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Swissmint

HEADS OR TAIL

Swissmint's coin magazine



EDITORIAL



Dear Reader

The Saint Bernard dog with the little barrel of schnapps around its neck is certainly one of the clichés associated with Switzerland. The myth of the Swiss national dog is by now known throughout the world. On his assignments, Barry, probably the most famous Saint Bernard dog, is said to

have saved more than 40 people from death. The stuffed Saint Bernard dog has its place of honour in the permanent "Barry" exhibition which was opened in 2014 in the Natural History Museum in Bern. Swissmint is honouring the achievements of the brave rescue dog with a 50-franc gold coin. Visit a descendant of Barry I on Saturday, 28 October 2017, from 2pm to 3pm at the Swissmint stand in the International Coin Fair in the Swissotel, Zurich-Oerlikon and have your photo taken with him.

At the same time as the Barry coin, this year's trial minting of the yodel coin will be issued in a mintage of only 600 units. Due to the anticipated high demand, the amount available to purchase will be limited.

Christmas is not that far away. Is it the same for you as is the case for many of us and you always buy presents at the last minute? This is unnecessary because we have a great gift idea for you and your loved ones. How about this year's Christmas coin set? Whether or not the designer was thinking about the song "Jingle Bells" at the design stage will remain her secret. In any case, this is a great gift for young and old.

In this issue, you will also find the new integrated stock list. All coins which are still available have been listed, this is the ideal moment to complete your collection.

A report on the visit of Federal Councillor Ueli Maurer and other interesting contributions on this year's customer event and how you can take part round off the content of the current magazine.

We hope you enjoy reading this issue and have fun collecting!

A stylized blue ink signature of Marius G. Haldimann.

Marius G. Haldimann
Director

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THE SAINT BERNARD DOG BARRY

The most famous rescue dog in the hospice

The hospice stands on the Swiss side of the Great Saint Bernard Pass, the connection between Switzerland and Italy, where Napoleon was once able to recover from his campaigns. On the pass, which is 2,469 metres above sea level, canons bred St. Bernard dogs initially as load carriers and later as avalanche rescue dogs. Barry, probably the most well-known dog, apparently saved many people from the white death.

Origin

In the 11th century, canons founded a hospice as a refuge for travellers and pilgrims on the 2,469 metre-high Great Saint Bernard Pass. Large mountain dogs have been kept at the hospice since the mid-17th century to guard and protect those staying there. The first visual evidence of the presence of mountain dogs dates back to 1695, and the first written document is a hospice memo from the year 1707. The dogs were rapidly adopted as companion dogs and above all as rescue dogs for travellers who lost their way in the snow and mist. The dogs from the Great Saint Bernard Pass saved the lives of a great number of people. The reputation of the Saint Bernards (then called "Barry dogs") grew throughout Europe in the 19th century thanks to chronicles published in many languages and to reports passed on by word of mouth by the soldiers who had crossed the pass with Napoleon Bonaparte in 1800. The legendary Barry became the archetypal rescue dog.

The direct ancestors of the Saint Bernards were the large farm dogs found widely across the area. In the space of a few generations, these dogs were bred according to specifically defined ideal criteria to make them into the breed that exists today. In 1867, Heinrich Schumacher from Holligen near Bern became the first person to present documents showing the ancestry of his dogs.

In February 1884, the Swiss dog register was started. The first ever entry was a Saint Bernard called Léon, and the 28 additional entries were all Saint Bernards too. The Swiss Saint Bernard Club was founded in Basel on 15 March 1884. On the occasion of an international cynology congress on 2 June 1887, the Saint Bernard was officially recognised as a Swiss dog breed and compulsory standards were set for the breed. The Saint Bernard has been regarded as Switzerland's national dog ever since.

The story of the legendary Barry I

Barry lived at the hospice from 1800 until 1812 and was doubtless the most famous of all the dogs that ever provided rescue services on the pass. He saved the lives of more than 40 people. The many legends surrounding his name greatly contributed to the Saint Bernard's good reputation. As a result, there is always a dog called Barry at the hospice.

