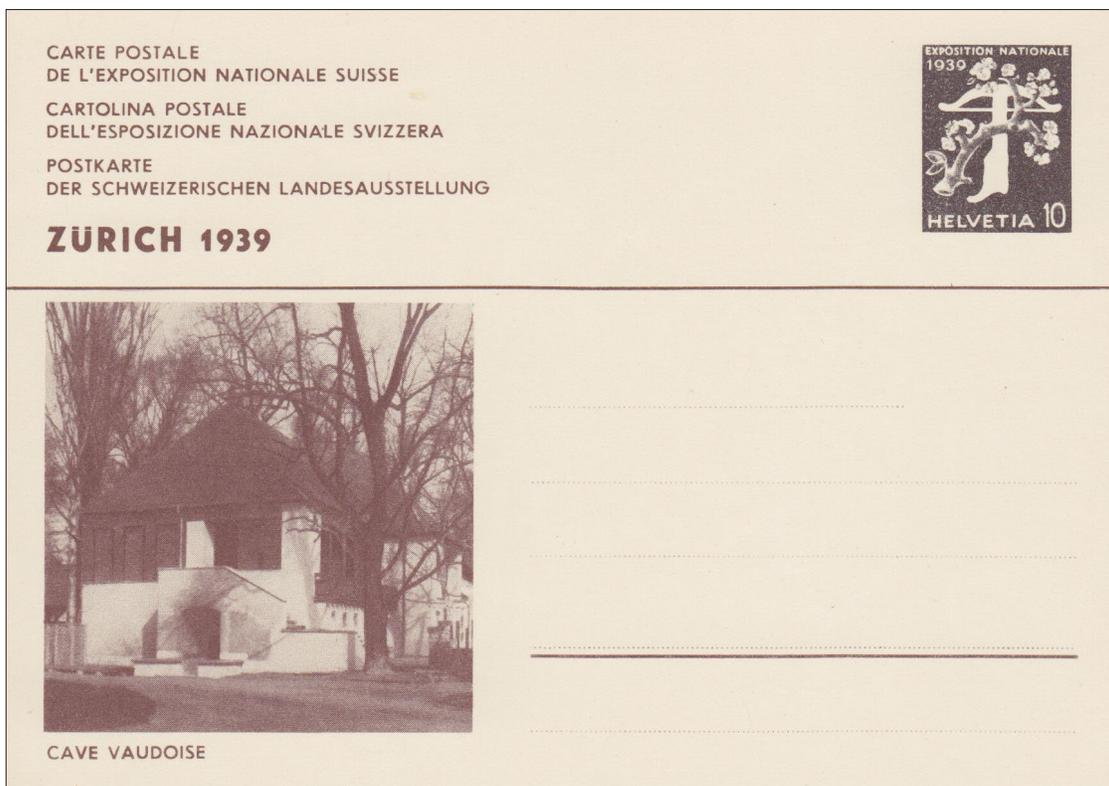
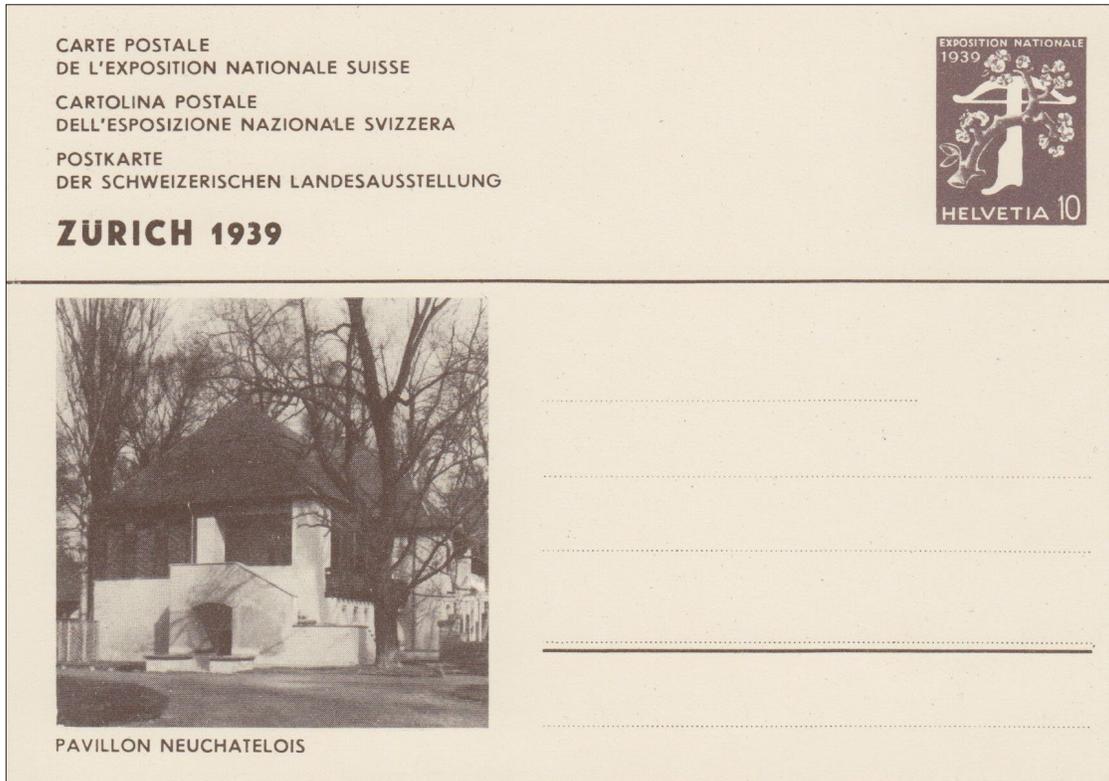
7. The postal cards

The First Series

The Error, 10c card

One design was issued with the wrong caption for the design. Instead of reading "Cave Vaudoise" (Vaudoise Wine Chalet) it read "Pavillon Neuchatelois" (Neuchâtel Pavilion).

The corrected card was issued on 25 May 1939.



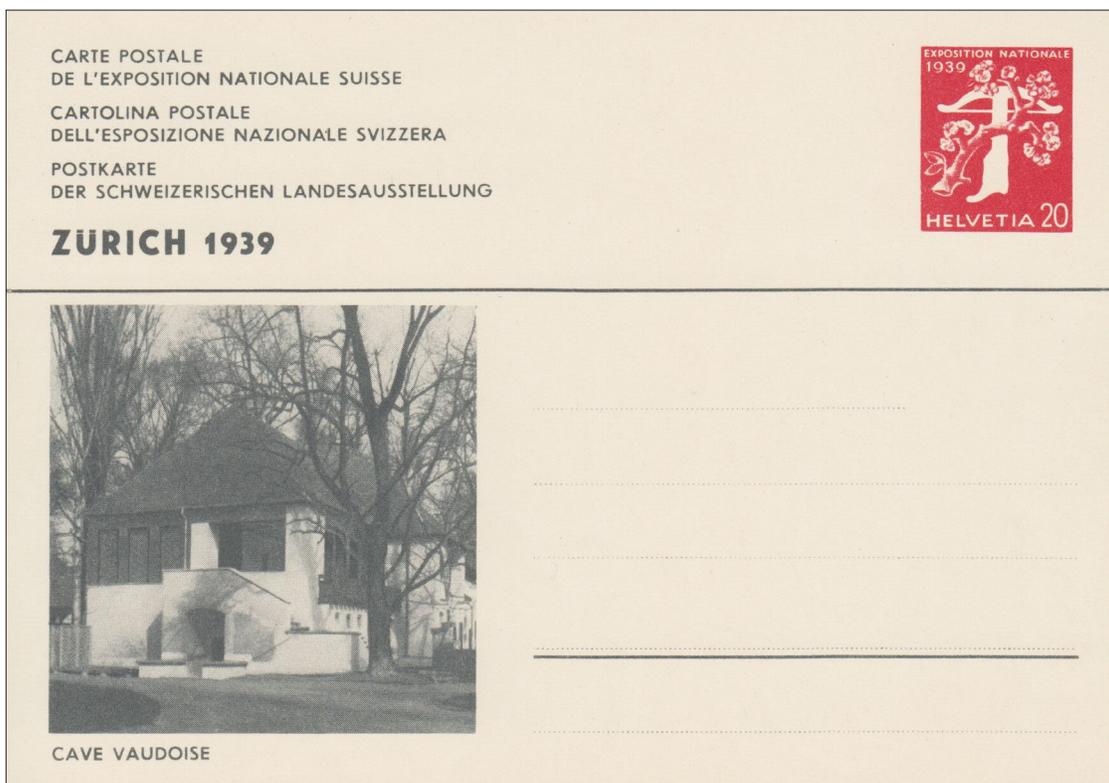
7. The postal cards

The First Series

The Error, 20c card

One design was issued with the wrong caption for the design. Instead of reading "Cave Vaudoise" (Vaudoise Wine Chalet) it read "Pavillon Neuchatelois" (Neuchâtel Pavilion).

The corrected card was issued on 1 July 1939.



7. The postal cards

The Second Series

The 10c second series postal cards
10 designs with German inscriptions
6 with French inscriptions
4 with Italian inscriptions

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

ZÜRICH 1939



PTT-VERKEH

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

ZÜRICH 1939



CARTOLINA POSTALE
DELL'ESPOSIZIONE NAZIONALE SVIZZERA

POSTKARTE
DER SCHWEIZERISCHEN LANDESAUSSTELLUNG

CARTE POSTALE
DE L'EXPOSITION NATIONALE SUISSE

ZÜRICH 1939



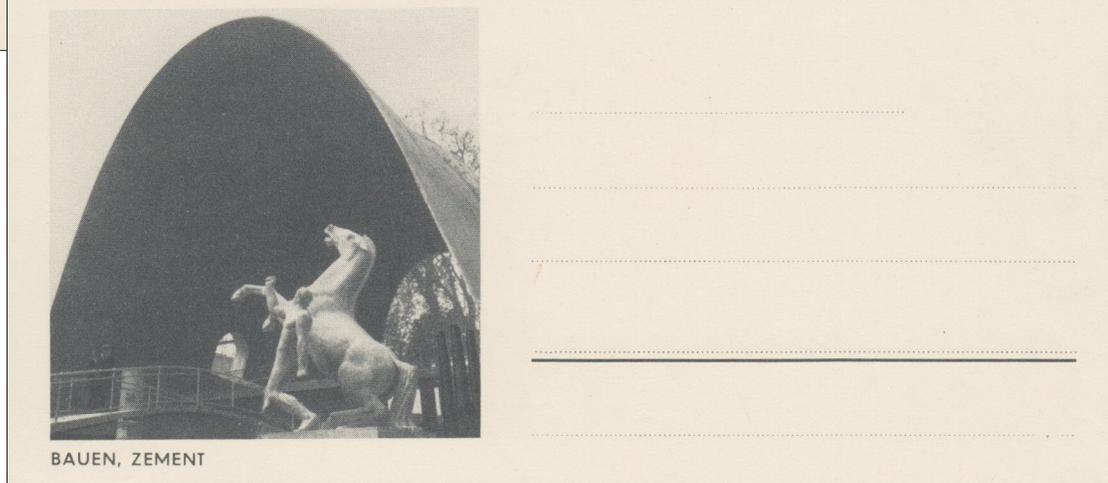
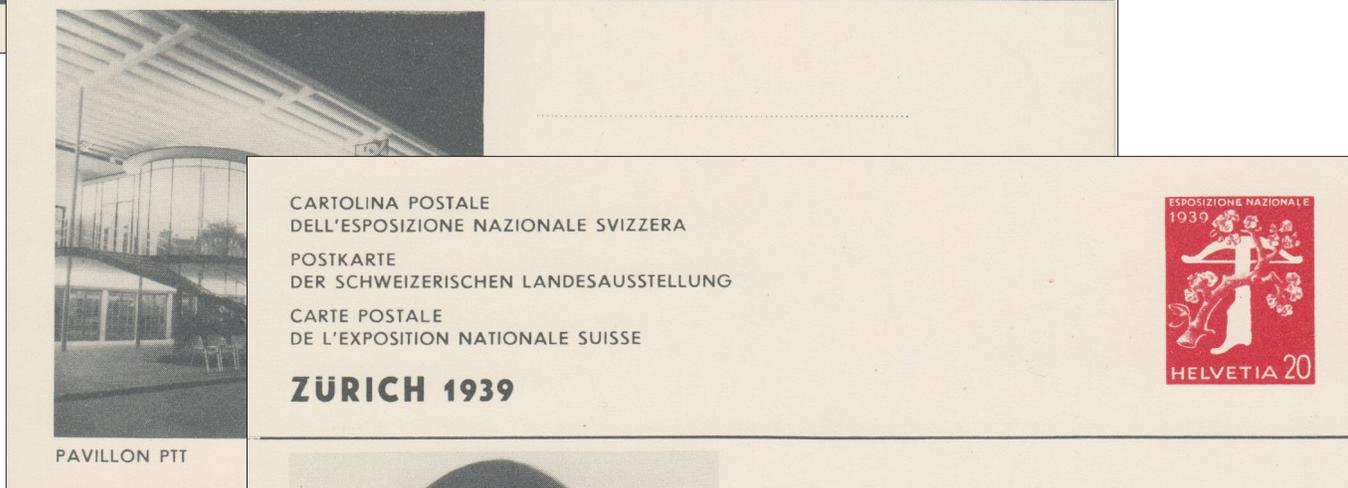
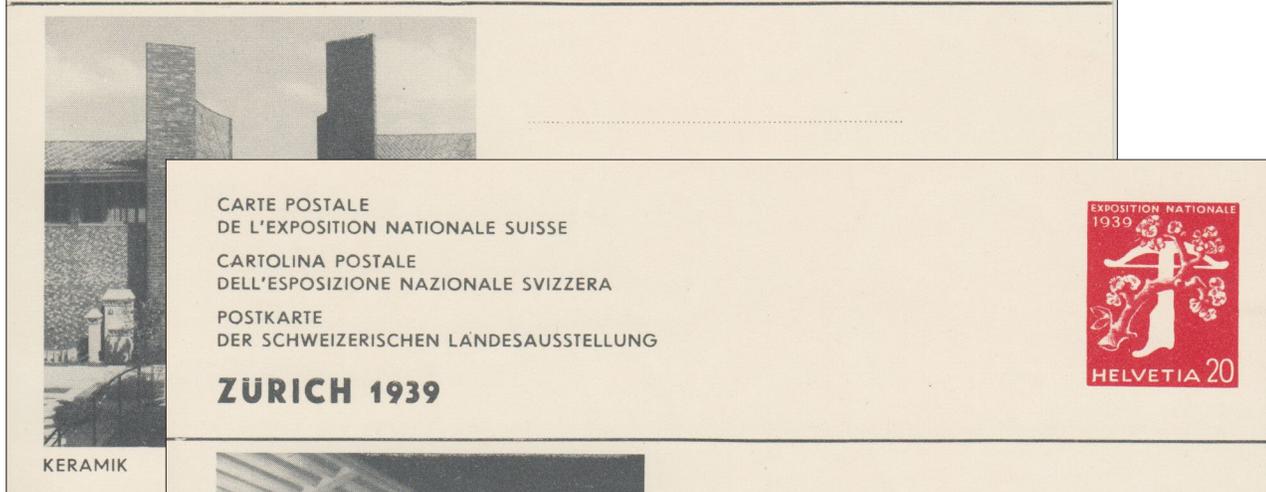
PTT-KIOSK

