

Some new Swiss propaganda stamps

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SOME NEW SWISS PROPAGANDA STAMPS.

A translation from an extract from the Berner Briefmarken Zeitung by J.J.S.

On 27th February a new series of propaganda stamps were issued by the P.T.T. As their three predecessors have done, these stamps will celebrate some great achievements or remind the observer of some important dates. In this way this year's series of four stamps are advocating four totally different causes.

The 5 Rp. value is inviting a visit to the great International Exhibition of Graphic Industries (Graphic 57) which is to be held from 1st to 16th June in Lausanne. Exhibitions similar to those in Düsseldorf and Paris are attracting annually many thousands of professional experts and Graphic 57 will certainly have a similar result through the world-wide propaganda created by this postage stamp.

The 10 Rp. stamp is meant to commemorate a very momentous jubilee in the annals of the Swiss traffic organization. It is seventy-five years since the opening of the Gotthard railway, whereby one of the most important links of European North-South was created. The bold conception of this line, which was well in advance of its time in technical performance, made it possible for Switzerland to become the traffic-political turntable for European rail traffic. It is therefore but right that the Swiss people are again reminded of this great achievement.

The 20 Rp. value is devoted to the dissemination of the idea of Civil Defence. The constantly increasing and far-reaching power of destruction of modern armaments is making the hinterland, which in previous wars was more or less secure, become to-day also a war front. It is now possible through the modern directed missiles to fire at and destroy a target situated even in another continent. Although Civil Defence in the last war, evolved through bombing attacks, had taken up a very important position,

this question to-day has become even more acute than ever. A people which is well prepared by a thoroughly well organized and well drilled Civil Defence has a better chance, when clashes of war break out, to evade destruction. Preparations for this protection must be made before it is too late, and for this reason the 20 Rp. stamp this year is acting as its missionary.

Basle is celebrating this year its second millennium. Munatius Plancus founded in 44 B.C. the Colonia Raurica, and now Basle can look back on a history of 2,000 years rich in names connected with science, the fine arts, commerce and politics. To-day Basle is the gateway to the North, one of the leading commercial towns of Switzerland, home of a world renowned chemical industry, and a port of the Swiss Rhine navigation. As a 2,000 years jubilee is not a daily occurrence, the honour of a special stamp is gracefully conceded to the dear Balois and, whilst jubilees are generally connected with festivities, we wish them already to-day really happy festive days.

The pictures on the stamps represent:— on the 5 Rp., the colour-rollers of a printing machine, many-coloured (grey, yellow, red, blue); the 10 Rp., the artificial buildings on the steep region of the southern approach of the Gotthard railway, tri-coloured (olive-green, light-green, brown), 20 Rp., two shields, symbolically shielding the Swiss coat-of-arms by the protection of the Civil Defence, two-coloured (red, grey); and the 40 Rp., the head and shoulders of Munatius Plancus, founder of the town of Basle, in the background the Minster and Rhine navigation, four-coloured (blue, yellow-olive, violet, grey).

Validity of the stamps, from 28th February to 31st December, 1957.

Nouvelle Société Helvétique
(LONDON GROUP)

**ANNUAL GENERAL MEETING
and
ANNUAL DINNER**

**Tuesday, 19th March, 1957,
at the Swiss Hostel for Girls,
9, Belsize Grove, N.W.3.**

The Swiss Minister, Monsieur Armin Daeniker, will be our Guest of Honour.

6. 15 p.m. Annual General Meeting
7. 15 p.m. Reception
7.30 p.m. Dinner (dress informal)

All Swiss and Friends are cordially invited.

Those intending to be present at the Dinner (price 8/6 inclusive) should inform the Management of the Hostel preferably by letter (address as above) or by telephone (PRImrose 6856) not later than Monday, March 18th.

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