



HELVETIA HERALD

SWITZERLAND

1058 Brookdale Ave.
SECOND EDITION

SWISS - AMERICAN STAMP SOCIETY
MAY-JUNE

Bayshore, N. Y. 11706

1970

Judging from the article in the May 18th issue of Linn's Stamp News, "SASS" can be considered an International society, having members in states all across the U. S. A., Canada, and far off Thailand. Many thanks for all of your comments about the 1st copy of our paper, and the society. As we can, these comments will be used to good means. As such, at the suggestion of one of our members, the size of the bulletin will be a 8½"X11", starting with this issue.

We were asked why we didn't join with one of the other Swiss Philatelic societies, so as to form a strong national organization. Before "SASS" was organized, a search was made to find any existing Swiss stamp societies, and none being found, plans went ahead to form our society. Later, through correspondence with the president of the Helvetia Philatelic Society of N. J., Harlan F. Stone, the existence of this fine society was known. Writing between us, the question was poised about affiliating the two societies, and perhaps becoming one organization, but nothing definite has developed. Thus, to date, "SASS" is the only country-wide Swiss Stamp society, and now, International.

Gene Engman, 11885 Elmgrove Circle, Cincinnati, Ohio 45240, has suggested that the society publish a partial list of available Swiss Philatelic literature. He has offered to spearhead this project, so, if any of you have such info, kindly send it on to Gene, with the name of author, publication date, and a brief comment on the subject.

John F. Barrett, Jr., New Orleans, La., is going to exhibit the Swiss Semi-Postals at the Texas Philatelic Association annual meet in Fort Worth, June 5th-7th. Any of you planning to attend this meeting, drop in and meet with John at his exhibit. Incidentally, he has written a very excellent presentation on the Pro Juventute Stamps of Helvetia, which is enclosed in this issue of the bulletin.

SASS CHAPTERS: At a meeting held in New York City, May 13th, the New York Chapter was formed, headed by Ben Papell of Flushing. Meetings will be held on the second Tuesday of the month, next meeting, Tuesday, June 9th, 7:30 P. M., at the apartment of Charles Villalonga, Apt. 9G, 1380 Riverside Drive, New York City. As soon as the organization is complete, a suitable meeting place will be determined, centrally located. All members in the New York area are cordially invited to attend this meeting. John Barrett, 2230 S. Lopez St., New Orleans, La. 70125, is heading the formation of a Southern chapter. Any of you collectors in the South interested, contact John. We'd like to see some action on the West Coast, and the Mid West in organizing chapters in these areas. Any one care to come forward and lead these needed chapters?????????????????

A list of members' wants is being compiled and will be sent the membership. To date, only a few of you have sent in your own lists. Anymore? The deadline is July 15th, so keep them coming in, and thus fill your needs.

The list of the new members is enclosed for your files. Have you all received your membership cards? If not, kindly let us know and one will be sent out to you.

FLASH: FOR EVERY 5 NEW MEMBERS A MEMBER SIGNS UP, HE WILL RECEIVE A FULL YEAR'S SUBSCRIPTION TO THE MINKUS STAMP JOURNAL.

Swiss Philatelic articles of interest available on loan to the membership:

- 1) Imperforated Helvetia Issue of 1854-1862
- 2) Counterfeits of Switzerland's First Air Mail Stamps
- 3) The Silk Thread Issues of Switzerland, 1854-1862
- 4) T. P. Postmarks of the Private Railways of Switzerland
- 5) Postal Stationery can be fascinating
- 6) The Canton of Geneva and Its Stamps
- 7) The Pro Juventute Arms Stamps
- 8) Modern Swiss Postage Due usage

The above articles have been made available through the courtesy of the Helvetia Philatelic Society of Great Britain, and some of our members, for which we are most grateful and we trust that the members make good use of them.

STAMP NEWS

New issues of Switzerland for May 4th and 28th, and New issues of Liechtenstein for 30th of April are available through the society at 10% over face or ordered directly.