27

7. The postal cards

The Second Series

The 20c second series postal cards
10 designs with German inscriptions
5 with French inscriptions
4 with Italian inscriptions



8. The letter sheets

In addition to the postage stamps and postal cards issued on the opening day of the Exhibition, a set of letter sheets was also issued. Paying the domestic letter rate of 20c, the indicia of the letter sheets were the same design as the May postage stamp issue. The letter sheets showed a series of scenes from the Exhibition and came with the indicia in the three languages. A series of 18 photographs of Swiss alpine postal buses was printed on what would become the back of the mailed item. The letter sheets were printed by Courvoisier of La Chaux-de-Fonds.

The letter sheets were also issued without the 20c indicium which were given away to attendees. There are two versions of these free letter sheets – one without an indication of where to put the stamp issued in two series – the first series issued on the opening day and the second on 29 July 1939 – and one with such indication also issued on 29 July 1939. This latter version was issued on a heavier weight paper, 250 gm/m² versus 170 gm/m².

The letter sheets were only on sale at the four post offices on the Exhibition grounds. They were sold singly and in mixed-language groups of 18 letter sheets enclosed in a printed envelope. The same 34 different scenes of the Exhibition shown on postal cards also appeared on the letter sheets.



A letter sheet sent from St. Gallen to France on 12 September 1939 shortly after the war broke out on 1 September using the 20c postage of the letter sheet plus three of the May issue postage stamps correctly paying the international letter rate (30c) + the 60c international registration fee = 90c. The letter sheet was opened by the French Military Postal Control. (The letter side is blank.)

8. The letter sheets

Letter sheets with indicia



German-language letter sheet

8. The letter sheets

Letter sheets with indicia



French-language letter sheet

8. The letter sheets

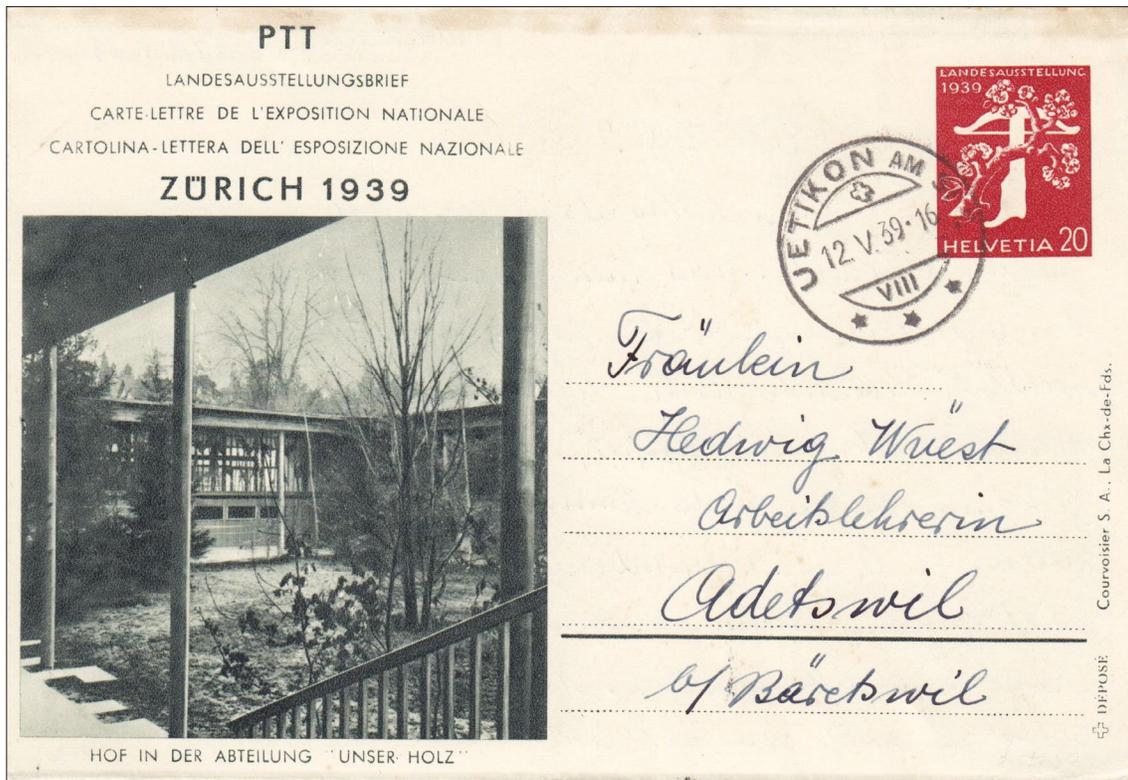
Letter sheets with indicia



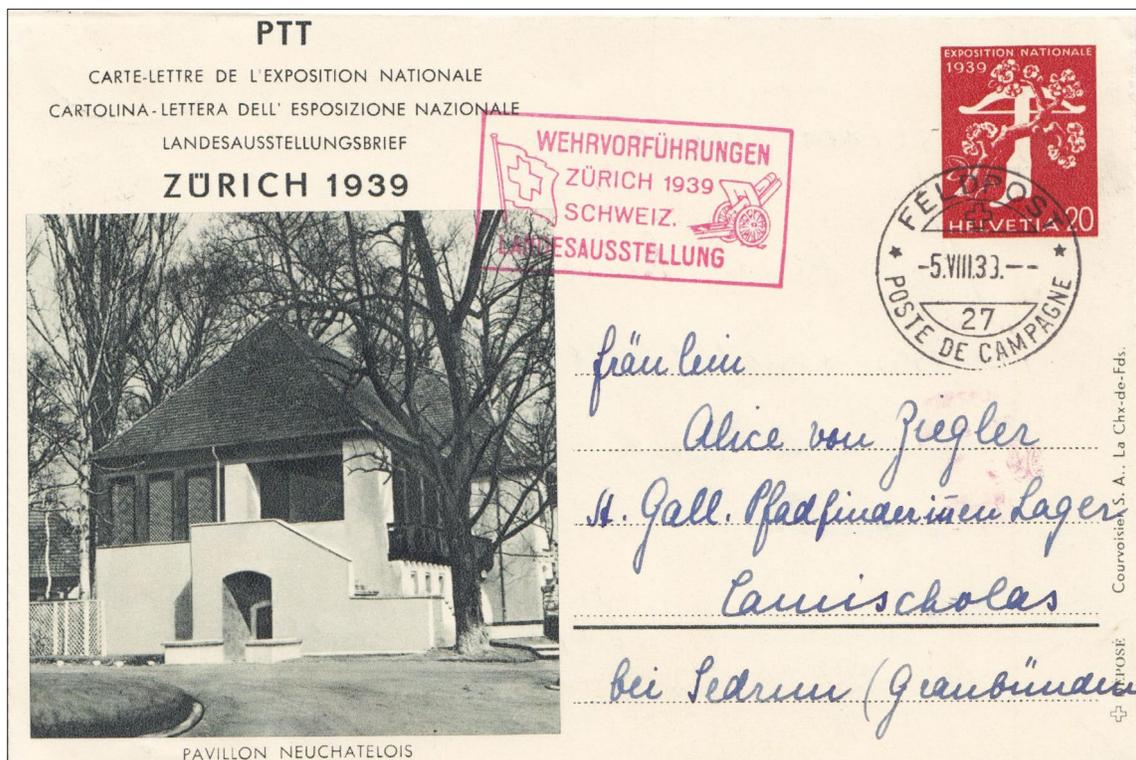
Italian-language letter sheet

8. The letter sheets

Letter sheets with indicia

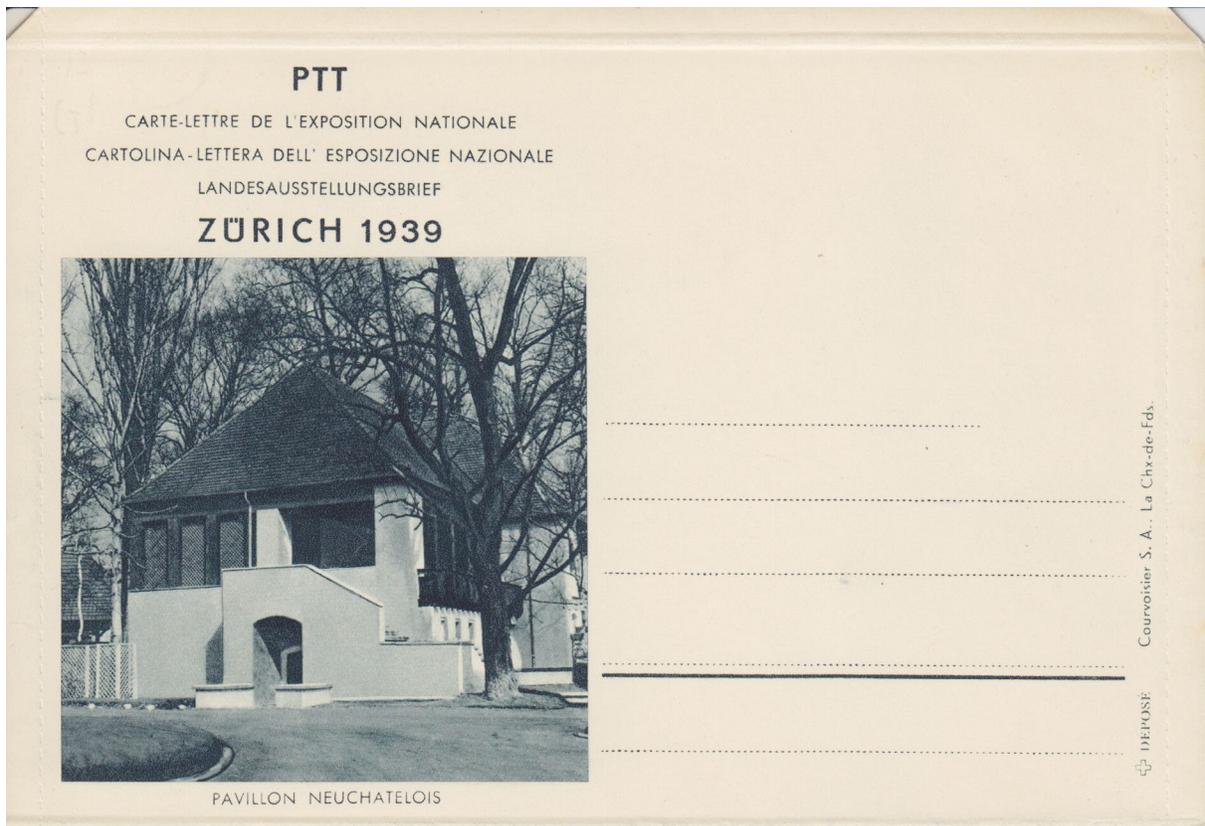


Letter sheet with indicium purchased at the Exhibition and used in Männedorf (surmised from the letter inside) to write to a friend in Adetswil. Mailed from neighboring Uetikon am See on 12 May 1939.



Letter sheet with indicium mailed from the temporary Feldpost 27 office at the Exhibition on 5 August 1939. The rubber stamp cachet was used at the Exhibition during the Army demonstration war games on 31 July, 1 August, and 5-6 August.

8. The letter sheets Letter sheets without indicia – blank stamp field



“Pavillon Neuchatelois” error



Letter sheets with blank stamp field.

Street scene in the Little Village (*Dorfstrasse mit Gemeindehaus*)

8. The letter sheets Letter sheets without indicia – blank stamp field



First day cancellations on letter sheets with blank area for stamp placement. The top example was mailed at around 4pm from the Postal Bus (Automobil- Postbureau cancel) at the National Exhibition paying the correct local letter rate (10c) + registration fee (20c) = 30c (note Postal Bus registration label and the Zürich arrival cancel at 8am the next morning).

The bottom example must have been taken from the Exhibition grounds to an office in Zürich with a typewriter and then mailed to the Director General of the PTT in Bern overpaying the postage by 20c.