In 1812, when Barry started to grow old, he was brought to Bern by a priest. He was well taken care of in his new home but finally died of old age two years later. In 1815, he was put on show in the Natural History Museum. The restored stuffed body of Barry I has been displayed there since 1923.

The Barry Foundation

Following its founding in January 2005, the Barry Foundation took over the breeding kennels from Maison Hospitalière du Grand-St-Bernard (Holy Order of the Great Saint Bernard Monastery) together with the kennel's famous Saint Bernard dogs. The foundation has been the owner of the 300-year-old breed since April 2005, and is thus the world's oldest and most important breeding centre for the Swiss national dog. In accordance with the Great



Photo: Natural History Museum in Bern



Barryland – museum and Saint Bernard dogs

Barryland in Martigny is a meeting place that brings together people and the Saint Bernards from the Great Saint Bernard Pass. The lively museum presents a range of works of art and objects that have marked the history of the hospice and the Great Saint Bernard Pass. This heritage is brought to life by a modern, interactive exhibition that immortalises the universal symbolism of Saint Bernards. The famous hospice dogs are the special attraction. The ground floor consists of the kennels, boxes and an area for looking after the dogs. The boxes lead out to the outdoor enclosure, where the Saint Bernards can romp around freely while visitors look on. The museum is open daily from 10am to 6pm (closed on 24 and 25 December).

Text: Barry Foundation, Grand St. Bernard, Martigny

Saint Bernard tradition, the foundation predominantly breeds short-haired dogs. Only a minority of the Saint Bernard dogs are long-haired. Around 20 pedigree puppies are born at the breeding kennels each year. A team consisting of ten professionally trained dog keepers, a vet and a breed specialist look after the well-being and the optimal development of the Saint Bernards and ensure a professional approach to training. The foundation is committed to the continued existence of the legendary Saint Bernard dog and the preservation of the special type of hospice dog. It is recognised in Switzerland and worldwide as a point of reference in breeding matters. Further information is available at www.fondation-barry.ch.

The Saint Bernard as a breed

The Saint Bernard has a friendly, affectionate nature. It is intelligent, good-natured and reliable; also in contact with children it is generally unproblematic. It has a quiet temperament but can also be lively and playful well into old age. A certain stubbornness is common. Saint Bernards are vigilant and have a certain protective instinct. The Saint Bernard is a good watchdog as well as family and companion dog. However, it is less suited to fast, sporting activities. In hot weather, it will seek out a cool place to rest. Even today, Saint Bernards are used as search and rescue dogs. Life expectancy is about 8–12 years. Further information is available at www.barryswiss.ch.

Text: Swiss Saint Bernard Club

DESIGN: MAYA DELAQUIS



Born in 1949 in Bern and grew up in Köniz, Maya Delaquis trained at the Bern School of Arts and Crafts to become a graphic artist with a federal diploma. She also studied under Heinz Jost, the well-known poster designer. Well known for her versatility and diligence, in 1970 she received the federal award for applied art for her scientific drawings. She taught as a lecturer in book illustration and animal drawing for nine years at the Bern School of Design. Animals, in particular dogs, have always been dear to the heart of the international show judge for 37 breeds of dog. Posters, illustrations and texts were created in magazines and books. Her bestseller "Finn and the Bernese Bear" was published in 2012, in 2013 "Finn und Agathe im Zytglogge" (not available in English), in 2014 "Barrys Erben" (not available in English) and in 2016 an illustrated book of short stories. www.mayadelaquis.ch.

