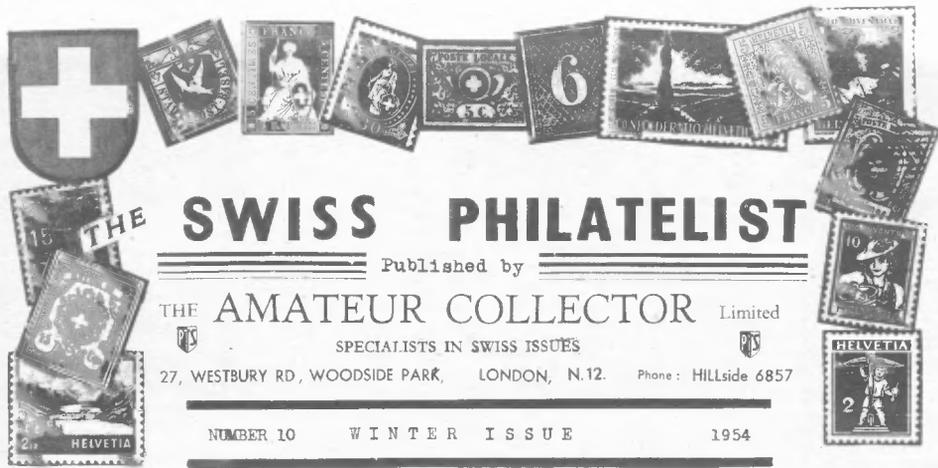


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THE SWISS PHILATELIST

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SPECIALISTS IN SWISS ISSUES

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swiss Publicity STAMPS

SET OF FOUR WILL BE ISSUED ON MARCH 15-th TO ADVERTISE EXHIBITIONS,
WORLD FOOTBALL CHAMPIONSHIP AND TO COMMEMORATE RHINE NAVIGATION



A resolution of the Swiss Federal Government empowered the P.T.T. to issue from this year onward a limited number of postage stamps publicising Swiss tourism or important exhibitions, and also to commemorate important events in Swiss history, science, trade and such like. While it was originally thought that the issue of these stamps would be spread over a longer period, the P.T.T. decided to combine four different occasions into one series of four stamps.



On March 15th new values for 10, 20, 25 and 40 Centimes will appear and they will replace for a time the corresponding values of the ordinary Landscape series. They will be sold at all Swiss post offices without any surtax as long as stock last, but not later than until December 31-st 1954, when they will lose their validity.

The new four values are as follows:

10 Centimes, showing a wheat ear, leaves and a flower, printed in four colours (greenish yellow, yellow, carmine, and greyish green), designed by Hans Hartmann, Berne, and issued to publicise the 11th SWISS EXHIBITION FOR AGRICULTURE, HORTICULTURE AND FORESTRY (S.L.A.)

20 Centimes, showing a winged moon, the symbol of the SWISS TOURISM AND INTERNATIONAL HOTEL AND COOKERY EXHIBITION (HOSPEES), printed in brownish carmine, light brown, greyish blue and grey, and designed by Bernard Reber, Berne.

25 Centimes, showing the Rhine from Basle down to the sea, and a steering wheel, symbolising the Rhine Navigation, which celebrates its fiftieth anniversary this year in its present form; designed by Niklaus Stoecklin and printed in orange-red, blue, and dark green.

40 Centimes, showing a football on a world map, commemorating the 50-th anniversary of the International Football Federation "FIFA" and the holding of this year's world football championship in Switzerland in June and July. This stamp is designed by Hans Schwarzenbach and printed in blue, yellow, and grey.

The four values are of the "large" size of Swiss commemoratives, namely 41 by 26 mm. All are printed in rotogravure by Courvoisier, La Chaux-de-Fonds, on white granite paper (slightly coated, with the admixture of red and blue fibres). There are four sheets per cylinder, each sheet consisting of 25 stamps, and numbered A to D, with inscriptions on the margins relating to the purpose, value and duration of validity.