8. The letter sheets Letter sheets without indicia – with stamp field

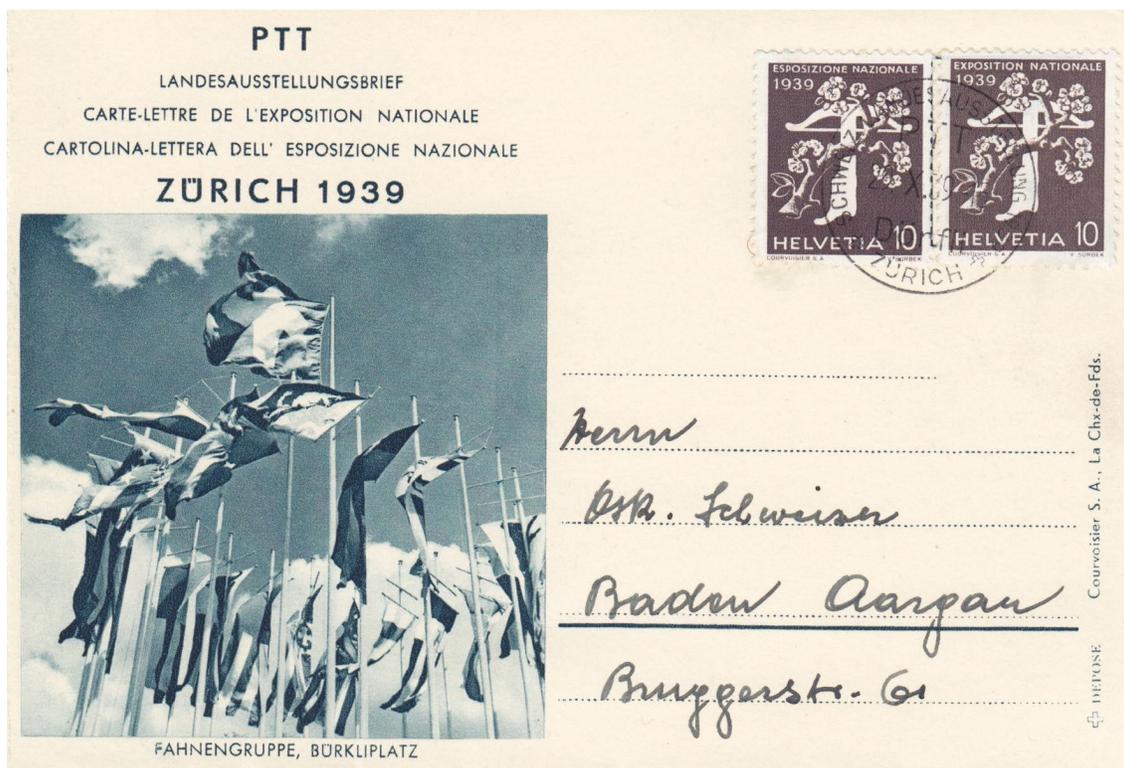


Letter sheets with stamp location indication

8. The letter sheets Letter sheets without indicia – with stamp field



Letter sheet sent from the Eingang Enge postal facility (PTT Eingang Enge cancel) 16 August 1939 paying the 20c letter rate with two coil pairs (French-Italian and German-French) of the 5c values of the May stamp issue.



Letter sheet sent from the Dörfli postal facility on closing day of the Exhibition 29 October 1939 to Baden. Correct 20c postage paid with 10c French and Italian values from the May stamp issue.

8. The letter sheets

Letter sheets without indicia - with stamp field



Letter sheet sent from the P.T.T. Pavilion (PTT Pavillon cancel) on 19 September 1939 to a Feldpost address. No postage required. Unusual use.

9. The printer(s) of the postal cards and the letter sheets

The Zumstein *Ganzsachen* (postal stationery) catalog states that both the postal cards and the letter sheets were printed by the firm Couvoisier S.A. of La Chaux-de-Fonds.

Martin Baer's *Handbuch der Schweizer Postkarten* (Handbook of Swiss Postal Cards) states that the postal cards were printed by "a private firm in Rorschach".

Clearly the letter sheets were printed by Couvoisier, it says so just to the right of the address area.

Comparing the printing quality of a postal card and a letter sheet with the same design shows obvious differences. The viewer can decide who's right.

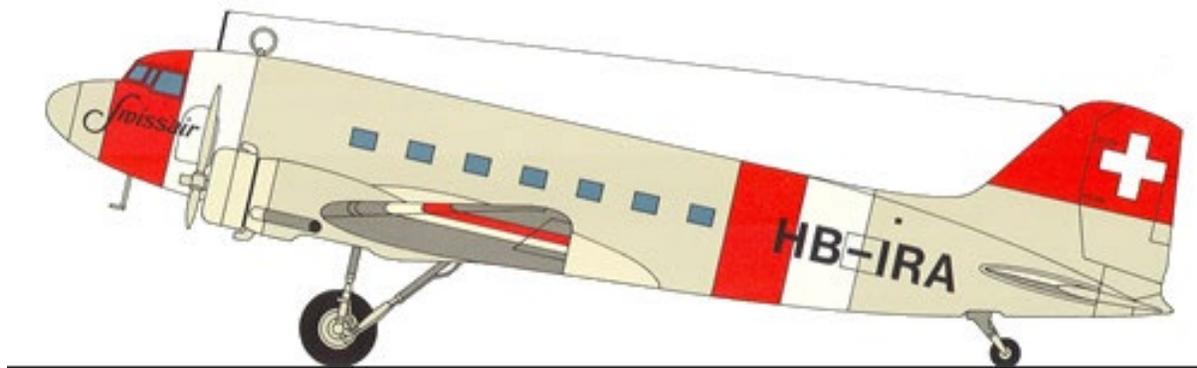


10. Special Publicity Flights

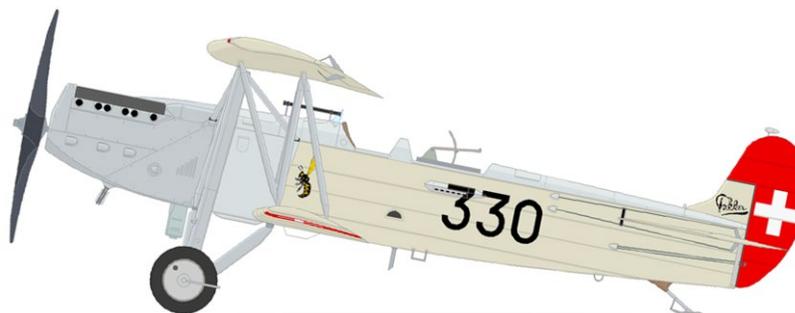
To publicize the National Exhibition both across Europe as well as across Switzerland itself, two series of special publicity flights were flown. The first of these was a series of three European flights. The first of these flew to European capitals south of Switzerland as well as Cairo, Egypt. The second flew to the European capitals north of Switzerland and the third to those capitals west of Switzerland.

To publicize the Exhibition within Switzerland, flights were made to each of the Cantonal capitals, though some were only flown over as they had no airport.

Finally, an international hot air balloon race was held in conjunction with the Exhibition.



The DC-3 flown on the Europa flights¹



The type of Fokker C.V.E. flown on the Cantonal flights²

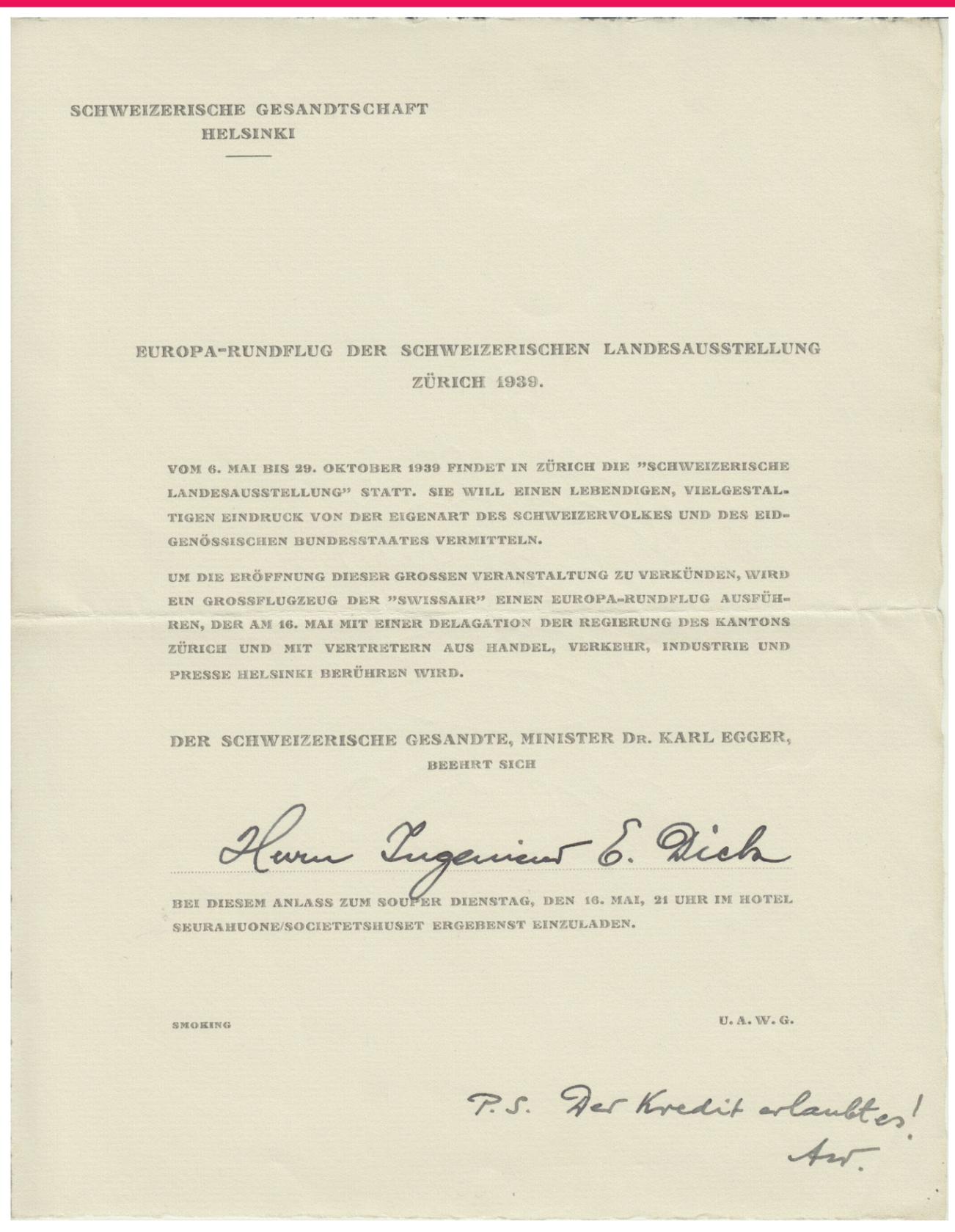
1. Swissair Fan Site, www.sr692.com

2. wings-aviation.ch

10. Special Publicity Flights

The Europa Flights

The commercial aspect of the flights
More than simply publicity for the National Exhibition,
the flights also carried trade delegations as this invitation to a dinner shows.



Swiss embassy
Helsinki

European Flight of the Swiss National Exhibition
Zurich 1939.

From 6 May to 29 October 1939 the Swiss National Exhibition will take place in Zürich. It will convey a vivid, multifaceted impression of the characteristics of the Swiss people and the Federal State.

To announce the opening of this great event, a large Swissair airplane will conduct a European flight, which on 16 May will land in Helsinki with a delegation from the Government of the Canton of Zürich and with representatives from trade, transport, industry, and the press.

The Swiss envoy, Minister Dr. Karl Egger,
is honored to invite

(a person's name)

to dinner on Tuesday, 16 May, 9 pm in the Hotel Seurahuone-Societetshuset.

Smoking

RSVP

translation of the invitation

The Hotel Seurahuone-Societetshuset
(at right) in the 1930s.

The Hotel is still operating as a luxury
hotel in Helsinki.

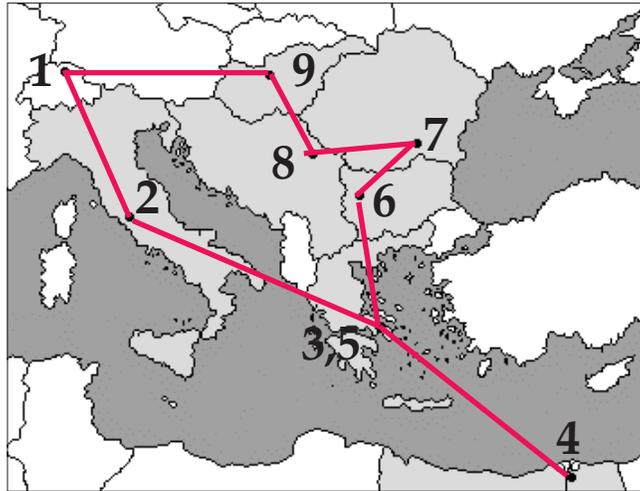
Real Photo postcard.
Photograph by ADAM, Vilpuri,
Jälkipaknos Klekketään



10. Special Publicity Flights

The Europa Flights Europafflug Süd

- 1. Zürich, Switzerland
- 2. Rome, Italy
- 3, 5. Athens, Greece
- 4. Cairo, Egypt



- 6. Sofia, Bulgaria
- 7. Bucharest, Romania
- 8. Belgrade, Yugoslavia
- 9. Budapest, Hungary



The first Europa flight, Europafflug Süd, departed Zürich on 29 April 1939, stopping in Rome, Athens, Cairo, Athens (second landing), Sofia, Bucharest, Belgrade, and Budapest, returning home on 6 May 1939, the opening day of the National Exhibition.

Postage was Fr 1.50 for both domestic and international addresses.

Franz Zimmermann,
pilot of the Europa Sud flight

Source: Swissair archives at the Library of the Federal Technical Institute.



The plane landed in Rome on 29 April 1939, receiving the "Roma Ferr. Racte Posta Aerea" arrival stamp. 1,229 covers were carried to Rome.



