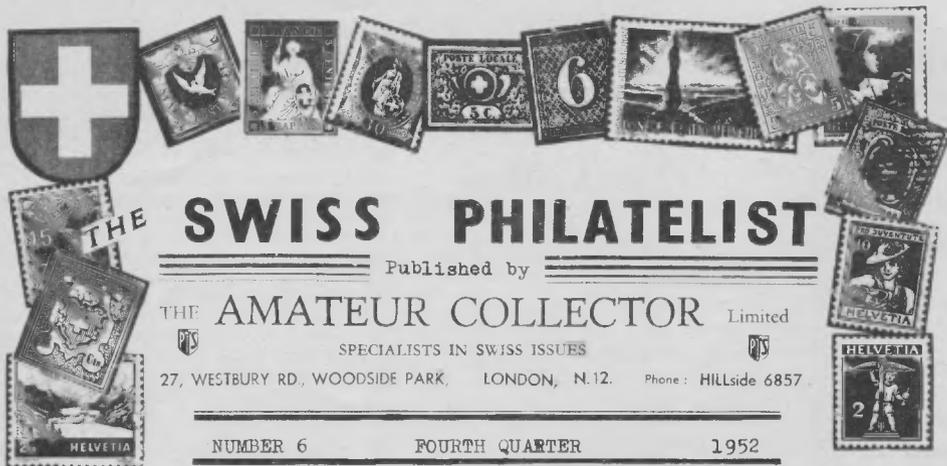


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# THE SWISS PHILATELIST

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FOURTH QUARTER

1952

## READY NOW!

THE AMATEUR COLLECTOR'S

### STAMP CATALOGUE of SWITZERLAND 1953

Edited by  
EDWARD H. SPIRO

Chairman of the Helvetia Philatelic Society



The 1953 edition has been entirely re-edited, contains many new features and several new chapters. The Air Mail section now includes all Pioneer-Experimental and First Flights (with vignettes & cachets). The sections dealing with the 1862/82 issues and the "Standing Helvetia" issues have been completely re-written & include most shades, varieties and plate-flaws.

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Can You Afford To Work With An Old Edition?

## Pro Juventute 1952



This year's Pro Juventute series is issued on the 40-th anniversary of the establishment of the Pro

Juventute Foundation in 1912. In that year the first 3 charity stamps appeared, which - although without postal validity - were sold by the Swiss Post Office.

The 5+5 c. value of the 1952 set commemorates this event. It shows the portrait of a boy, after a painting by Albert Anker, engraved by Karl Bickel, and printed in recess by the PTT Printing Works. The colour of this stamp is brown carmine. The paper is white.

The other four values once more depict butterflies and insects. The designs are by Niklaus Stoecklin - Riehen. The stamps are printed on white, lightly hatched paper - with the usual admixture of red and blue fibres - by the Imprimerie Courvoisier S.A., La Chaux-de-Fonds. The margins bear the names of the insects in four languages.



- 10+10 c. green/orange-red/grey: Ladybird (*Coccinella sept.*)
- 20+10 c. lilac/yellow/grey: Barred-winged butterfly (*Melanargia galathea*);
- 30+10 c. sepia/blue/grey: Silver-blue Argus (*Lycena cor.*)
- 40+10 c. blue/brown/ochre; Oak-eggjar (*Bombvx quercus*).

The surtax is to benefit the P.J. Foundation, the Swiss Association of Homes for Infants, Recreation Homes for Mother and Child, and P.J. Holiday Colonies for Mothers.

The stamps will be on sale at all post offices from the 1st of December 1952, until the 31st of January, 1953, and valid for postage until the 31st of May, 1953.

A special postmark, designed by Hans Tomamichel, will be used for the cancellation of First Day Covers, but it will be applied only for mail posted at the Philatelic Agency.

WE SUPPLY the compl. set MINT or USED at 3/-  
On F.D.C. (ILL. P.T.T. envelope) with special postmark (see picture on p.4) 3/7d.