SWISS ISSUES: A single stamp was issued in 1953 to commemorate the opening of the Zurich-Kloten Airport, Scott No. 344. This stamp had a mintage of over two million copies, but economic conditions in the early 1950's were tough all over Europe and many collectors just could not spare any money for stamps. But in the late 1950's conditions changed and many collectors could again take up their hobby. Today that stamp lists for \$3.50 in the Scott catalog and sells for around \$2.00 retail. Dealers in Europe are offering to pay a bit over \$1.50 now, so if you need this stamp for your collection, it is wise to acquire it when you can do so.

LIECHTENSTEIN ISSUES: If you collect stamps of this country, or "Famous Paintings on Stamps", make sure that you own the 1952 set depicting three famous paintings of the Prince of Liechtenstein, and which are on view at the gallery in Vaduz, Scott No. 261-262-263. This set had a mintage of less than 200,000 complete sets, which for postage purposes is plenty for the small population of the country; but Liechtenstein stamps are popular the world over. Most of their stamps are printed by the world-famous firm of Courvoisier, thus assuring the collector that he is really getting a fine miniature piece of art. Dealers in Europe are always interested in this set, and at present are offering around \$6.75 a set.

NOTE: We are most fortunate in having the cooperation of Mr. Ernest A. Kehr, the director of the Stamp News Bureau in New York. He is sending the society new releases as they are sent from Europe, the PTT Agency at Bern, the Philatelic Service at Vaduz, the Principality of Liechtenstein. For this we are most grateful.

NEWS ABOUT OUR MEMBERS

Ben Papell, of 146-17 Delaware Ave., Flushing, N. Y. 11355, has a collection of Swiss postcards, all types of landscape and mountain scenes, but no definite sets. As it was said before, Ben heads up the New York chapter of SASS.

Dr. H. Mashaal, c/o WHO Representative, Ministry of Public Health, Devavesm Palace, Bangkok, Thailand, is in need of early Mint Siam stamps, such as 107-108-122-156-171-174-203-204-B10-B11-B38-B40. Any one held our member?

Gerhard Hofmann of 712 Nome Ave, Modesto, Calif. 95350 is working with perfor. sitting Helvetias. Anyone else?

Between 1915-1917 Swiss national costumes were depicted, which were designed by Wilhelm Balmer of Bern, and were engraved in steel for single color typography. The designs were both simple and plain, and yet, were very appealing.

In 1918 a series of the Cantonal Coats-of-arms was begun, which were designed by the master painter of Heraldic emblems, Rudolph Munger of Bern, which ran through the 1926 issue. The Coats-of-arms from Argau to Zurich are presented in a truly miniature and graphic style with each Coat-of-arm receiving a background which both blends and compliments it. Some of the stamps depict products of agriculture or industry from the canton presented, such as clocks from Nuenburg (1923), grapes from Waadt (1919), and wheat from Bern (1921). In 1921 a 40¢ stamp was added to the series for foreign mail which depicts characters from Swiss historical dates and events. (1921-1925)

A change was made between 1927-1932, to a more pictorial format and included copper plate printing and etched engraving which appeared for the first time in Swiss stamps. Famous Swiss educators, such as Heinrich Pestalozzi (1927 issue); writers such as (1930) Johann Goethe; generals such as Henri Dufour (1937 issue) and Hans Herzog (1939); all began to be honored in the Pro Juventute issues, and at least one individual was thus honored on one stamp from each issue until 1965 (except 1962). It was in 1927 that the productions from the master portrait designer of Swiss stamps, Karl Bickel, from Walenstadtberg, began, and his last design appeared in the 1964 issue. In 1929 appeared the first landscapes in two color engraving, and in 1931 a second landscape series (one color) was issued, this time from the firm of Courvoisier of La Chaux-de-Fonds instead of the Federal Mint at Bern. The 1932 Juventute issue depicted for the first and only time, three popular sports of Switzerland, the flag waving (5¢), the Heaving of the "Unspunnen Stone" held once every ten years at Interlaken (10¢) and Wrestling (20¢).

Beginning with the 1933 issue, continuing through 1942, except for the 25th Anniversary Juventute issue of 1937, national feminine costumes of the cantons were portrayed. These very beautiful two-color stamps, produced by etched engraving, were designed by Jules Courvoisier, Carl Liner and Hans Zaugg, and the portraits by Karl Bickel. Some of these costume stamps show a background landscape characteristic of that particular canton. The printing was done at the Courvoisier works. A very interesting rarity appeared on the 1940 portrait of Gottfried Keller, the writer, in that his birth date appeared as 1818 instead of 1819, shown at the right hand edge of the stamp. Per Zumstein, only a few copies managed to escape the PTT Mint at Bern.