PRODUCT INFORMATION

COMMEMORATIVE COIN "BARRY"



Proof

Face value: 50 Swiss francs
Alloy: Gold 0,900
Weight: 11,29 g
Diameter: 25 mm

Mintage
Proof: 4,500 units, of which
– signed: 200 units (certificate
from the artist)

Design: Maya Delaquis, Gwatt

Issue date: 14 September 2017
Selling period: up to 13 September 2020
or while stocks last



Proof



TRIAL MINTING "YODELLING"

The soul-stirring sound of Switzerland

On a bright sunny day, the 30th Swiss Yodelling Festival took place in Brig-Glis from 22 to 25 June 2017. Yodellers, Alpine horn players and flag-swingers provided the 150,000 visitors with a colourful programme indeed of traditional songs and alphorn pieces with a variety of different performances and presentations. The highlight was the festival procession on Sunday afternoon, which showcased the wide variety of traditions. On 4 May 2017, Swissmint launched a 20-franc silver commemorative coin to honour yodelling.

Our engraver and employees in tool production and in minting are confronted with big challenges in the production process of each commemorative coin. Before the serial production of a coin can be started, a so-called trial minting is carried out. It may well be that certain design features cannot be sufficiently stamped or planned sanding does not achieve the desired result on individual spots. Instead of these trial mintings being rejected, Swissmint distributes these *essai* coins among collectors once a year. The reverse side of the coin bears the letter "E" as an identification mark which stands for "*essai*" or trial minting, as well as a small Swiss cross in a circle: This limited edition is supplied in a small, anthracite-coloured cardboard box (there is no numbered certificate of authenticity).

In the trial minting of the yodelling coin, the two yodellers and the lettering are more matt than in the regular minting and the cross on the flag of the flag swinger is matt instead of shiny.

Order process

The trial minting coin issue is limited. The quantity which can be ordered is limited to three units per customer or delivery address. Swissmint reserves the right to make further reductions. The sales launch will take place on 14 September 2017 at 8am. No reservations can be accepted or taken into account.

DESIGN: GABRIEL GIGER



Gabriel Giger was born in 1981. Before starting his apprenticeship in graphic design, he attended a preparation course at the Valais cantonal school of art (ECAV) in Sierre. Having gained professional experience in Vancouver, he then worked as Junior Art Director at advertising agency GKG Zürich while at the same time attending the ADC/BSW Kreativschule (Ad School) and training as a creative concept developer. With this experience in the field of advertising, he returned to Valais in 2008 to open his own graphic design studio in Leuk-Stadt. His work includes corporate design, poster and advertising campaigns, illustrations and comics. As a well-known cartoonist for the Walliser Bote newspaper he has caricatured political events in Valais since 2009 and also draws for Nebelspalter magazine and other publications. Since 2012 he has taken part in the exhibition of the top Swiss press illustrators in Bern and has received multiple awards. His book "Nid ganz hundärt!" (Not quite a hundred) contains a selection of his cartoons. For further information visit: www.gigergraphics.ch.

PRODUCT INFORMATION

TRIAL MINTING "YODELLING"



Uncirculated

Face value: 20 Swiss francs
Alloy: Silver 0,835
Weight: 20 g
Diameter: 33 mm

Mintage
Uncirculated: 600 units

Design: Gabriel Giger, Leuk

Issue date: 14 September 2017
Selling period: up to 13 September 2020
or while stocks last



Trial minting



2017 CHRISTMAS COIN SET

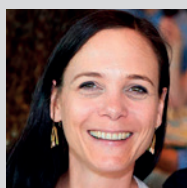
Make someone happy this festive season!

Surprise your loved ones with the new 2017 Christmas coin set or add it to your own wish list. This brilliant gift idea combines the 2017 circulation coins with a shiny Christmas medal.

Bells herald Christmas. They tell stories, often going back centuries. They ring out in the towns and in the countryside from mighty churches or tiny chapels. Their solemn ringing makes many people happy and grateful. This year, the designer Bea Würgler from Bern chose the bell as a symbol for the realisation of the Christmas medal. The card-

board slipcase, which is decorated with winter motifs, also reflects her style. The struck design on the reverse of the medal shows the star of Bethlehem, also known as the Christmas star. The medal is exclusively available in the set of Christmas coins. By the way, you can also subscribe to receive this exclusive product

