

Collecting the 1949 Engineering and Landscape Issue of Switzerland



Background of the Issue

- Switzerland tends to issue new definitive series every 10 to 20 years; the preceding “small landscape” issue first appeared in 1934; 1949 opportunity to refresh in a larger format and highlight Swiss technology achievements
- Designer/engraver was Karl Bickel
- Printed by PTT security printers in Bern
- Rotary engraving press with cylinders of 2 or 4 regular sheets containing 10 horizontal rows of 5 stamps
- Smooth white paper without watermark or colored fibers
- 12 values issued in quantities from 1.5 million to 2.2 billion
- First day of issue – August 1, 1949, Swiss National Day

Why Collect them?

- **Accessible** (up to billions printed of individual denominations)
- **Yet still challenging** with scarce varieties and usages
- **Lengthy** primary period of use – 1949-1960
- **Plenty** of varieties, coils, engraving and production anomalies, cancels, overprints, color shades, gum, perfins
- **Changing** rates and variety of postal services including use to collect postage due

Research Resources

- 1949 Technik und Landschaft by W. Frick
 - Monograph published by the VSPv in a special supplement to the SBZ magazine
 - Can be borrowed from the APRL
 - German Language
- Zumstein Specialized Switzerland Vol. I, 2000
- Die Schweizerische Flugpost-Zuschlagtaxen ab 1919 by Roland F. Kohl (Swiss Airmail Rates)
- Swiss auction catalogs such as Corinphila & Roelli

Maximum Cards

- Show the Engineering features that inspired the individual stamp designs



Original Art



- Image Courtesy John Barrett

Essays and Proofs

- Show proposed designs and development of final versions
- Finally being released to the market after being held in the Karl Bickel (designer/engraver) archives



Engraving Types and Varieties



Prototype Printing Die had 3 lines above rock – 800,000 stamps printed but not released for sale for several months after first day of issue



Adopted Printing Die had 2 lines above rock – was released on first day of sale

Notice the design error or optical illusion in which the level of the reservoir on the lower left appears to be higher than the water level behind the arc of the dam on the right