In 1943 the theme of the Pro Juventute stamps changed to that of Alpine flowers and plants, which were designed by Hans Fisher of Zurich, on thru the 1949 issue. Many consider these the most beautiful of the Juventute series, and possibly of any Swiss issues, rivaling even the classical cantonals. These were produced by the photo-gravure process, at the Courvoisier plant.

Again the theme was changed between 1950-1957, and depicted various insects such as butterflies, moths, beetles and bees. The designs were either by Hans Fisher, or by Niklaus Stoecklin of Richen, printed at Courvoisier. An interesting stamp in this series is Scott # B-259, Minkus # 791, the 1956 "20¢", where one wing has a violet hue and the other brown. At first it would appear as a color error, but these are the Actual wing colors of this species of purple emperor.

In 1958 flowers returned, this time as a field of garden varieties, thru 1964. Hans Schwarzenback of Bern was responsible for the designs thru 1961, which continued to be produced at Courvoisier by photo-gravure. In 1962 the 50th anniversary of the Pro Juventute Fund was celebrated, with three stamps issued, plus a miniature sheet, giving honor to motherhood and children. The 1963 and 1964 flowers were designed by Werner Weiskönig of St. Gallen. In October, 1963 the "phosphor paper", consisting of violet fibers which are luminous under ultraviolet light, began to be used on all Juventute issues.

With the 1965 issue began three years of animal pictorials, designed by Hans Erni (1965-1966) and Celestine Piatti (1967). The first bird designs appeared in 1968 and continued thru 1969, designed by Walter Wehinger. The bird theme will continue in 1970.



PRO JUVENTUTE 1969



THE PRO JUVENTUTE ISSUES OF SWITZERLAND
by John F. Barrett, Jr.

Switzerland like many other countries, issues what is known as semi-postal stamps which are sold through regular post offices on December 1st of each year, except 1946, for some unexplained reason, when the 1st fell on a Sunday, which it had done in other years, the first day was advanced one day. Semi-postals are sold at a stated sum over face value, the additional sum being turned over to the Pro Juventute Society. Pro Juventute is the Latin name of an organization which is devoted to the welfare of youth. Originally the surtax was devoted to anti-tuberculosis work, but now it is used for many kinds of youth welfare work and other charitable purposes.

This highly interesting and colorful series of Swiss stamps had their beginning in 1912 with the establishment of the Pro Juventute Fund, which brought together over 3000 private societies and charitable groups throughout Switzerland that were concerned with Youth Welfare. In order to help finance this organization, the Swiss Postal authorities gave authorization for the printing of semi-official labels (not valid for franking) to be sold at post offices between Dec. 14-31, 1912, at 10 rappen.

This idea of issuing a welfare label originated in Denmark with their issuance of welfare stamps, and at first, the Swiss labels were permitted only on mail to Bavaria, Denmark, Italy, Portugal, Hungary and Russia. After the World Postal Congress in 1921 at Madrid, the Pro Juventute stamps were valid in all U. P. U. countries.

These 1912 labels were designed by Margarethe Goetz and printed at the Art Institute of Orell Fuessli in Zurich. They pictured an allegorical group of children with inscriptions in German, French, or Italian, and on the reverse stated that the "proceeds of the Christmas stamp supports the fight of tuberculosis by the children". The label was perforated $1\frac{1}{2}$ with the German text stamp printed in red-brown, French in green, and the Italian in carmine-red.



B-1

In 1913 the P. T. T. Agency at Bern began to release the stamps for official franking validity, with an appropriate surcharge, and with the exception of the following year, have issued the Pro Juventute stamps during December of each year. The 1913 stamp, Scott # B 1, designed by Eugene Grasset of Lausanne, depicts the figure of Helvetia against a background of the Matterhorn, and, interestingly enough, it is the only Swiss stamp with the dates of its validity printed directly on the stamp.