# Cross and Figures

## ISSUES OF Switzerland



The Swiss Post Office decided in 1879 to abandon the "Sitting Helvetia" design, which in one or another form has been in use for more than 25 years, and also to do away with the expensive and cumbersome process of embossing. For the higher values, from 20 C. onwards, copper plate printing was selected and the new design, submitted by the firm of Messrs. Müllhaupt & Son, approved.

For the lower values, however, a cheaper process was decided upon, namely typography. This required a simple design, and that of Professor Haertel, depicting large figures in a value tablet, surmounted by the Cross of the Confederation, was approved. A Berne engraver, Herr Burger, was entrusted to supply the master die, and the tender submitted by the firm of Staempfli & Co., Berne, was accepted by the Post Office for the manufacture of the new stamps.

The intermediate dies and the brass printing blocks were then made from Burger's master die by the Federal Mint. A good grade of well calendered paper was obtained from the Sihl Paper Mills in Zurich. This was the safety paper, containing red and blue fibres, known to the trade as "granite paper", which has been used before for the 1881 Sitting Helvetia issue.

The paper was supplied in cut form of a size to take 400 stamps, arranged in four panes of 100 per sheet. The Controlmark was impressed after printing - the wide oval until 1894, and the narrow oval from then on, until it was superseded by the "real" Watermark in August of 1905. At the same time printing was taken over by the Mint which has been equipped, in the meantime, with new presses.

The Cross and Figures issues exist therefore with both Controlmarks and with the Watermark. During 1882, a small printing was made on white paper without the coloured silk fibres. Just why this was done is not recorded, but it appears that the Sihl paper run out, and Messrs. Staempfli decided to use some white wove paper, which they had in stock, probably in order not to delay delivery of the new stamps to the Post Office. Due to an insufficient quantity of clichés a somewhat unusual method was used in printing the issue, at least at the beginning. For the denominations in small demand, such as the 3 C., 12 C. and 15 C., only hundred clichés were prepared; hence it was necessary to pass the paper through the press four times. For the stamps in greater demand, the 2 C., 5 C. and 10 C. two 100-subject assemblies were made, which required only two trips of each sheet through the printing press. Apparently the higher cost of printing by this rather slow method was deemed to be less than the cost of the making of 400 clichés.

Although the printing was done until 1906 by private contractors, the remaining steps in the production were performed by the Federal Mint. The Controlmark - as we already mentioned - was impressed into the 400-subject

sheets after printing, then the gum was applied, first by hand, and later by machine; finally the large sheets were cut into 100-subject panes, and passed through the 11½ gauge frame perforator.

Altogether there are 19 catalogue numbers of the Cross and Figures issue, but because of the difference in the two Controlmarks (I. wide and II. narrow), there exist A and B numbers of seven of the stamps, and there are, of course, many sub-numbers denoting the shades. To the collector interested in colour varieties this issue presents a fertile field, although during its currency of more than two decades, only two values changed the colour by plan. The substitution of the brown-lilac or purple for yellow on the 15 C. value was to improve the appearance of the stamp: the pale yellow colour did not bring out the design clearly enough. The 5 C. maroon was changed to green in 1899 in order to bring that denomination into line with a ruling of the Universal Postal Union, which prescribed that stamps for the inland post card rate and for single international printed matter rate must be in green.

In a second article we will deal with the individual stamps of this issue and mention some of the important and interesting varieties and plate-flaws.



## OUR CATALOGUE—1953 edition

The Amateur Collector's Stamp Catalogue of Switzerland, which is fast becoming the accepted standard manual of Swiss philately throughout the English-speaking world, has now appeared in its 1953 edition. We apologize to all collectors who - judging by the scores of letters we received - have been impatiently waiting for the publication, for the short delay in delivery, which was due to technical difficulties at the printing works, and beyond our control.

The most friendly reception afforded to the Catalogue last year encouraged the Editor and the Publishers to embark upon an even more ambitious task. Many sections were re-edited; the listing of the 1862-82 issues enlarged, the "Standing Helvetia" listing entirely revised and aligned, by the use of many new sub-numbers, with the Zumstein Special Catalogue.