Engraving Types and Varieties



Double Impression
Of Engraving Die

Normal

Production Anomalies



Paper Splice when changing paper rolls on rotary press

Color Varieties



Green



Darker Olive Green



Paler Bluish Green

Gum & Paper Varieties



Yellowish Gum



More Transparent Paper



Clear ("whiteish") Gum



More Opaque Paper

Cancellations



Vintage town
cancel with cross
in circle at bottom



Blind ring
cancels



Manuscript
cancels



Early promotional
cancel without
illustration



Mobile Post Office
cancel (First Day!)
with MPO cachet



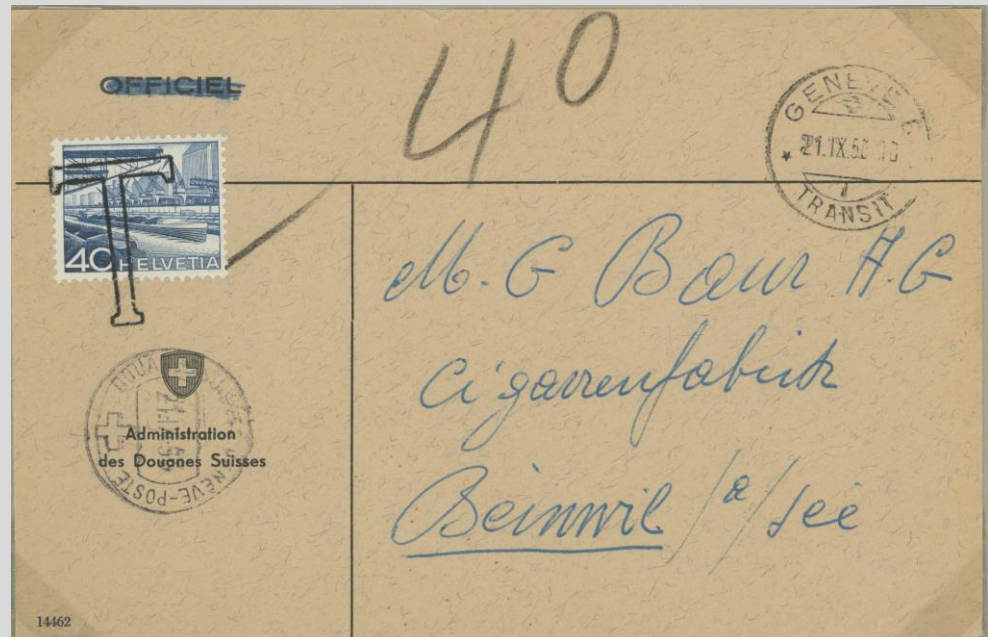
Event cancel for
Travel Agents
meeting



Later promotional
cancel with
illustration

Dues Handstamps

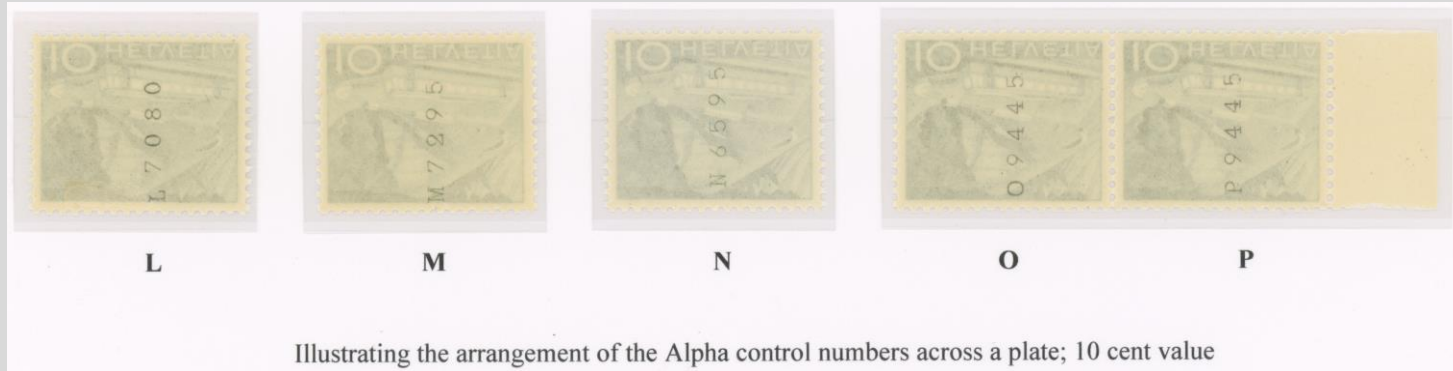
- Authorized T handstamps
- Other T handstamps
- Ungültig/Annule



Coils



Coil Varieties



Booklets and "Tickets"

 SCHWEIZERISCHE POST
POSTES SUISSES
POSTE SVIZZERE

Frankomarken
Timbres-poste 4 × 5 c. = Fr. —.20
12 × 10 c. = Fr. 1.20
Francobolli 8 × 20 c. = Fr. 1.60

Preis · Prix · Prezzo **Fr. 3.—**

 SCHWEIZERISCHE POST
POSTES SUISSES
POSTE SVIZZERE

Frankomarken
Timbres-poste 12 × 5 c. = Fr. —.60
20 × 10 c. = Fr. 2.—
Francobolli 12 × 20 c. = Fr. 2.40

Preis · Prix · Prezzo **Fr. 5.—**



Postfaxen - Taxes postales - Tasse postali

Briefe Nahverkehr - Rayon local - Raggio locale: 10 c.
Lettres Fernverkehr - Rayon général - Raggio generale: 20 c.
Lettere Ausland - Etranger - Estero: 20 g = 40 c.
darüber - en plus - in più: 25 c. p. 20 g

Postkarten - Cartes postales - Cartoline postali
Inland - Suisse - Svizzera: 10 c. Ausland - Etranger - Estero: 25 c.

Drucksachen - Imprimés - Stampe
Inland - Suisse - Svizzera: 50 g = 5 c., 250 g = 10 c.
Ausland - Etranger - Estero: p. 50 g = 10 c.