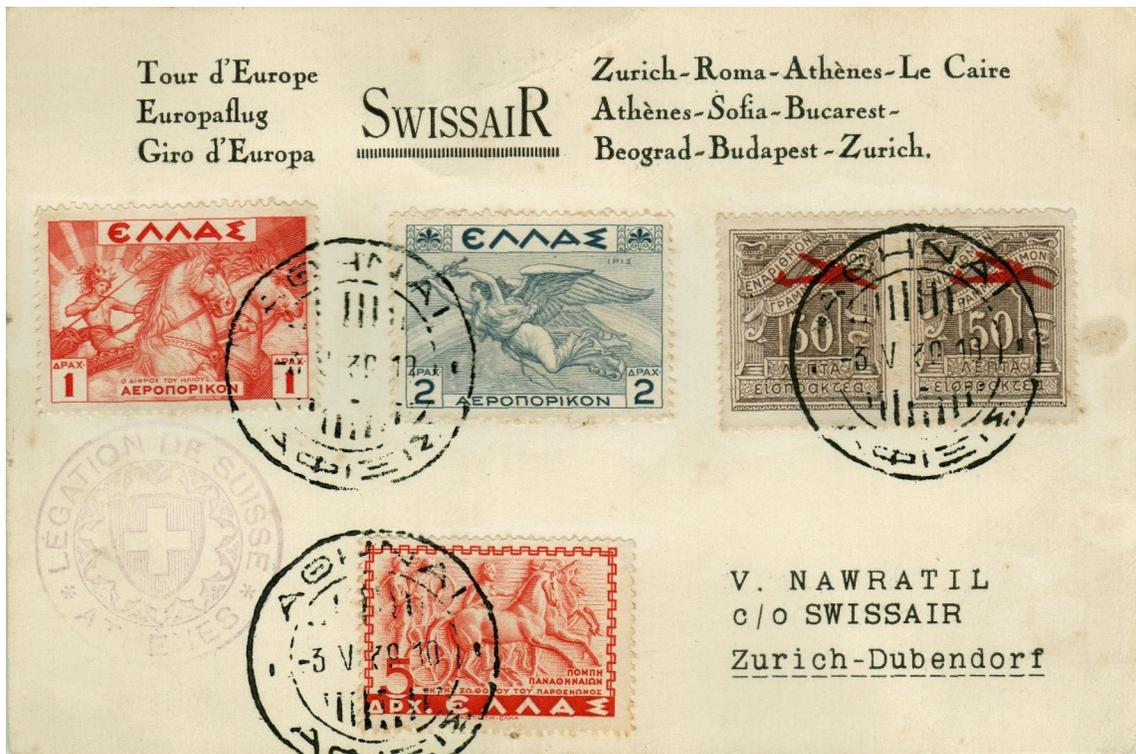
The first landing in Athens was on 30 April 1939, mail receiving the "Athinaï Poste Aérienne" arrival stamp. 2,093 covers were carried to Athens.



The flight landed in Cairo on 1 May 1939, with mail receiving the "Caire Poste Aérienne" arrival stamp. 4,372 covers were carried to Cairo.



The second landing in Athens on 3 May 1939 was largely ignored by collectors, having already arranged for an Athens cancel with the first landing. As a result only 349 covers received the 3 May cancel.



Special postcards were printed for this flight by a gentleman from Porrentruy by the name of Victor Nawratil. This card has the stamp of Swiss legation in Athens and bears 9 drachma in Greek stamps correctly paying the basic European rate of 8 drachma plus 1 drachma for air mail. The stamps were cancelled on the date of the second landing but there is no way to determine if the card flew on the Europaflug plane or on a different flight. There is no arrival cancel. It is not known how many covers with Greek stamps were prepared.



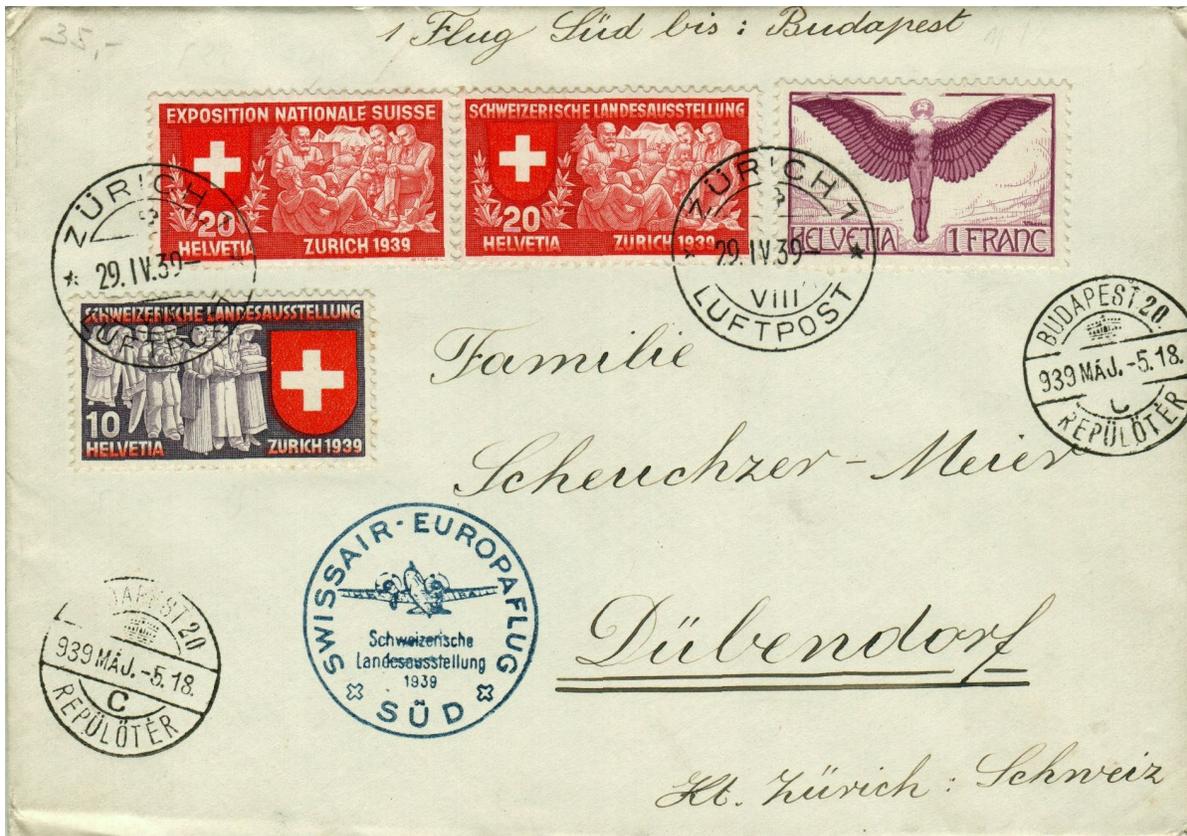
The flight landed in Sofia on 4 May 1939, with mail receiving the "Poste Aérienne Sofia" arrival stamp. 11,233 covers were carried to Sofia.



The flight continued on to Bucharest on 4 May, with mail receiving the "Bucuresti C Avion" arrival stamp (on back). 1,049 covers were carried to Bucharest.

10. Special Publicity Flights

The Europa Flights Europaflug Süd



The final stop before returning to Zürich was Budapest on 5 May 1939, with mail receiving the "Budapest 20 Repülötér" arrival stamp. 1,166 covers were carried to Budapest.

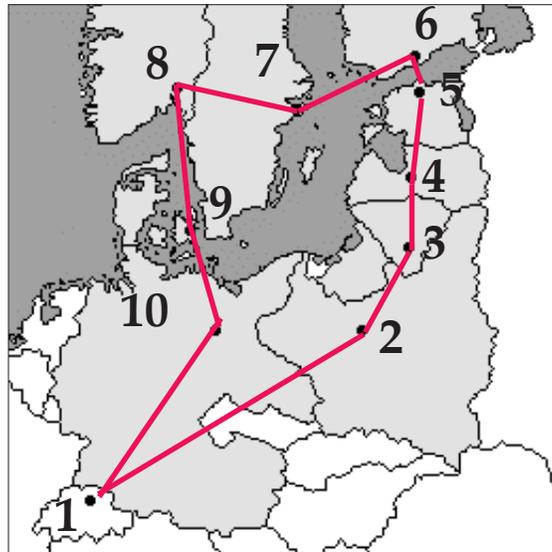


16,174 covers made the round trip - Zürich to Zürich.

10. Special Publicity Flights

The Europa Flights Europaflug Nord

1. Zürich, Switzerland
2. Warsaw, Poland
3. Kaunas, Lithuania
4. Riga, Latvia
5. Tallinn, Estonia



6. Helsinki, Finland
7. Stockholm, Sweden
8. Oslo, Norway
9. Copenhagen, Denmark
10. Berlin, Germany



The second Europa flight, Europaflug Nord, departed Zürich on 15 May 1939, headed for Warsaw, Kaunas, Riga, Tallinn, Helsinki, Stockholm, Oslo, Copenhagen, and Berlin, returning home on 21 May 1939. Conspicuous by their absence, stops were not made in Vienna or Prague, both having already been swallowed up by Nazi Germany. Similarly, Poland and the Baltic states would shortly be absorbed into either Nazi Germany or the Soviet Union.

Postage was Fr 1.50 for both domestic and international addresses.

Ernst Nyffenegger,
pilot of the Europa Nord flight

Source: Swissair archives at the Library of the Federal Technical Institute.

10. Special Publicity Flights

The Europa Flights Europaflug Nord



The plane landed in Warsaw on 15 May 1939, receiving the "Warszawa 19 Port Lotniczy" arrival stamp. 2,804 covers were carried to Warsaw.



The plane continued on to Kaunas on 15 May, receiving the "Kaunas Centrum" arrival stamp (on back). 1,671 covers were carried to Kaunas.



The flight landed in Riga on 16 May 1939, receiving the "Riga Latvija" arrival stamp. 2,149 covers were carried to Riga.



The plane continued on to Tallinn on 16 May, receiving the "Tallinn D" arrival stamp. 1,792 covers were carried to Tallinn.



The plane stopped for the night in Helsinki on 16 May, receiving the "Helsinki Helsingfors Avion" arrival stamp. 5,050 covers were carried to Helsinki.

10. Special Publicity Flights

The Europa Flights
Europaflug Nord



The flight landed in Stockholm on 17 May 1939, receiving the "Stockholm Flyg" arrival stamp. 3,015 covers were carried to Stockholm.



After spending an extra day in Stockholm, the plane flew to Oslo on 19 May 1939, receiving the "Oslo B.R. II" arrival stamp. 3,975 covers were carried to Oslo.



The plane continued on to Copenhagen on 19 May, receiving the "København Luftpost" arrival stamp. 3,189 covers were carried to Copenhagen.



The flight landed in Berlin on its last stop on 20 May 1939, receiving the "Berlin SW 11" arrival stamp. 3,670 covers were carried to Berlin.

10. Special Publicity Flights

The Europa Flights Europaflug Nord



20,004 covers made the round trip - Zürich to Zürich.

10. Special Publicity Flights

The Europa Flights Europaflug West

1. Zürich, Switzerland
2. Rotterdam, Holland
3. Brussels, Belgium
4. Antwerp, Belgium



5. London, Great Britain
6. Paris, France
7. Barcelona, Spain



The third Europa flight, Europaflug West, departed Zürich on 22 May 1939, headed for Rotterdam, Brussels, Antwerp, London, Paris, and Barcelona, returning home on 28 May 1939. Why Rotterdam was selected for the Dutch landing rather than Amsterdam is not known. Ever sensitive to linguistic struggles, two stops were made in Belgium – one in Brussels for the French-speaking Belgians and one in Antwerp for the Flemish-speaking.

More interesting is the selection of Barcelona rather than Madrid for the Spanish landing. To understand this one needs to remember that Spain was in the throes of a civil war in 1939. Barcelona had fallen to Franco's troops on 26 January 1939, but Madrid held out until 28 March. Planning for the flight undoubtedly was completed well before March when the situation in Madrid was too uncertain to risk a stop there. The civil war probably explains why Lisbon, Portugal, was omitted. Overflights of Spain were an iffy venture with the German-sponsored warplanes of the Condor Legion patrolling the Spanish air space.

Postage was Fr 1.50 for both domestic and international addresses.

Alfred Künzle,
pilot of the Europa West flight

Source: Swissair archives at the Library of the Federal Technical Institute.

10. Special Publicity Flights

The Europa Flights Europaflug West



The plane landed in Rotterdam on 22 May 1939, receiving the "Rotterdam" arrival stamp. 3,124 covers were carried to Rotterdam.



The plane landed in Brussels on 23 May 1939, receiving the "Bruxelles Aéroport Brussel Luchthaven" arrival stamp. 2,212 covers were carried to Brussels.