The P.T.T. Philatelic Agency will cancel these stamps, either singly or in sets, on the day of issue with their familiar First Day postmarks, "Ausgabetag", "Jour d'émission" or "Giorno d'emissione" in either of the three languages.



THE AMATEUR COLLECTOR'S
STAMP CATALOGUE
of SWITZERLAND
SUPPLEMENT
1954
was
SOLD OUT

within a few weeks after the publication of the first edition, although we had printed several thousand copies of the Supplement in excess of the 1953 edition. At once a second printing was ordered and we are very pleased to announce that it is

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QUALITY

AN ATTEMPT TO CLASSIFY CONDITION

By H. L. KATCHER



Quality is the all-important factor in stamp collecting. To include poor items in the album not only spoils the show but it is also a waste of the collector's money. One should think that this would go without saying, and that no collector over the age of ten, having once discovered that a pair of tweezers are a more useful tool than a pair of grubby fingers, would refuse stamps in poor condition.

But, alas, this is not the case. While a keen collector may sometimes be tempted to include a stamp of poor quality in his album simply because he wants to fill a gap temporarily, or because the item shows an interesting variety or an uncommon shade, there is certainly no excuse at all for a scrupulous stamp dealer to sell bad stamps.

We have always followed the rule that damaged stamps or poor copies must be mercilessly eliminated from our stock, and when we acquire a collection, our first task is to weed out all poor copies, before breaking up the accumulation and offering its contents to our clients. Thus, we can always proudly proclaim that "We supply stamps only in finest condition!"



← This "Strubeli" looks nice but - where are the margins? A "gap filler" may be, but NOT a copy to be proud of!



Why keep this 1 f. Standing Helvetia in the album with three postmarks? There are two too many! Pass me the waste paper basket, please.

And this crock of a 5 c. Yes, quite a nice cancellation of Rovio in Tessin, but there is hardly anything left of the stamp!



I would suggest that we agree on three main categories and that we attempt at a distinction of what is superb, fine and poor within these categories.

CATEGORY I - ALL IMPERF. ISSUES from 1843 to 1862

SUPERB CONDITION: Four margins intact, fine or reasonably fine cancellation;

GOOD CONDITION: Three margins intact, one margin close, reasonably fine cancellation.

In this category NOT PERMISSIBLE stamps would include items cut into, so that there are less than three visible margins, stamps disfigured by very heavy postmarks (although some may be still acceptable, or even desirable to collectors specialising in postmarks), all stamps with thinnings, all creased stamps.



Once upon a time THIS was a stamp, though one couldn't be sure

And why, oh why, keep this fragment, when a fine copy costs five nence?



CATEGORY II - ALL PERFORATED STAMPS until 1925

Here we should distinguish four stages of POOR CONDITION in this order:

- (1) Stamps so badly postmarked that the design is hardly recognisable;
- (2) Stamps with any shortage of perfs.
- (3) Stamps with thinnings or creases;
- (4) Off centre (In this class we must, however,



remember that most of the Standing Helvetia issues were printed more or less off centre, and that very well centred stamps of this issue belong into the superb class, if they answer to all other requirements of this description.

CATEGORY III - ALL MODERN ISSUES since 1925

These must be of fine appearance, lightly cancelled, and no excuse can be accepted for any shortcomings. Nothing but the best should be included in the album of issues of the modern period.

As I said before, there may be a few exceptions in either of the categories. A rare variety, a double printing or embossing, a stamp with two Controlmarks, will not be rejected if there is a minor flaw as regards the condition, such as a heavier cancellation of a minute defect. But acquiring a stamp like this for the sake of curiosity, the buyer must be fully aware of the shortcoming and realise that he cannot put it

TURN TO PAGE 3

However, there are many general dealers who dabble in Swiss issues, advertising them at "cut" prices and the result is that some less discriminating collectors buy worthless copies, believing that they have got a real bargain. But one day they might find themselves in a position of being compelled to dispose of the collection. Old age, failing eyesight, ill health, family circumstances or financial trouble may be the reasons, and after all, all of us will die one day, and our widows or children will probably want to sell the collection... Having spent large sums of money over many years, these collectors or their families would rightly expect to get a nice little sum for their treasures when offering them for sale to a dealer or at an auction. But in very many cases bitter disappointment follows.