Luftpostzuschläge - Surtaxes aériennes - Soprattasse aeree
Europa, Briefe und Postkarten: kein Zuschlag
Europe, lettres et cartes postales: pas de surtaxe
Europa, lettere e cartoline postali: senza soprattassa
Uebersee: Auskunft am Postschalter - Outre-mer: se renseigner
au guichet postal - Oltremare: informarsi allo sportello postale

Mineralwasser Eau minérale

 **Weissenburger**

gesund - nie kältend
rafräichissante - saine

Schweizer-Annoncen AG, Zürich



stärkt, belebt, erfrischt
fortifie, vivifie, rafraîchit
avec SILVA

cost
bleibt das
Unterkleid.



Tete-beche and Gutter Pairs



Overprints



		Defective E		
		EUROPÉEN		
Defective O				Defective A
NATIONS				NATIONS
Broken U				
EUROPÉEN				
				Defective F
				OFFICE
			Broken N	
			EUROPÉEN	

Perfins



Gesellschaft für Chemische Industrie
Basel



AG Danzas & Cie.
Basel



Altdorfer Samen
Zürich



E. Glasson & Cie
Bulle



AG. Von Moos'schen Eisenwerke
Emmenbrücke-Luzern



Kempf & Co.
Wilten bei Herisau



J Ruf Record-Verlag
Luzern



Le Coultre & Cie.
Le Sentier

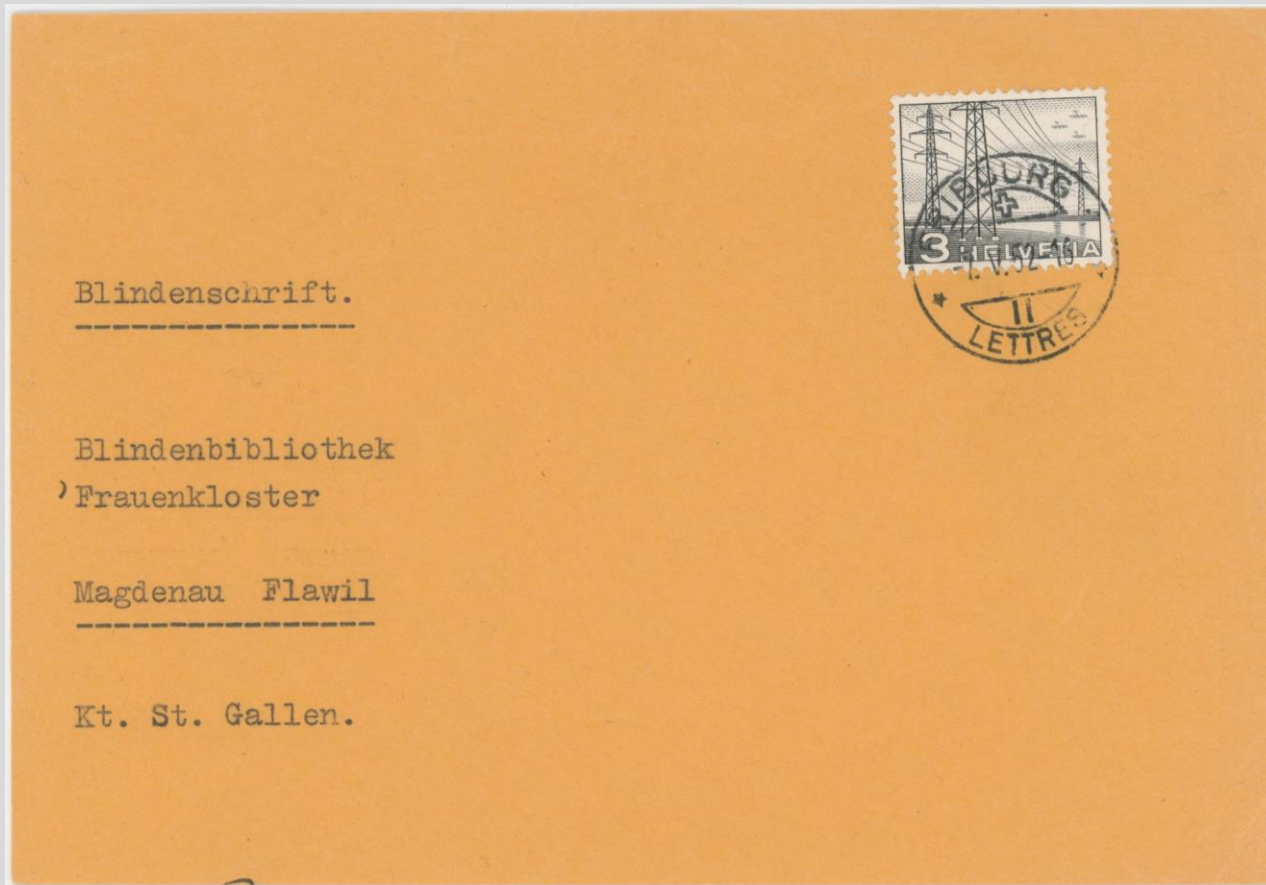


Stadt (City of)
Winterthur

First Day Covers



Single Uses



Combination Frankings



Domestic Rates & Service Fees

- Postcard
- Printed Matter
- Local Letter
- National Letter
- Registration
- Express (Special Delivery)
- Insurance (“Value Letters”)
- Merchandise Samples
- Printed Matter Preview and Reply
- Blind / Braille Materials

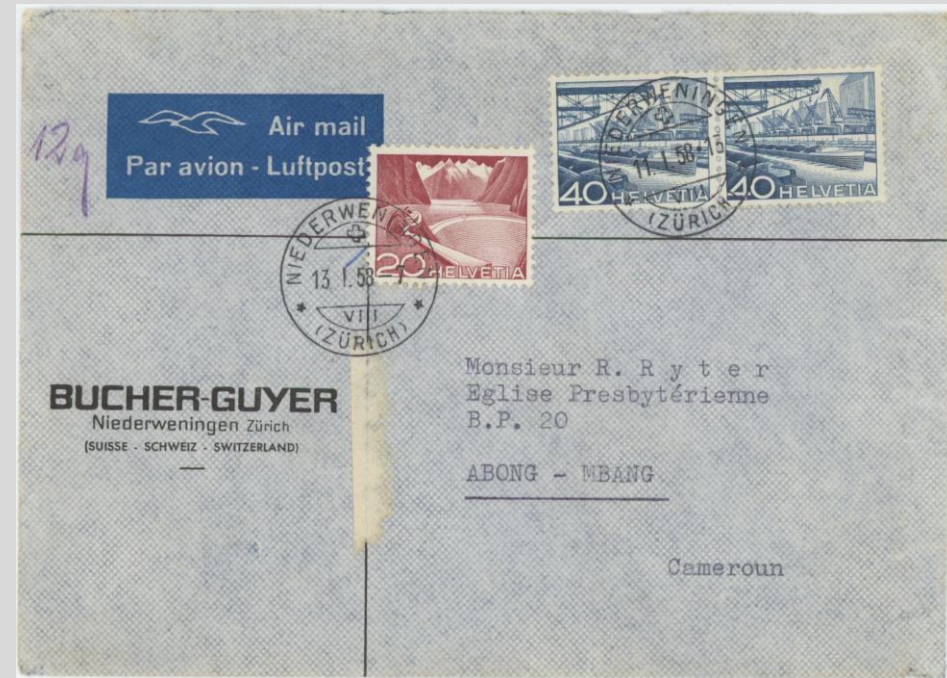
International Rates & Service Fees

- Postcard
- Printed Matter
- Standard Letter with overweight steps
- Registration
- Express (Special Delivery)
- Airmail Supplements

Airmail Rates – Steep Decline



1950 – 60 cents per 5 grams



1958 – 20 cents per 5 grams

Unusual Destinations — NORFOLK ISLAND

Schweiz - Suisse - Svizzera

Abschnitt - Coupon - Cedola

Kann vom Empfänger abgetrennt werden.
Peut être détaché par le destinataire.
Può essere staccata dal destinatario.

