

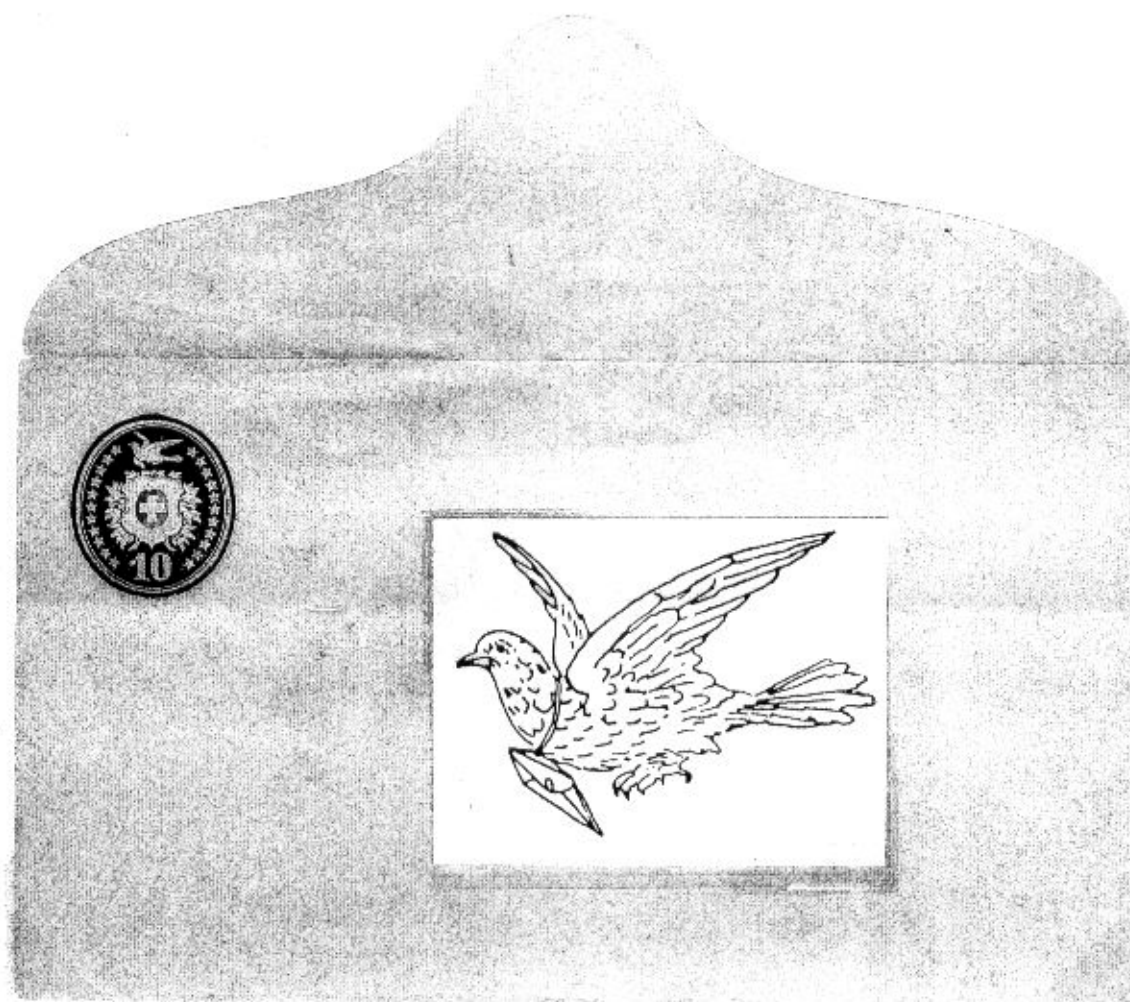
Private Advertising Officially Imprinted on Swiss Postal Envelopes

Introduction to a Postal Stationery Exhibit

The Swiss Postal Department announced on March 27, 1870 (Postal Decree No. 43), that it was authorizing the Federal Mint to fulfill private requests for supplemental imprinting of advertisements that covered the fronts of its postal envelopes. The new 2010 edition of Zumstein's *Special Catalog and Handbook – The Postal Stationery of Switzerland*, replacing the 2002 edition, increases to 14 the number of federal officials and commercial businesses that obtained all-over advertisements.

The elusive advertisements in this exhibit (pages 2-9) include six examples **highlighted on red mats**: the discovery copy of a newly listed official, discovery copies of two still unlisted officials, one official's and one business's use of new colors, and one business's use of a different envelope.

A variation of this advertising officially began when the Postal Department announced on August 20, 1873 (Postal Decree No. 25), that it would accept orders from firms that wanted identifying embossed seals printed on the backs of postal envelopes. The 2010 catalog increases to 12 the number that ordered seals. The elusive examples in this exhibit (pages 11-16) include the **highlighted** discovery example of one firm's use of a different envelope.



Example of 1869 envelope available for supplemental advertising, with indicium at upper left; protruding, tongue-shaped back flap; and **impressed dove control mark, which was left off envelopes used for specimen advertisements.**

Reference: Harlan F. Stone, "Officially Imprinted Advertising on Swiss Postal Envelopes", *Postal Stationery* #359 March-April 2008 pp. 55-57.