DESIGN: BEA WÜRGLER



Bea Würgler was born in 1973. From an early age, her passion was for drawing and designing and this explains how the laundry in her parents' home quickly became her first studio. After school, she took the preliminary course at the Bern School of Design but then did not pursue an artistic career after her design studies but became a primary school teacher with the goal of studying to teach design. After two years of teaching sixth-form school classes, she realised that school as an "institution" was not where she felt at ease. She thus completed an apprenticeship as a graphic artist. After occupying various positions in graphic art workshops and advertising agencies, for the last 13 years she has been working as a freelance graphic artist (www.neuweiss.ch). Aside from ordinary tasks, in recent years she has designed a number of stamps and the overall image of a winery and a new Bernese beverage, including label design.

PRODUCTION INFORMATION

2017 CHRISTMAS COIN SET *brilliant uncirculated with medal*



Brilliant uncirculated

Face value	8.85 Swiss francs
Alloy:	copper-nickel and aluminium-bronze
Weight:	176 g
Measurements:	171 mm x 106 mm x 8 mm
Mintage:	5,000 units
Issue date:	14 September 2017
Selling period:	up to 13 September 2020 or while stocks last



PRODUCT INFORMATION

2017 CLASSIC COIN SET *Brilliant uncirculated with bimetallic coin "Gentian"*



Brilliant uncirculated

Face value: 18.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Weight: 176 g
Measurements: 171 mm x 106 mm x 8 mm

Mintage: 9,000 units

Issue date: 26 January 2017
Selling period: up to 25 January 2020
or while stocks last



2017 CLASSIC COIN SET *Proof with bimetallic coin "Gentian"*



Proof

Face value: 18.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Weight: 176 g
Measurements: 171 mm x 106 mm x 8 mm

Mintage: 2,500 units

Issue date: 26 January 2017
Selling period: up to 25 January 2020
or while stocks last



PRODUCT INFORMATION

2017 BABY COIN SET *Brilliant uncirculated with bear medal*



Brilliant uncirculated

Face value: 8.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Weight: 176 g
Measurements: 171 mm x 106 mm x 8 mm

Mintage: 10,000 units
Issue date: 1 January 2017
Selling period: up to 31 December 2019
or while stocks last



2017 BIRTHDAY COIN SET *Brilliant uncirculated with birthday medal*



Brilliant uncirculated

Face value: 8.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Weight: 176 g
Measurements: 171 mm x 106 mm x 8 mm

Mintage: 3,000 units
Issue date: 1 January 2017
Selling period: up to 31 December 2019
or while stocks last



STOCK LIST

GOLD COIN

Issue date: 7 May 2015
Aventicum



510000165 + CHF 580.00

SILVER COINS

Issue date: 4 May 2017
Steamboat Uri



510000294 * CHF 30.00
510000295 + CHF 60.00

Issue date: 4 May 2017
Yodelling



510000292 * CHF 30.00
510000293 + CHF 60.00

Issue date: 26 January 2017
500 Years of Reformation



510000290 * CHF 30.00
510000291 + CHF 60.00

Issue date: 26 May 2016
Brass Bands



510000260 * CHF 30.00
510000261 + CHF 60.00

Issue date: 28 January 2016
Swiss Red Cross



510000252 * CHF 30.00
510000253 + CHF 60.00

Issue date: 7 May 2015
Hornussen



510000163 * CHF 30.00
510000164 + CHF 60.00

Issue date: 22 January 2015
Solar Impulse



510000160 * CHF 30.00
510000161 + CHF 60.00

* Uncirculated in a blister pack

+ Proof in presentation case

STOCK LIST

BIMETAL COINS

Issue date: 26 January 2017
Gentian



510000280 * CHF 20.00

Issue date: 22 January 2015
Alpine cattle descent



510000150 * CHF 20.00
510000151 + CHF 45.00

* Uncirculated in a blister pack

+ Proof in presentation case

FOLDER

Issue date: 4 May 2017
Steamboat Uri



510000288 - CHF 40.00

Issue date: 4 May 2017
Yodelling



510000289 - CHF 40.00

Issue date: 26 January 2017
Gentian



510000286 - CHF 30.00

Issue date: 26 January 2017
500 Years of Reformation



510000287 - CHF 40.00

Issue date: 7 May 2015
Hornussen



510000331 - CHF 40.00

- Uncirculated in folder

STOCK LIST

CLASSIC COIN SETS

2016

Issue date: 28 January 2016

Classic coin set with bimetal coin "Alpine Edelweiss"