The reason for this is that a large proportion of the stamps are poor copies and that even if a fair proportion of good stamps is included in the album, the whole aspect of the collection suffers by the presence of torn, thin, heavily cancelled or otherwise "poor" stamps.

Obviously, the criterion of "fine quality" will differ greatly as regards classic issues, those of the "Middle" period, and modern stamps.

While it is not always possible to impose a fast rule, particularly in regard to such rarities as a Bâle Dove, a Double Geneva, or another of the "big classics".

SWISS HOTEL

WINTER 1954

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STAMPS

Of all local stamps issued during the last century, probably the most charming are those issued by Swiss mountain hotels. They were real semi-postal, used to defray the postage on mail to the nearest Post Office or town. Bright in colour and dainty in appearance, their attraction is not lessened by the memories they invoke of happy holidays among the mountains, or by the fact that they were not (like so many modern "officially" issued stamps) produced to collect money from collectors.

Some of the Swiss hotel stamps actually became obsolete before philatelists learned of their existence, and two are known by a single copy only. There may, indeed, be issues which have been lost completely to posterity. True, some of the hotel proprietors, later, issued publicity or souvenir labels, but these never claimed to have postal status and are quite different from the genuine semi-postal stamps of earlier issues.



One of the most interesting of these local Hotel Posts is that issued by the Alpenklub for its hotel situated in the Maderanertal. This is a valley running eastward from Amsteg, in the Canton of Uri, up to Oberalp, at a height of about 4,500 ft above sea level. The post carried mail between the Alpenklub-Hotel and the nearest post office, at Amsteg, some seven miles away.

For some time before 1870, a charge of 5 Centimes was made by the hotel management of the Alpenklub for letters "rosted" by a messenger, to defray the cost of carriage from the hotel to Amsteg. In summer of 1870 the hotel issued the first stamps for the pre-payment of this charge.

These stamps show an Alpine landscape in an oval, with a mountain range sloping down to the right and the sky (except for a cloud) shaded with dots. This vignette is surrounded by a double-lined oval band with "MADERANERTHAL" in coloured letters on vertical line shading, round the top and sides, and "FRANCO" in white letters on a solid ground of colour, round the bottom. The latter forms a curved tablet. There are full stops after the words MADERANERTHAL and FRANCO.



The oval and surrounding band is contained in a rectangular frame, 18 mm. by 24½ mm. and the space between the two, except for a white halo round the oval and for the white "circles" in the s-andrels,

is shaded with diagonal lines in both directions. The white circle in each s-andrel contains a figure "5" but the N.E. circle is distorted and rather oval. The stamps were lithographed and printed in light ultramarine on medium thick paper. (TO BE CONTINUED)

QUALITY (from page 2)

on similar footing, as to its value, with a perfect specimen. And an honest stamp dealer who offers such items will, of course, point out the defect and ask a price well below his normal list quotation.

A specialist, who makes for instance a study of the Rayon types, or wants to reconstruct a complete sheet, may well be compelled at times to admit to his album some poorer copies. Likewise, there may be cases where "repaired" classic stamps, otherwise of fine appearance, or bearing a rare or interesting cancellation, may be reprieved.

But the important thing is that no collector should believe that he is getting a "bargain" when he buys a poor copy at a seemingly "cheap" price. The penny-wise but pound-foolish people will quickly realise that the "bargain" was practically valueless, and that trying to get something for nothing, or next to nothing, they were only throwing away their good money.



SOUVENIR FOLDERS & BOOKLETS

This is a comparatively new field of collecting, but none the less a most interesting one. Special events are commemorated by the Swiss P.T.T. by the issue of Souvenir booklets in very small editions - only 50 to 200 on each occasion. These booklets are presented as a gift to high officials or delegates attending these events, and only rarely find their way to philatelists. In Switzerland collectors are anxious to get at least a few of these Souvenir booklets and it is not easy to acquire them.

