

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 6 (1940-1941)
Heft: 3

Artikel: Pro Juventute
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-943015>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 17.01.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

PRO JUVENTUTE

As everybody knows, Switzerland is issuing charity stamps for a similar purpose as New Zealand is doing at the present time.

From year to year the stamps are changed in design, but the title "Pro Juventute" which means for the "Youth" or for "Childhood" always tells us the meaning of their purpose. The designs of the stamps of many years' issue have always been very pleasing to the eye, and have made these charity stamps a by-word in the philatelic world.

The first Pro Juventute stamp was issued in 1913 and had as its design the picture of a young Swiss girl which was supposed to represent a more modern embodiment of the "HELVETIA".

Following the first and initial issue, there are some designs depicting national Swiss costumes, some juvenile, some adults. Some of the cantonal costumes are still very prominent, while others are beginning to be very rare. Best known and most picturesque are the dresses of Berne and Appenzell.

With the 1918 issue the cantonal coats of arms begin to appear on the stamps. This idea gave the designers no end of food for variety for quite a number of years to come. As already mentioned, these coat of arms designs began to appear in 1918, Uri and Geneva being the first two of the 22 cantons. Uri was one of the first three and Geneva the last to join the Swiss Confederation.

In 1919 we find the two half cantons of Unterwalden and Vaud, in 1920 Schwyz, Zurich and Tessino. 1921 represents Valais, Berne, 1922 Zug Frybourg and Lucerne, 1923 Basle, Glarus and Neuchatel; 1924 Appenzell, Solothurn and Schaffhausen. Appenzell, like Unterwalden, is divided into two half cantons, one of which is found in the 1924 issue and the other in the 1925 issue. The latter also includes St. Gall and Graubunden. With 1926 this class of designs comes to an end with Thurgau, Aargau and one of the two half cantons of Basle.

Regarding these coats of arm series mentioned, these stamps do not only bear the "Cantonal Wappen", they also show the insignia of their respective industries. We will quote a few instances: On the 10 cts. stamp of the 1920 issue, you will notice on both sides of the coats of arms of Zurich small cog-wheels etc. which denotes that Zurich has the manufacture of machinery as one of their chief industries. On the 20 cts. stamp 1923, representing Neuchatel, we find designs of watches. Schaffhausen, the 20 cts. stamp of 1924 shows a bunch of grapes, while the same value of 1925, Graubunden has the leaves of a grapevine. In the 5 cts. and 10 cts. of 1925 we find two commercially closely related cantons, St. Gall and Appenzell, with embroideries for their design. The 20 cts. stamp of 1926 has as the trademark of Aargau, some carrots.

So from year to year the designs have changed, quite a few series depicting the many cantonal costumes, others specializing in heads of prominent Swiss, say Pestalazzi, J. Gotthelf, General Dufour, Von der Flue, H. Dunant, and others too numerous to mention. Then there are well-known Landscapes, National Games, &c.

The continuous variety of such wonderful designs of the Pro Juventute stamps, not to mention the ordinary postal stamps, of Switzerland, have brought our country well into the foreground in the philatelic world, a fact which has helped swell the ever increasing revenue for the Pro Juventute scheme.

+++++

NEW MEMBERS.

We have much pleasure to enrol the following new members:

Mr. J. L. G. Meier, T. & G. Buildings, WELLINGTON, C.1.
 Mr. H. Schliatter, c/o Mr. J. Meier, T & G. Bldgs., WELLINGTON, C.1.
 Mr. Birchler, Sandon Rd., FEILDING.
 Mr. W. Risi, Glen Rd., KAUPOKONUI.

+++++