10. Special Publicity Flights

The Europa Flights Europaflug West



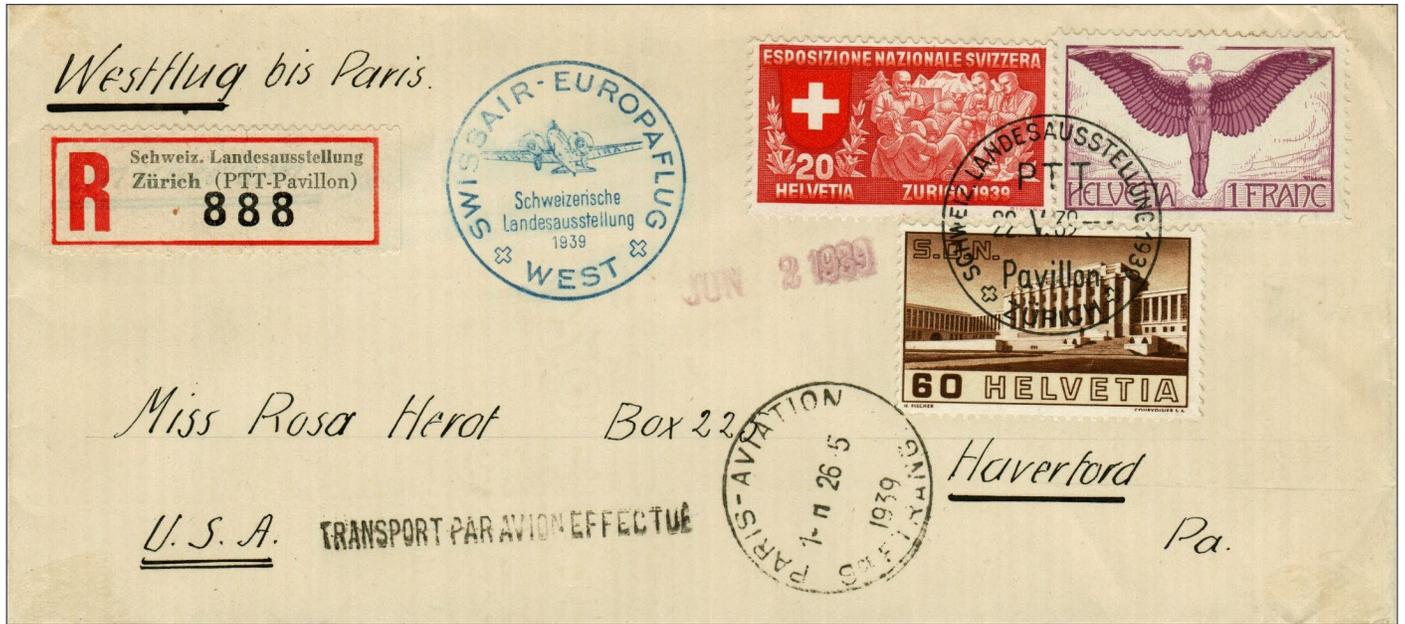
The plane continued on to Antwerp on 23 May, receiving the "Antwerpen C" arrival stamp. 2,106 covers were carried to Antwerp.



The flight landed in London on 24 May 1939, receiving a special arrival stamp, "Zürich-London 22. - 24. Mai 1939". 6,471 covers were carried to London.

10. Special Publicity Flights

The Europa Flights Europaflug West



After spending an extra day in London the flight landed in Paris on 26 May 1939, receiving the "Paris - Aviation Sce Etranger" arrival stamp. 3,698 covers were carried to Paris.



The final stop on the Europa flights was in Barcelona on 27 May 1939, receiving the "Correo Aereo Barcelona Cambio" arrival stamp. 8,865 covers were carried to Barcelona.



14,506 covers made the round trip - Zürich to Zürich.

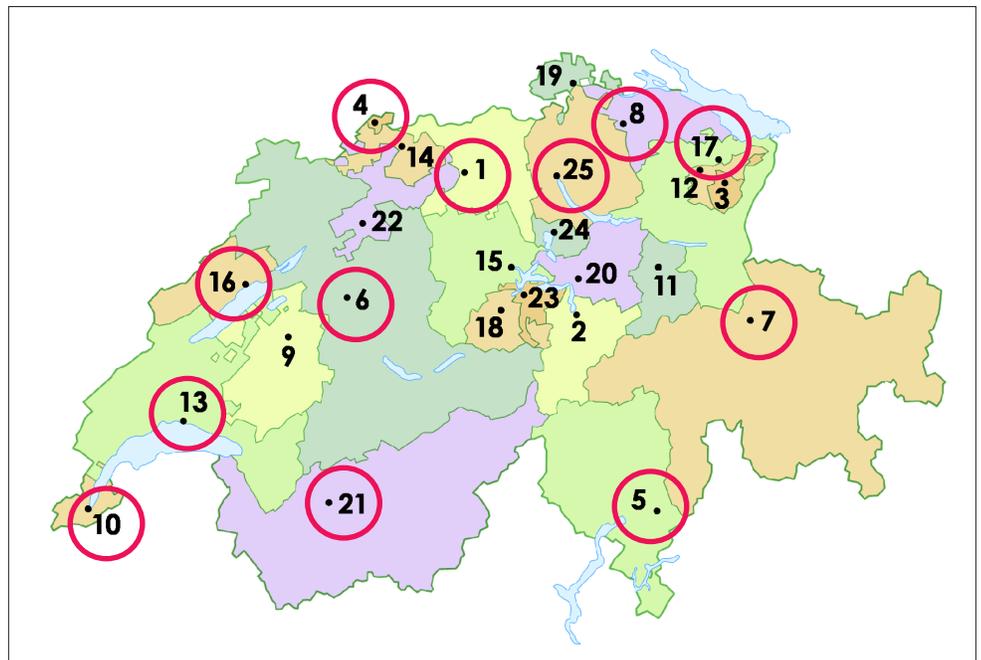
10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge

On the opening day of the National Exhibition a squadron of Fokker CVE airplanes of the Swiss Air Force flew over the Exhibition venue. At the moment the Exhibition was officially opened, 11 planes broke off from the formation and headed to the 25 cantonal capitals bearing mail addressed to each.

Postage was 70c for both domestic and international mail. The sender could request which capital was to be flown to or over. When the plane landed the mail was stamped with an arrival cancel and put into the regular mail system for delivery.

Since not every canton had an airport at that time, the plane merely circled those towns and deposited the mail addressed there at a nearby airport from which the mail was transported by train.²



Fly-over of the opening day of the National Exhibition in a "Greetings from the Air".¹

The 25 Swiss cantons and their capitals.
Those with airports are circled in red.

- | | |
|--------------------------------------|---------------------------------|
| 1. Aarau (Aargau) | 14. Liestal (Basel Landschaft) |
| 2. Altdorf (Uri) | 15. Luzern (Luzern) |
| 3. Appenzell (Appenzell-Innerrhoden) | 16. Neuchâtel (Neuchâtel) |
| 4. Basel (Basel Stadt) | 17. St. Gallen (St. Gallen) |
| 5. Bellinzona (Ticino) | 18. Sarnen (Obwalden) |
| 6. Bern (Bern) | 19. Schaffhausen (Schaffhausen) |
| 7. Chur (Graubünden) | 20. Schwyz (Schwyz) |
| 8. Frauenfeld (Thurgau) | 21. Sion (Valais) |
| 9. Fribourg (Fribourg) | 22. Solothurn (Solothurn) |
| 10. Geneva (Genève) | 23. Stans (Nidwalden) |
| 11. Glarus (Glarus) | 24. Zug (Zug) |
| 12. Herisau (Appenzell-Ausserrhoden) | 25. Zürich (Zürich) |
| 13. Lausanne (Vaud) | |

1. Reproduced from "Festliche Landi", Verkehrsverlag A.G., Zürich, 1939, page 11.

2. Flight information taken from Hugo Ruoss, "Meldeflug anlässlich der Eröffnung der Landesausstellung am 6. Mai 1939", SBZ 1-2/2012, pp. 30-33.

10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge Route 1

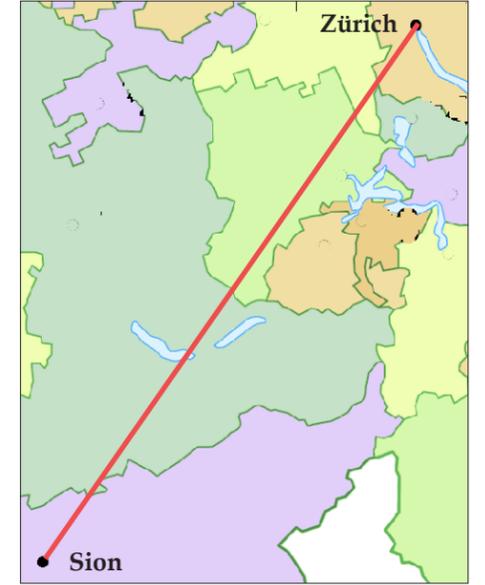


Route 1 flew from the Exhibition, circled Schwyz and Altdorf, and landed back in Zürich.

Number of covers flown:

- Schwyz 1,245
- Altdorf 1,100
- Zürich 7,229

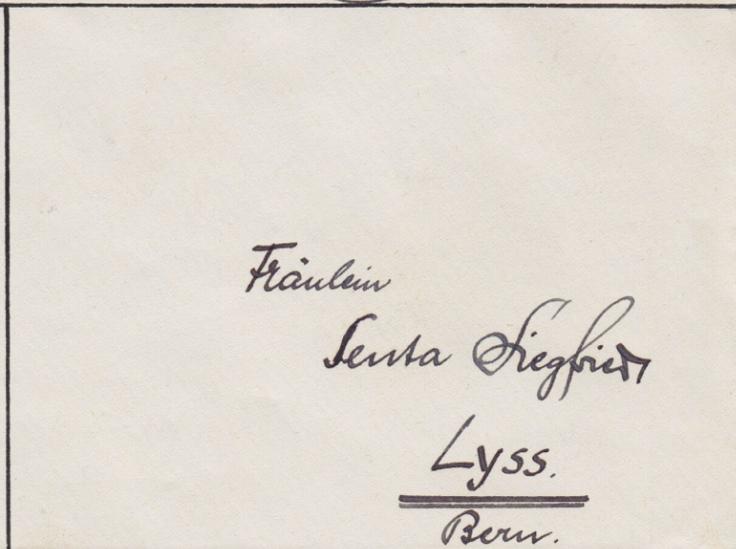
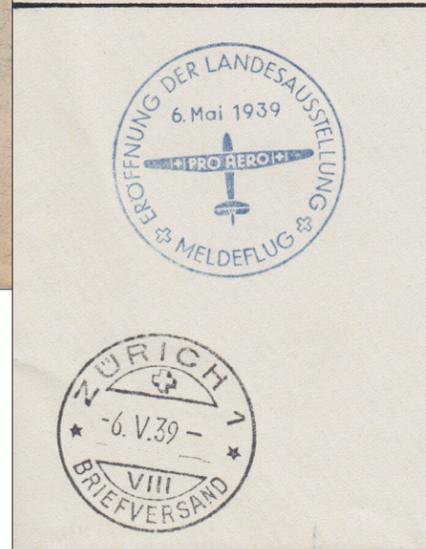
The Cantonal Flights Pro Aero Meldeflüge Route 2



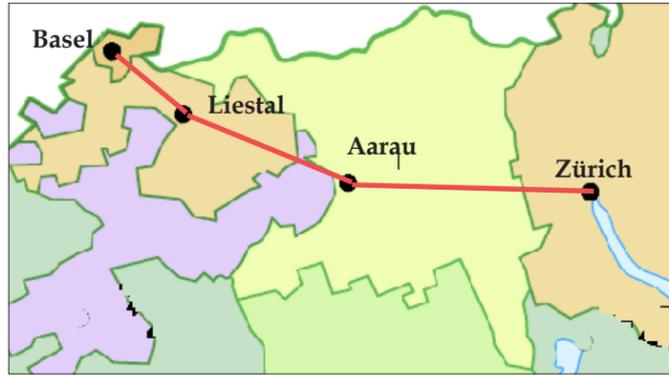
Route 2 flew from the Exhibition to Sion where it landed. Note: Sitten is the German form of Sion.

Number of covers flown:

- Sion 1,656



10. Special Publicity Flights



Route 3 flew from the Exhibition to Aarau where it landed at the nearby Birrfeld airport. It then took off, circled Liestal, and landed in Basel.

Number of covers flown:

- Aarau 2,744
- Liestal 1,441
- Basel 7,845

Pro Aero-Meldeflug

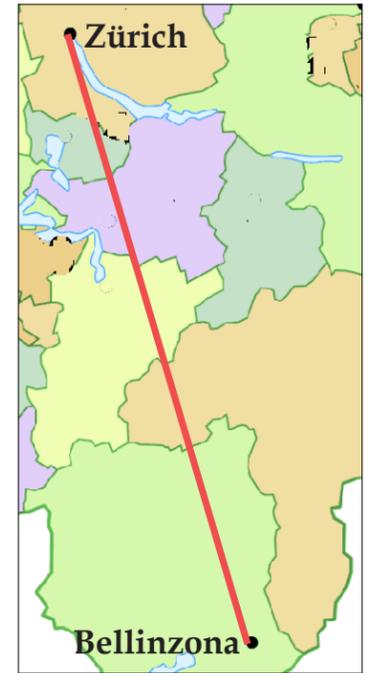
bis Aarau



The Cantonal Flights Pro Aero Meldeflüge Route 3



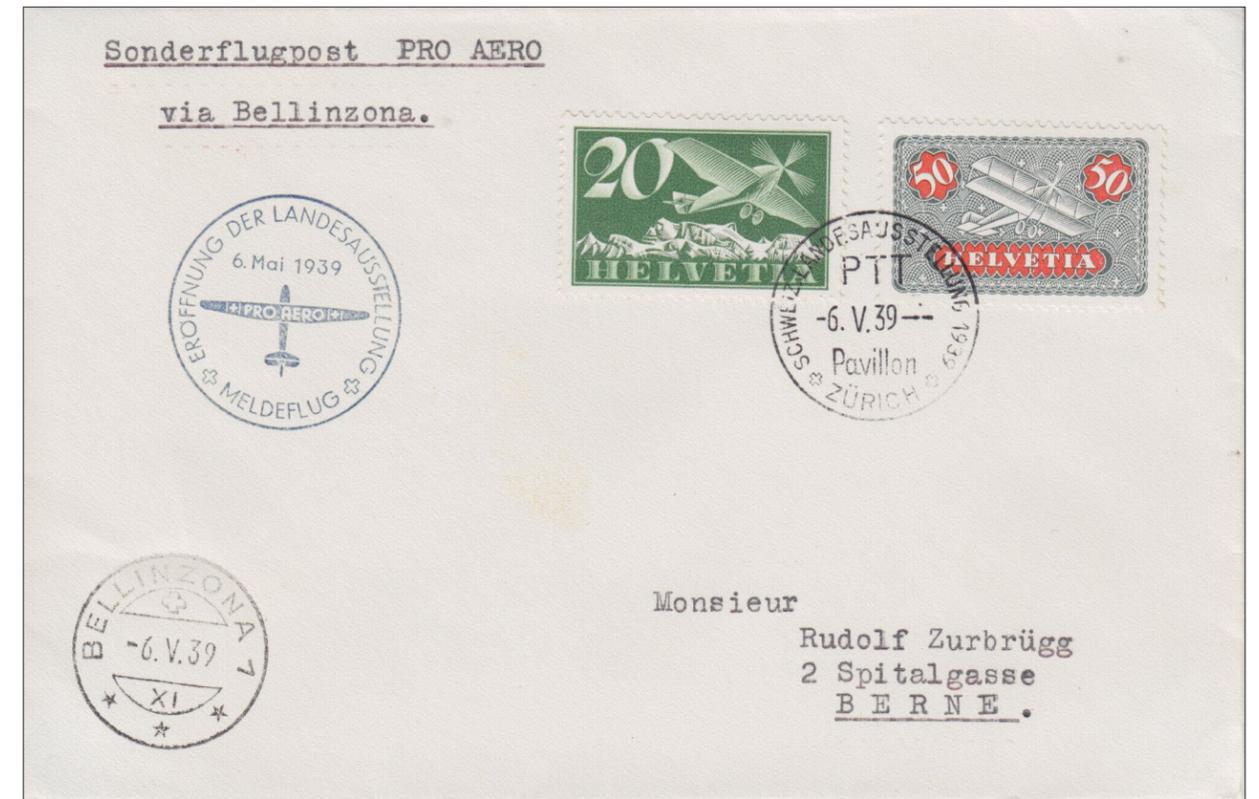
The Cantonal Flights Pro Aero Meldeflüge Route 4



Route 4 flew from the Exhibition to Bellinzona where it landed.