Of the following Souvenir Folders and Booklets only ONE of each is available

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1938	NAT. FETE, mint & used ..	5/6
1940	NAT. FETE, compl. 4 v. ...	5/6
1952	NAT. FETE, 10, 20, 30, 40c. ...	5/6
1949	POST CENTENARY set of 3v.	
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SOUVENIR BOOKLETS

1949	U.P.U. & CENTENARY sets, 6v.	
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	Centenary Postcards and Illustration of Special Postmarks used for the occasion ...	40/-
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1944	OLYMPIC GAMES set, 3v., in mint and used Blocks of Four. .	25/-
1949	PRO JUVENTUTE set, 4v., in mint and used Blocks of Four. .	32/6
1948	OLYMPIC GAMES set, 4v., in mint and used Blocks of Four, used blocks with Special ST. MORITZ GAMES POSTMARK, the mint 20 c. block with "q" variety, A most interesting, rare item ...	55/-
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All these Folders and Booklets contain explanatory texts, with descriptions of the stamps, purpose of issue, etc.

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Dear Reader, please co-operate by paying your Subscription punctually! If a **X** appears in the space above, your annual Subscription is due now. We are sorry that we shall be unable to send you the next issue of THE SWISS PHILATELIST unless you have paid in the meantime the annual Sub. of 2/- in the British Isles, or 35 Cents in the U.S.A. or any other part of the world. Thank you!



END OF SWISS POSTAGE DUES ?

The P.T.T. ordered that in three postal areas during the next two or three months ordinary postage stamps should be used to cash amounts due for unfranked and unfranked mail and also for other purposes, for which at present postage due stamps are available. Should these experiments bring satisfactory results Postage Dues will be discontinued, as were the Airmail stamps.

POET JEREMIAS GOTTHELF ON 1954 PRO JUVENTUTE

The portrait of the famous Swiss poet, The portrait of the famous Swiss poet and preacher Jeremias Gotthelf, whose death centenary occurs this year, will appear on the 5c. value of the Pro Juventute 1954 series.

DAY OF STAMP POSTMARK.

We illustrate the attractive Day of Stamp cancellation, which was in use in Geneva on December 6th. It shows a craftsman of Switzerland's most renowned industry - watchmaking, and is probably one of the most minutely drawn postmarks.



industry - watchmaking, and is probably one of the most minutely drawn postmarks.

11th NATIONAL STAMP EXHIBITION IN LONDON

As expected the Second National Stamp Exhibition which took place from January 6th to 14th at the Central Hall was a great success and attracted big crowds. We were pleased to see many of our clients and friends at our Stand, which was one of the busiest at the Exhibition.

HELVETIA PHILATELIC SOCIETY

The only society in Britain devoted entirely to the stamps of Switzerland has entered in 1954 its eighth year of activities. Under the chairmanship of Mr. Edward H. Spiro and ably administered by a Committee on which Mrs. E. J. Rawnsley as Hon. Secretary and Mr. A. H. Harding as Hon. Treasurer have given for many years untiring service to members, the "Helvetia" is providing many excellent facilities to its Members, including an Exchange Packet, circulating Lending Library, expertising, and the London and Yorkshire Groups are holding regular meetings and displays. Applications for Membership to Mrs. E. J. RAWNSLEY, 32, Ethelbert Gardens, Ilford, Essex.

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The present stock of P.D.C. is all we are likely to obtain -- so order before prices rise!

Selected Items

1947 RAILWAY 5 C. MINT SHEET of 25 stamps, with 6-th stamp showing the "BROKEN WHEEL" var. * compl. sheet ... 20/-



1941 BERNE CENTENARY ~ MINT SHEET of 25, with 5-th stamp showing the "SPIDER ON HAMMER" variety -- * compl. sheet ... 22/6



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