Aufgabestelle — Bureau d'origine
Ufficio d'impostazione

NIDAU
30.VIII.59-17

Absender - Expéditeur - Mittente

A. PERROT
Postfach 9978
BIEL 1
Büro: Nidau, Martiweg 4
Tel. (032) 219 36

Aufgabennummer
N° de dépôt
N° d'impostazione **189** Nidau

Form. CP 2

Wertangabe - Valeur déclarée - Valore dichiarato
(in Worten) (in Ziffern)

Fr. ~~-----~~ Goldfr. ~~-----~~
fr.-or fr.-oro

Franco 8.40

Begleitadresse - Bulletin d'expédition - Bollettino di spedizione

Anzahl Stücke — colis — invii 1
Nombre de Déclarations en douane } 1
de Dichiarazioni doganali }
Zeugnisse oder Rechnungen } x
Certificats ou factures }
Certificati o fatture }
(in Worten) (in Ziffern)

Art der Verpackung
Nature de l'emballage
Natura dell'imballaggio
1 parcel
35x25x18cm

Nachnahme
Remboursement
Rimborso Fr. ~~-----~~ ~~-----~~
(en toutes lettres - in tutte lettere) (en chiffres - in cifre)

An }
A }
A }

Scrasse und Nummer }
Rue et numéro }
Strada e numero }
Bestimmungsort }
Lieu de destination }
Luogo di destinazione }
Bestimmungsland }
Pays de destination }
Stato di destinazione }

Commonwealth Trading Bank
of Australia
for: Messrs.K.A.PRENTICE & Co.
NORFOLK ISLAND.
South Pacific

5 FR HELVETIA
3 FR HELVETIA
40 HELVETIA

30.VIII.59-17

Zollstempel
Timbre du bureau
de douane Bollo dell'ufficio
doganale

Gewicht - Poids - Peso
4 kg 450 g
kg g
kg g

Zollgebühren
Droits de douane
Diritti doganali

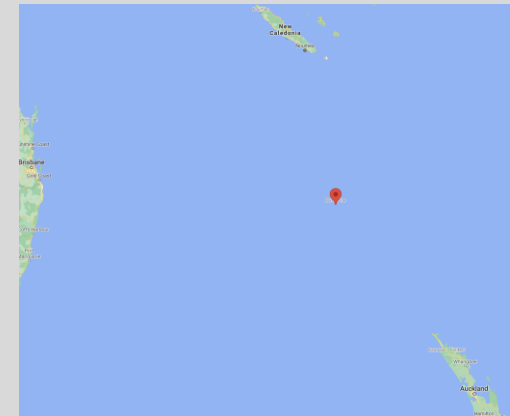
Leit
Ach.
Avv.

Auswechslungsamt
Bureau d'échange
Ufficio di scambio

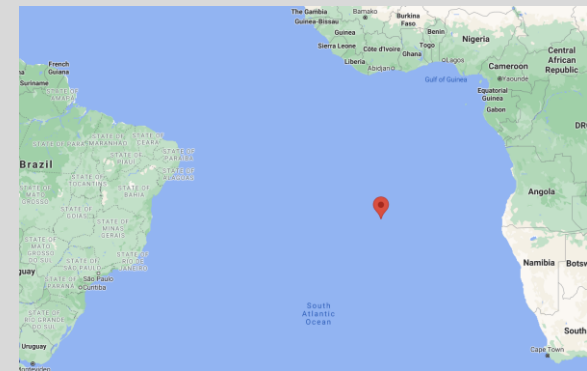
Chiasso 2

P 1845. - XI 31.VIII.59

A 5 (210 x 148). - K 180.



Unusual Destinations — ST. HELENA



Censorship



Auxiliary Markings / Labels



Interrupted Mail - Railway Crash



Interrupted Mail - Aircraft Crash



Official and Agency Use



Used to Collect Postage Due



Used to Collect Postage Due



Underpaid Mail



Curiosities



Alternative 20th Century Definitive Series to Consider

- Tell and Tell Boy 1907-1930



- Typographed Helvetia 1907-1921



- Small Landscapes 1934-1948



- Historical Figures 1941



- Couriers & Architecture 1960-68



Thank you for your interest!

Q & A