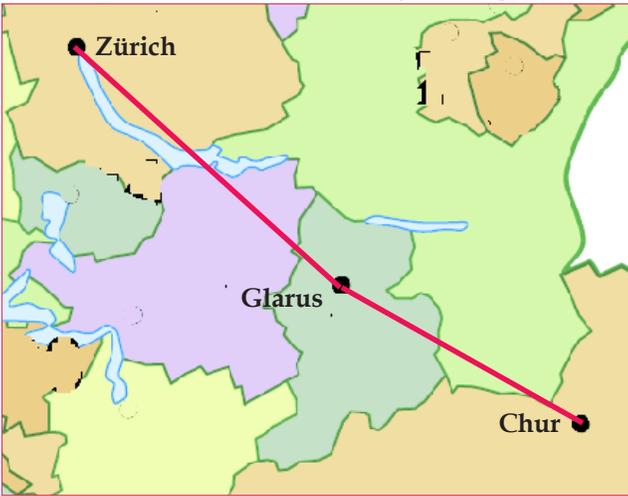
Number of covers flown:

- Bellinzona 5,354



10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge Route 5



Route 5 flew from the Exhibition, circled Glarus and landed in Chur.

Number of covers flown:

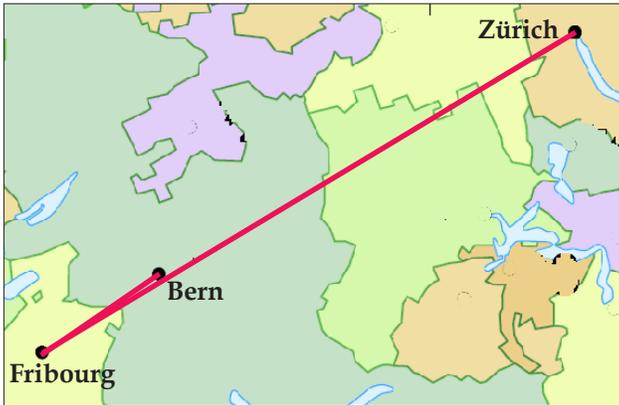
Glarus 1,127

Chur 2,577



10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge Route 6



Route 6 flew from the Exhibition, circled Fribourg, and landed in Bern.

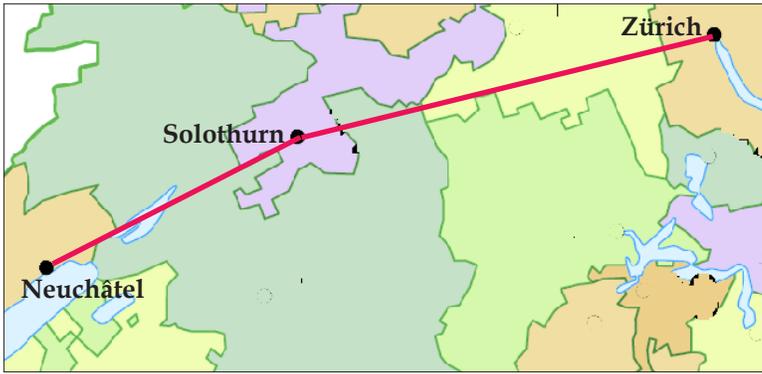
Number of covers flown:

- Fribourg 1,144
- Bern 8,097



10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge Route 7



Route 7 flew from the Exhibition, circled Solothurn, and landed in Neuchâtel.

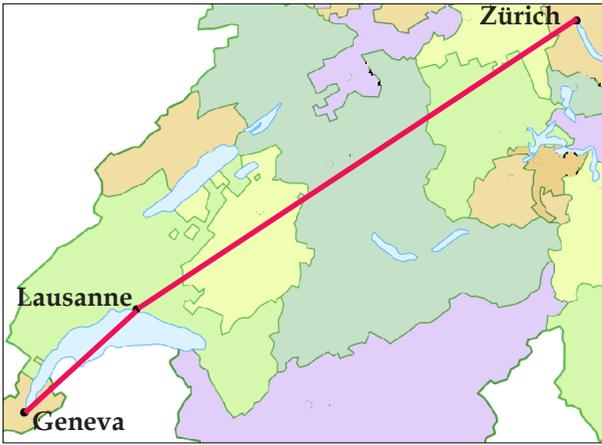
Number of covers flown:

- Solothurn 2,257
- Neuchâtel 2,241



10. Special Publicity Flights

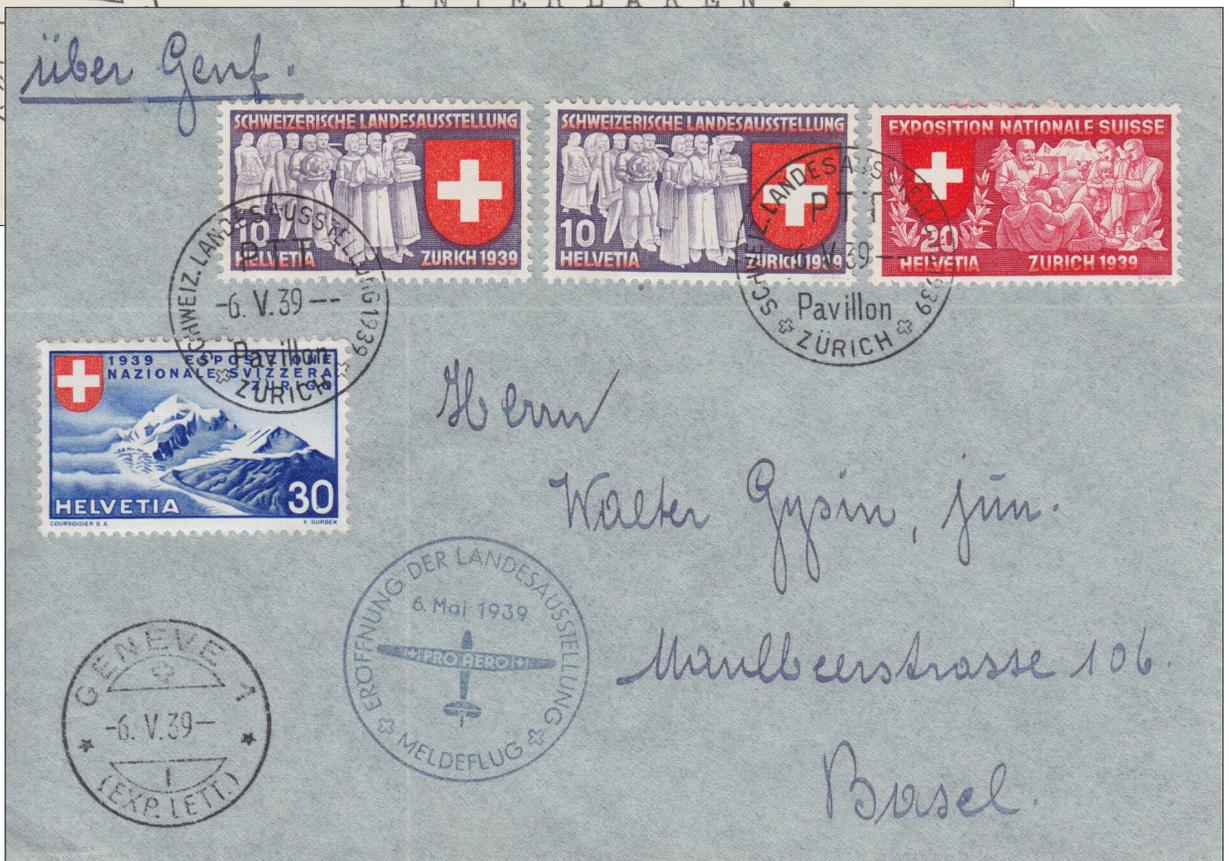
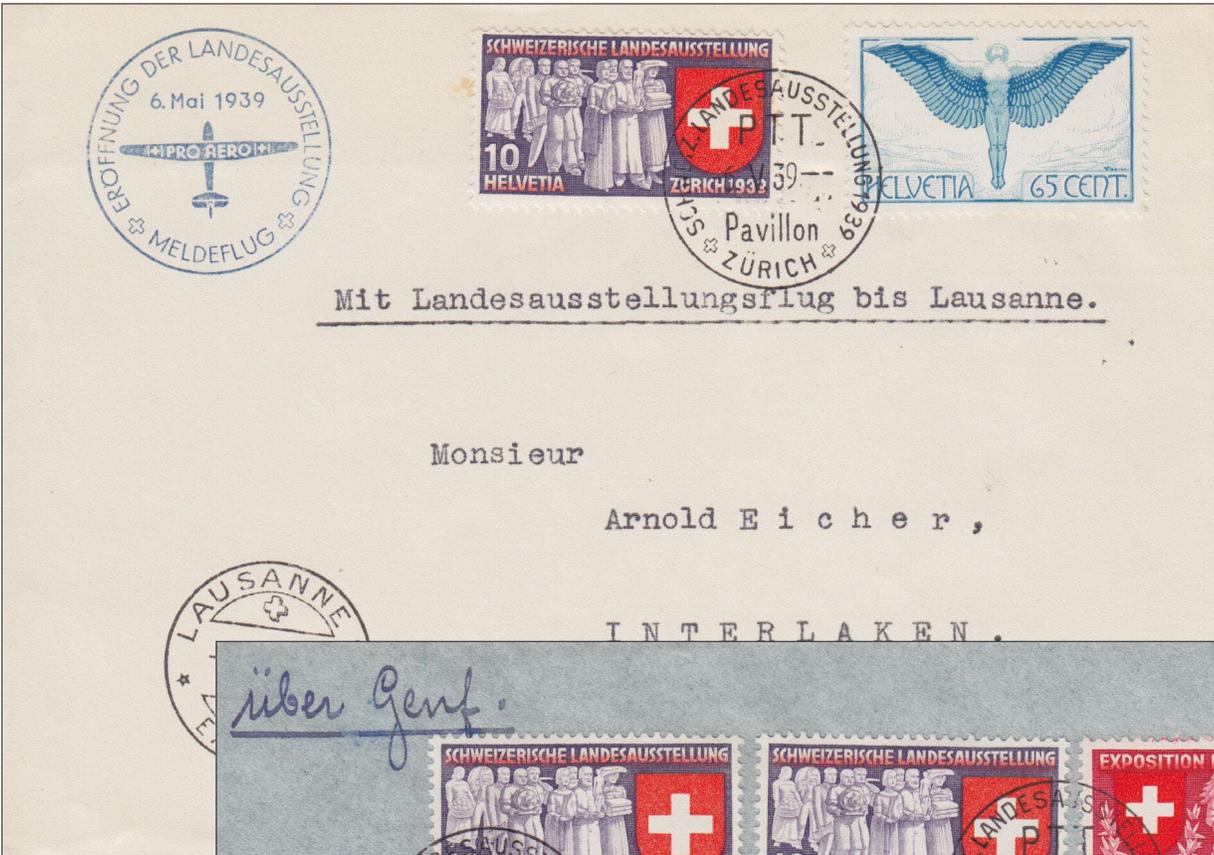
The Cantonal Flights Pro Aero Meldeflüge Route 8



Route 8 flew from the Exhibition, landed in Lausanne, took off again and landed in Geneva.

Number of covers flown:

- Lausanne 3,345
- Geneva 4,665



10. Special Publicity Flights



Route 9 flew from the Exhibition, circled Zug, Luzern, Stans, and Sarnen and landed in Zürich.

Number of covers flown:

- Zug 1,069
- Luzern 2,612
- Stans 913
- Sarnen 942

The Cantonal Flights Pro Aero Meldeflüge Route 9



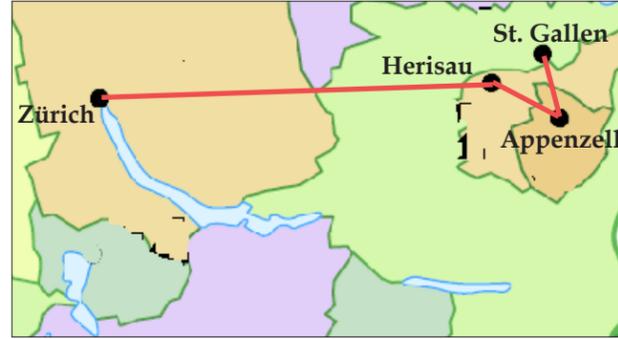
10. Special Publicity Flights

The Cantonal Flights Pro Aero Meldeflüge Route 10

Route 10 flew from the Exhibition, circled Appenzell, Herisau, and landed in St. Gallen.