A new chapter comprises all Pioneer, Experimental and Propaganda Flights, with pictures of many vignettes and special cachets, and a list of all First Flights is now included. Many more illustrations, including enlargements of dies and plates, and more shades and varieties have been added. For those collectors, who like a full "writing up" (and for those who desire to assess the comparative scarcity and value), there are four pages of "Quantities Issued" of all popular stamps.

The Catalogue is "bang up-to-date" and includes the Pro Juventute set issued in December 1952. It contains a large number of price alterations, brought up to date with the most recent market quotations in Switzerland. In spite of the addition of 10 pages of new text, and many new illustrations, which obviously greatly increased the cost for paper and printing, the price of the Catalogue remains only 2s.6d. (plus 3d. postage) in U.K. 3s. (plus postage) in Australia, and 40 cents in U.S.A. Canada and the rest of the world. The Catalogue can be supplied by all leading stamp dealers, or directly from THE AMATEUR COLLECTOR LTD., 27, WESTBURY RD., LONDON, N.12

# SWISS

## National COSTUMES

(CONCLUSION)

The present generation jealously guards the chests, cupboards and traria style of dressers, handed down by their forefathers in testimony of a high level of craftsmanship.

And when on festive occasions the fine costumes of the women are brought out, and their gold or silver embroidered bodices and rich bonnets gleam in the sun, this wealth of colour is symbolical of the symphony of light and colour that the alpine valleys offer to the onlooker.

The 1936 Pro Juventute set provides a glimpse of the costumes from three Cantons in the West, the East and Central Switzerland. We see a girl from Neuchatel, with her richly knitted shawl, a native of Schwyz, one of the "ancient cantons", and a girl from the lake district of Zurich.

One of the prettiest hats, a giant straw wheel with elaborate embroidery in metal wire, is donned by a girl from St.Gall on the 10 c. stamp of the 1938 P.J.set, while in contrast, the girl of Uri, depicted on the 20 c. value, wears a quaint little cap of black felt, in the shape of a small bowler. The pig-tails of the young girl from Aarzwau - on the 30 c. stamp - go well with her "picture hat", and the modest Dirndl costume, the main ornaments



NEUCHATEL    SCHAFFHAUSEN    SOLOTHURN    GLARUS

of which are very large spherical metal buttons. The bonnet of the Fribourg costume worn by the French-speaking women, mostly devout Roman Catholics is a most complicated affair, made of thirty yards of narrow silk ribbon, built into a dome, on top of a stiff rim in the shape of a sailor cap. The costume too, is richly adorned with ribbons and has a truly Elizabethan ruff. We find it on the 10 c. value of the 1939 P.J.set, and this is followed by a picture of a girl from Nidvalden (on the 20 c.), wearing the characteristic straw hat of the Stans Valley, a wheel of a diameter of more than 4 ft.,



ornamented with flowers, pearls and feathers. The girl from Bale, shown on the 30 c. value of the same set wears a fur hat in the shape of tri-corn. Costumes from Thurgau - which borders on the Constance-lake - Solothurn, and Zug are shown on the three P.J. stamps of 1940. The hat of the girl from Thurgau is remarkable.

## on Stamps

It is made of starched silk ribbons, built fan-like on a wire body. A kerchief with long tressels is another typical part of the Thurgau costume.

On the 1941 P.J. stamps we find costumes from Schaffhausen and Obwalden. The girl on the 10 cts. value wears a ruffled collared upper-dress

and a medieval coif. The girl from Obwalden is hatless, but her "bun" is held together by silver-appliqué ribbons and hand-carved silver ornaments.

The 1942 Pro Juventute set was the last one to depict national costumes. The two stamps show a girl from the canton of Appenzell in North Eastern Switzerland and a girl from Glarus, the latter in the typical coif, reminiscent of a nun's velum. But on several other stamps we find more costumes, if I look carefully. Thus, we can see on the 10c. National Fête stamp of 1951, dancers in the typical Valais costumes, the men in tail-coats, breeches and top-hats, the women in their quaint tall hats (which we illustrate in the picture in the left-hand corner). On the Pro Patria stamps of 1936, there is a good portrayal of the "Senner", the alpine dairyman, in his short jacket, baggy trousers and peakless skull cap. A similar make costume can be found on the 20c. and 40c. values of the same set, but the skull cap is replaced here by the hood, well known to us from the William Tell stamps. Some indications of national costumes are also given on the two values of the National Exhibition stamps of 1936.

