

The Philatelic Aspects of the 1939 Swiss National Exhibition

The "Landi"

Switzerland staged a national exhibition in 1939 in Zürich, running from 6 May to 29 October, fondly called the "Landi" (short for the German word *Landesausstellung*, national exhibition).

This exhibit traces the chronology of the Landi through the postage stamps, postal cards, and letter sheets issued for the Landi; the special flights flown to publicize the Landi; and the postal facilities on the grounds of the Landi.



Aerial view postcards of the left and right bank venues of the National Exhibition on the shores of the Zürichsee.

Plan of the Exhibit

1. The postage stamps - The February issue
 - The stamps
 - First Day cancels
 - Interesting usages
 - Varieties
2. Opening day ceremonies
3. The postage stamps - The May issue
 - The stamps
 - First Day cancels
 - Interesting usages
 - Varieties
4. The postal cards
 - First series
 - Second series
5. The letter sheets
 - With indicia
 - Without indicia
6. Special publicity flights
 - Europaflug Süd
 - Europaflug Nord
 - Europaflug West
 - Pro Aero Meldeflug
 - Internationale Ballonwettfahrt
7. Landi postal facilities
 - P.T.T. Pavillon
 - Eingang Enge
 - Dörfli (Gemeindehaus)
 - Automobil-Postbureau
8. Closing day ceremonies

Key items

Unusual destinations (Penang, Morocco, Gold Coast)	(Frame 2, pages 1, 3, 4)
FDC on a letter sheet	(Frame 3, page 13)
Swiss Ambassador's invitation	(Frame 4, page 2)
Athens second landing cover	(Frame 4, page 7)
National Exhibition postal forms	(Frame 6, page 15)