Number of covers flown:

- Appenzell 955
- Herisau 988
- St. Gallen 3,718



The Cantonal Flights Pro Aero Meldeflüge Route 11

Route 11 flew from the Exhibition, circled Schaffhausen and landed in Frauenfeld.

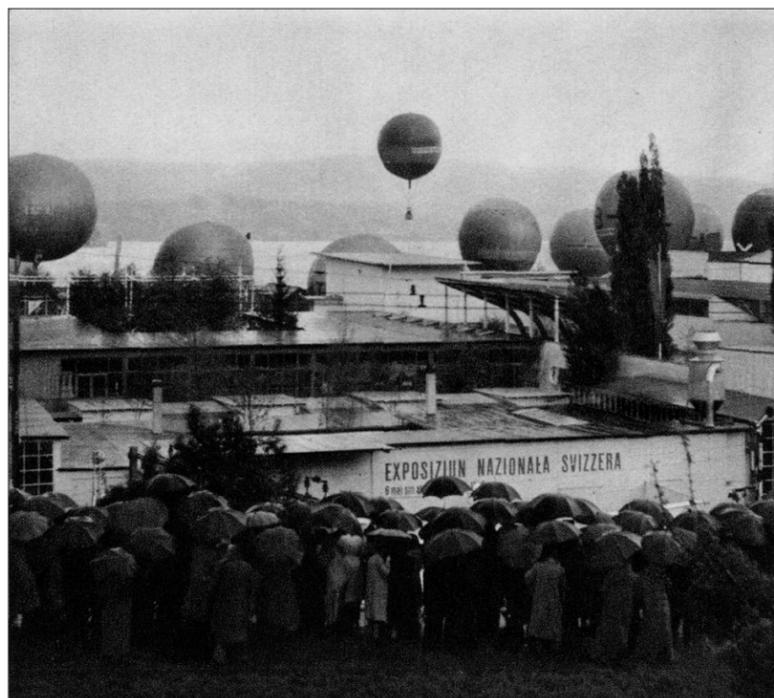
Number of covers flown:

- Schaffhausen 1,835
- Frauenfeld 1,923



10. Special Publicity Flights

On 14 May 1939 an international balloon competition was held in conjunction with the National Exhibition. 14 balloons participated in the competition; an additional balloon, the "Zürich 3", carried mail with 60c postage to Bäretswil, a distance of approximately 24 km. The mail balloon was piloted by Fred Dolder, Eugen Grau, and Josef Lochinger. A total of 42,562 covers were carried on the flight.



The start of the balloon race on a very rainy day in Zürich.

Because of the weather, the competition was a disaster with the entries crashing into frozen lakes or into the Säntis.

The mail balloon "Zürich 3" happened to be in Warsaw when the Germans bombed Warsaw in September and was destroyed.

Reproduced from *Die Schweiz im Spiegel der Landesausstellung*, Band II, page 826. Published by Atlantis Verlag Zürich, 1940.

A Zürich hotel, the Hotel St. Peter, printed envelopes, presumably as an advertising gimmick, and arranged to have two of the pilots, Lochinger and Dolder, autograph them.

Internationale Ballonwettfahrt



HOTEL ST. PETER, ZÜRICH

Dieser Ballonpostbrief wurde aufgegeben von:

Filzfabrik AG

W i l

und besorgt durch FRED DOLDER Ballonpilot
und Wirt zu St. Peter

Unterschriften der Postballon-Piloten:

Lochinger

Dolder

während der Schweiz. Landesausstellung
400 Gastbetten

11. Landi postal facilities

Feldpost 27



On August 1, 1939, the Swiss National Day, the Swiss Army staged military demonstrations in an open area just west of the Landi. For the occasion Feldpost 27 was established at the Landi for the period 31 July to 6 August 1939. Mail was cancelled with the Feldpost - Poste de Campagne 27 cancel and a special cachet in red ink.

A postcard showing a part of the military demonstrations, here a Bicycle Company deployed on the area grounds .

Real Photo postcard published by Photo-Rotation W. Pleyer of Zürich



11. Landi postal facilities

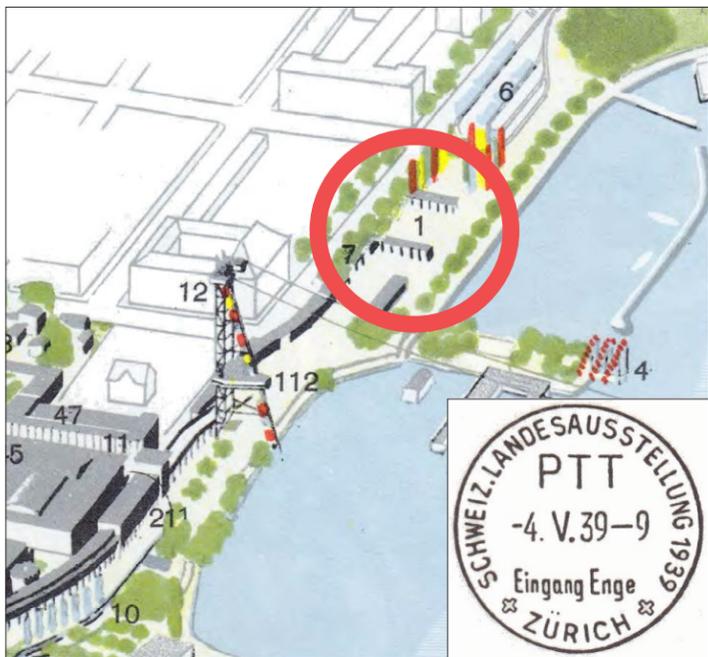
The postal facilities at the National Exhibition had their own forms. Here are the Nachnahme (C.O.D.) forms used at the Pavilion and Dörfli postal facilities.



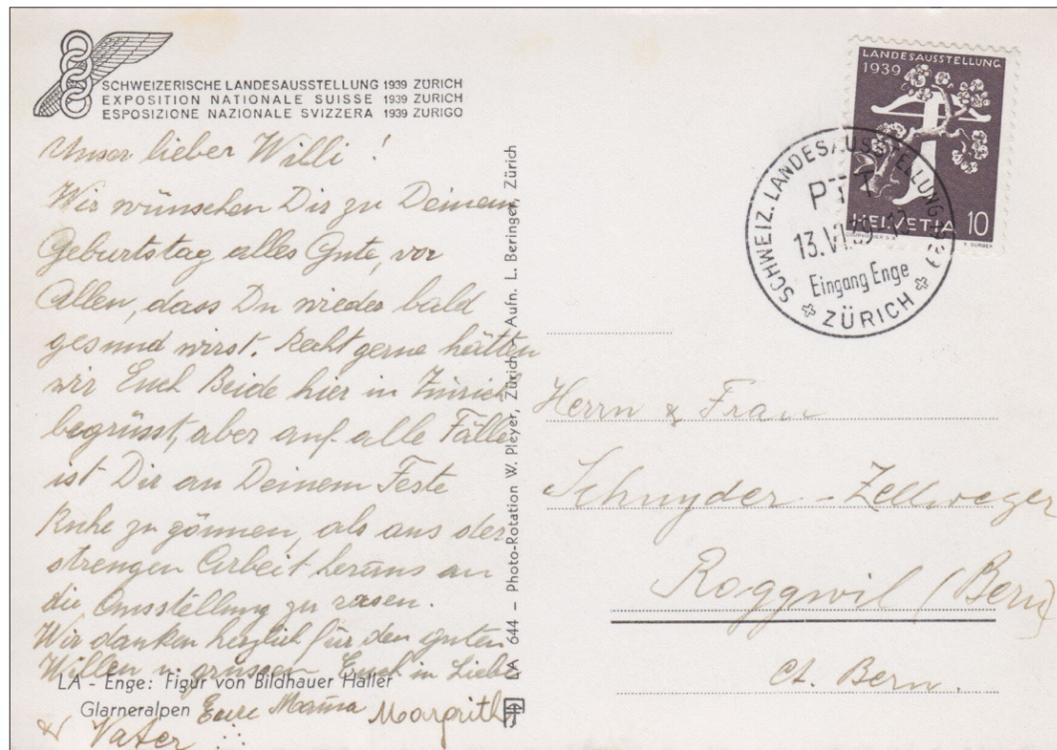
11. Landi postal facilities

Enge Entrance

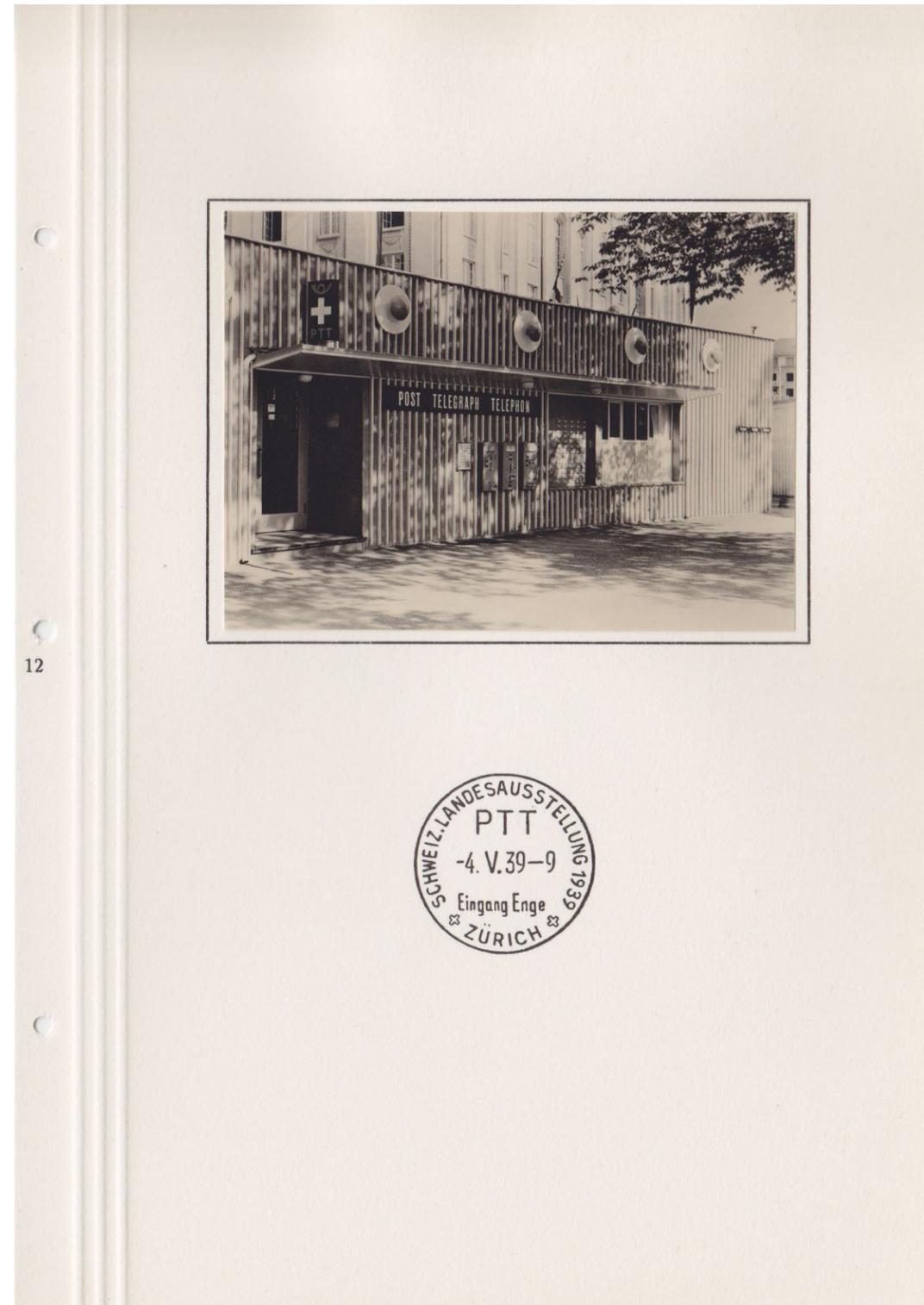
The two venues of the Landi



Postcard from the National Exhibition showing the Enge entrance plaza, the Enge postal facility was just beyond the entrance gates.



Maps taken from *Schweizerische Landesausstellung 1939 Zürich Orientierungsplan* actual size 40 x 75 cm, 15½ x 29¼ inches



Page from a special presentation booklet showing the Enge postal facility just inside the entrance gates.

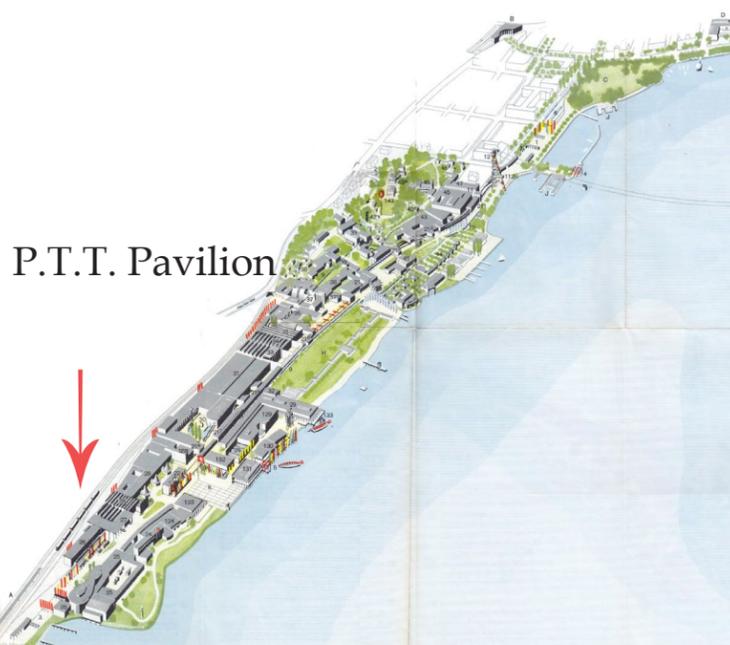
11. Landi postal facilities

P.T.T. Pavilion

The two venues of the Landi



Postcard from the National Exhibition showing the P.T.T. Pavilion in which the postal facility was located.