E.H.S.



SCHWYZ    THURGAU    URI    "Senner"

## APPROVAL SERVICE

We have been very pleased to note the considerable response to this service. More and more collectors take the advantage to peruse our booklets at leisure, comparing items offered with those in their albums, and filling gaps without effort. If you are not yet acquainted with the wide choice of selections available, write to us, and we shall forward lists of books ready for circulation.



# Newsreel

## PRO PATRIA 1952 - NUMBERS ISSUED.

The P.T.T. has now released the official figures of quantities issued of the National Fête (Pro Patria 1952) They are as follows :

5+5 C. (No.56) 1,721,161; 10+10 C. 3,098,633; 20+10 C. 2,984,005; 30+10 C. 910,274; and 40+10 C. 1,014,101. The stamps have become obsolete on Nov.30th

**THE DAY OF STAMP IS BEING CELEBRATED ON DECEMBER 7th.**

and the small town of Wattwil (Canton St.Gall) is the gathering place of Swiss philatelist this year. The P.T.T. has issued, as usual, a special postmark, which is being used by the Wattwil P.O. on that day only. The fierce looking dog depicted on the postmarks is taken from the coat of arms of Wattwil. The Swiss Federation of Philatelic Societies published an attractively designed postcard, showing the medieval castle of the Counts of Toggenburg.

### PRO JUVENTUTE SPECIAL POSTMARK

On the occasion of the 40th anniversary of the Pro Juventute Fund, the P.T.T. granted a special postmark which has been used to cancel First Day covers on December 1st., posted at the Philatelic Agency at Berne. The usual first day postmarks in the three languages, "AUSGABETAG", "JOUR D'EMISSION" and "GIORNO D'EMISSIONE" were not used this year. The special postmark was designed by Hans Tomamichel, and was applied exclusively for mail prepaid with Pro Juventute stamps. (See also note on page 1)

### NATIONAL STAMP EXHIBITION LONDON, JANUARY 10th-17th.,

will be held at the Central Hall, Westminster (both dates inclusive) The Amateur Collector Ltd. will be exhibiting an extensive stock of Switzerland, from the Earlies to Modern issues, at Stall No.31.

We shall be pleased to welcome our clients, and those wishing to pay us a visit are invited to apply to us for a FREE ADMISSION TICKET, which will entitle them to see the entire Exhibition. As the number of free tickets is limited, early applications are necessary.

### TELEGRAPH MINIATURE SHEET : AN APOLOGY

It rarely happens in the distribution of Swiss New Issues that an issue is so limited that not all collectors can be served. Unfortunately, this was the case with the Telegraph Miniature Sheet. A semi-official souvenir issue, it was nevertheless in such demand that only half of the orders received by the PTT Philatelic Agency could be executed, and we were supplied with much fewer than we ordered. Rather than make a delivery to our subscribers under a "ballot system", we adopted the method of serving our clients according to the alphabet. Should such an emergency occur ever again, we shall commence distribution with those clients, who were unlucky this time. The Telegraph sheet has now been completely sold out by the P.T.T.

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### PRO JUVENTUTE FLOWERS TOP VALUES

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We offer the 7 stamps, 1943-1949, all used, normal price 10/6, for **ONLY 8s.6d.**



## SOLDIER STAMPS



Following the publication of our article in No.5 of "The Swiss Philatelist" we received many inquiries regarding these stamps. Some clients wanted to commence modestly, with a hundred stamps, hoping to purchase more advantageously than in singles. The demand for packets of 100 different was so considerable that we decided to place a large order with our Swiss suppliers, and succeeded to buy a quantity of these packets at a lower price than we normally have to pay. This advantage we are passing on to our clients, reducing the price of a "100 DIFFERENT PACKET"

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Another 15 packets are available at this price, not enough to satisfy all "comers", and when these are sold, we most likely will have to revert to the old price. First come, first served!

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