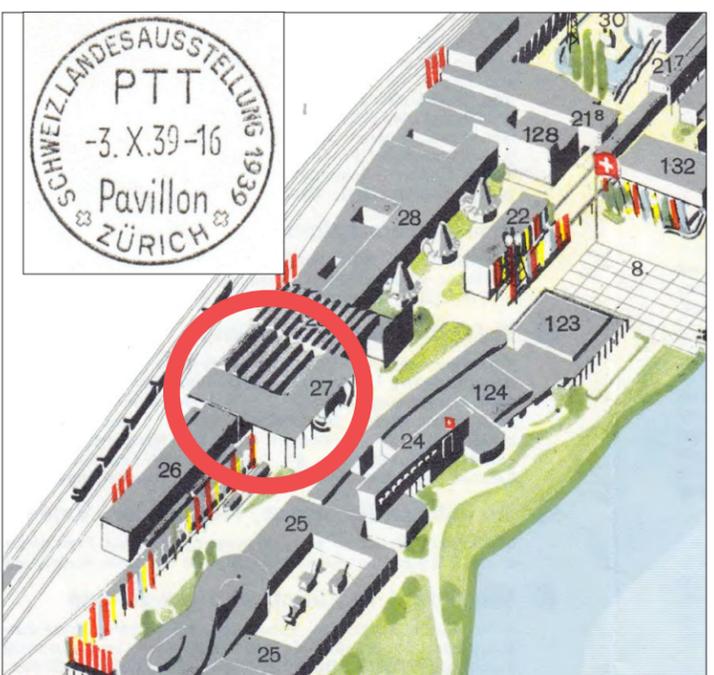
P.T.T. Pavilion



Postamt im PTT-Pavillon



Page from a special presentation booklet showing the Pavilion post office inside the Pavilion.



The machine (above) and hand (left) cancels used at the Pavilion facility. The machine cancel is the corrected version with the 29 October closing date.

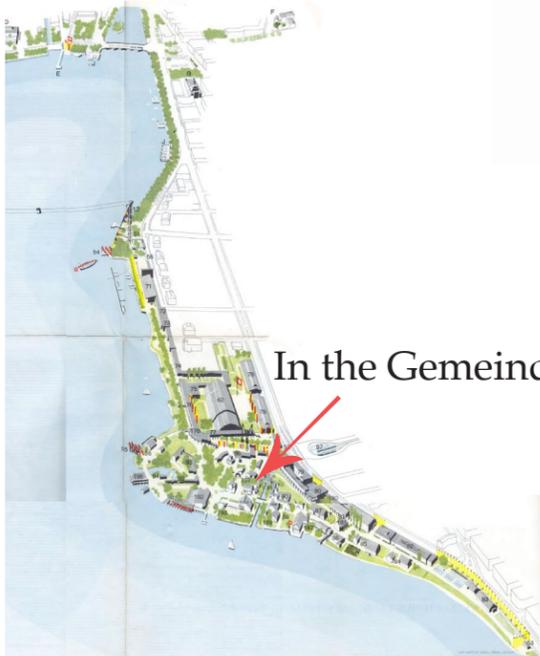
11. Landi postal facilities

The two venues of the Landi



Enge
(left bank)
venue

Riesbach
(right bank)
venue



In the Gemeindehaus



Dörfli (Gemeindehaus)



Postcard from the National Exhibition showing the Gemeindehaus where the Dörfli postal facility was located.



11



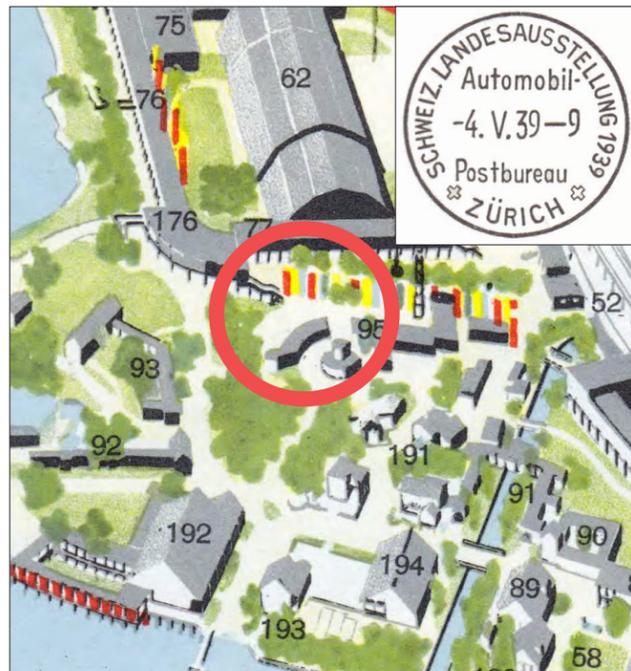
Postcard from the National Exhibition cancelled "PTT Dörfli".

Page from a special presentation booklet showing the Dörfli postal facility on the ground floor of the Gemeindehaus.

11. Landi postal facilities

Postal Bus

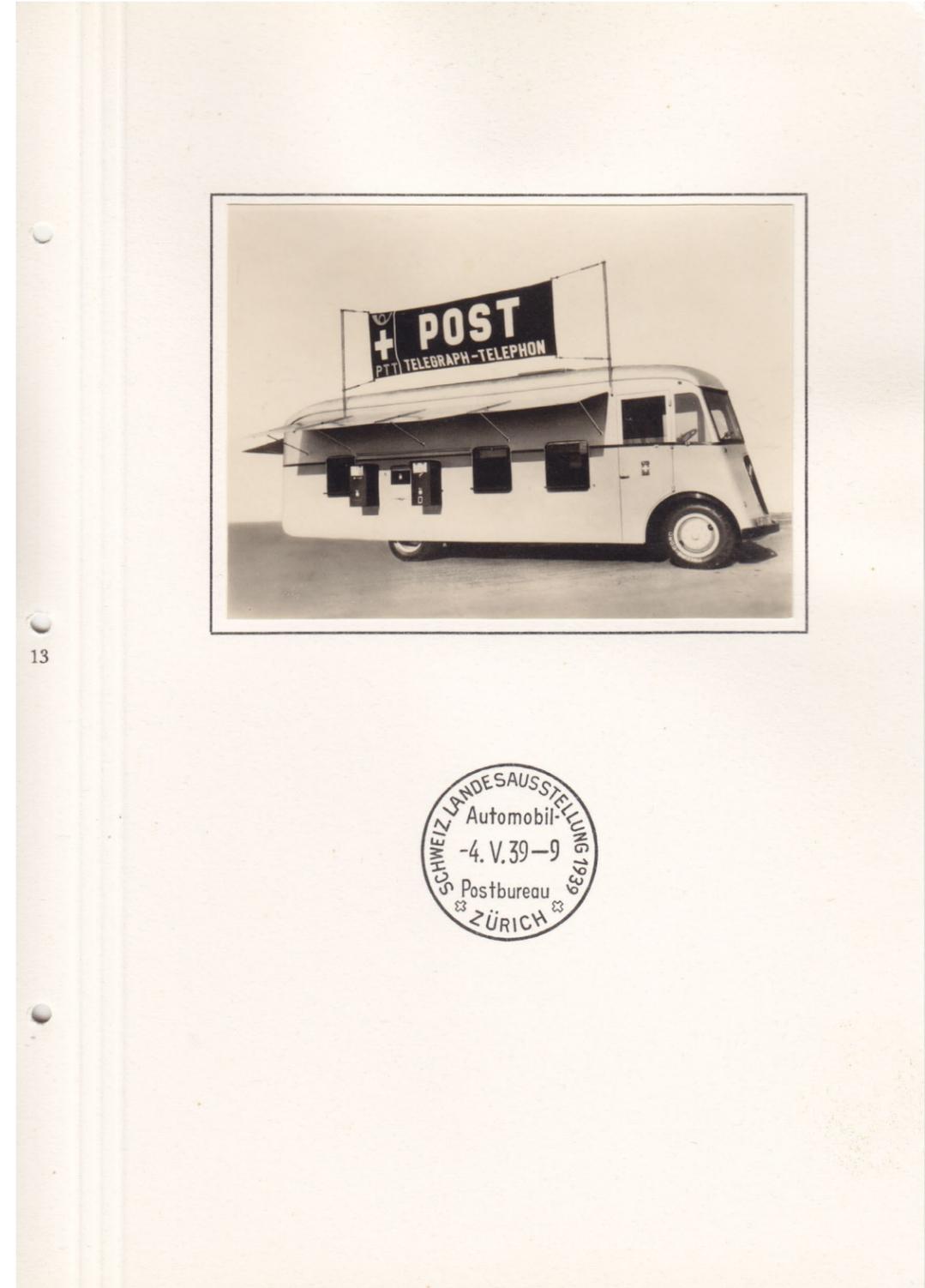
The two venues of the Landi



Postcard from the National Exhibition showing the Postal Bus.



Postcard from the National Exhibition cancelled "Automobil Postbureau".



Page from a special presentation booklet showing the Postal Bus.

12. Closing day ceremonies



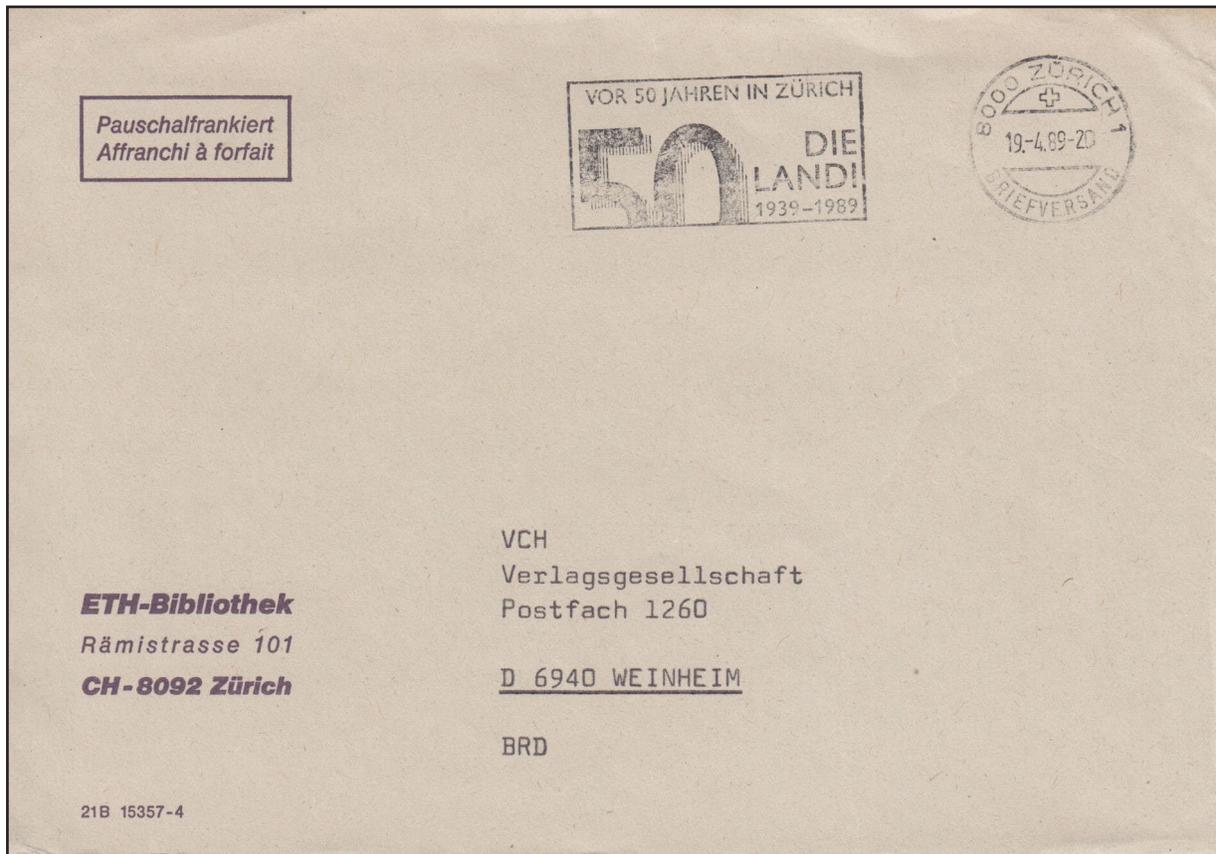
Attendance at the National Exhibition exceeded expectations - 10,506,735 visitors - either because of or in spite of war clouds and the outbreak of World War II on 1 September 1939. The Exhibition closed briefly upon news of the invasion of Poland - 2 to 4 September - but reopened on 5 September. Peak attendance occurred on 15 October - 163,567 visitors.

Left: postcard showing the 10 millionth visitor on 24 October 1939.

Below: postcard showing the closing ceremonies on the Bürkliplatz on 29 October 1939.



13. Postscript



Machine cancel 4.2.315 used at the Zürich 1 post office from 15 April 1989 to 15 May 1989, here used on a piece of a bulk mailing on 19 April 1989.

The 50th anniversary of 1939 National Exhibition was marked by renewed interest. Shown here are a machine cancel and a book commemorating the 50th anniversary of the Landi.



Cover of a book published for the 50th anniversary of the 1939 National Exhibition.