510000256 CHF 40.00
Brilliant uncirculated



510000258 CHF 85.00
Proof

2015

Issue date: 22 January 2015

Classic coin set with bimetal coin "Alpine cattle descent"



510000166 CHF 40.00
Brilliant uncirculated



510000168 CHF 85.00
Proof

CHRISTMAS COIN SET

2016

Issue date: 15 September 2016

Christmas coin set 2016 with medal



510000263 CHF 40.00
Brilliant uncirculated

2015

Issue date: 17 September 2015

Christmas coin set 2015 with medal



510000210 CHF 40.00
Brilliant uncirculated

COME WITH US TO THE HOMELAND OF THE BARRY DOGS

Swissmint and the Barry Foundation in Martigny in the canton of Valais is inviting 50 people to visit Barryland on the occasion of the launch of the Saint Bernard dog "Barry" commemorative coin.

You can win an unforgettable afternoon in Barryland, the lively museum which brings together people and the Saint Bernards from the Great Saint Bernard Pass. Experience the history of the Great Saint Bernard Pass in a tour and meet the unique Saint Bernard dogs who will show you their skills. Refreshments in the "Le Collier d'Or" will round off the visit.

Date: Friday, 3 November 2017

Place: The Barry Foundation,
Martigny, Valais

Start: 2pm

End of

the event: approximately 5pm

Conditions of participation in the competition

The closing date is 30 September 2017 (post-mark). Please participate only if you are actually available on the date mentioned. The winners will be notified in person. Prizes will not be paid out in cash and postponements are not possible. No legal recourse is possible. No correspondence will be conducted. The competition is not open to Swissmint employees. Each person is only allowed to enter one competition slip.

Send the competition slip (or a copy) to:

The Federal Mint Swissmint, Bernastrasse 28,
3003 Bern

Please answer the following questions:

When did Barry live at the Great St Bernard Hospice?

☐ 1695 – 1707 ☐ 1800 – 1812 ☐ 1923 – 1932

The Great Saint Bernard Pass is located at how many metres above sea level?

☐ 1884 m ☐ 1923 m ☐ 2469 m

What is the name of the foundation which is committed to the continued existence of the Saint Bernard dogs and the preservation of the hospice dog.

☐ Barryland ☐ Martigny Breeding Centre ☐ Barry Foundation

Customer number (if available)

Surname

First name

Address

Postcode/ city/town

Telephone no.

Email address

VISIT OF FEDERAL COUNCILLOR MAURER

The visit of a member of the Federal Council to the Federal Mint is a rare occurrence and the flying visit of the Finance Minister Ueli Maurer on 27 April 2017 was one of the high points of the year. He could scarcely hide the fact that he was obviously very much at ease in the "money factory".

It is well known that the schedule of a Federal Councillor is heavily booked and it is not unusual that an appointment fixed long in advance has to be cancelled or postponed for topical reasons. Federal Councillor Ueli Maurer's visit, the big boss at Swissmint, had already been announced last autumn, some people began to wonder if he would come at all.

He did come. Accompanied by Serge Gaillard, Director of the Federal Finance Administration FFA. After the welcome address by Swissmint Director Marius Haldimann and general information about Swissmint, there followed the tour of the mint. The Technical Manager Ronnie Mocker and the Commercial Manager Urs Liechti presented their areas of responsibility. Firstly, the receiving inspection area was visited where samples of the coin blanks received are examined to see if there are no faults in terms of weight, dimensions and quality.

This was followed by the destruction mill where damaged, discoloured and dirty coins are rolled out. This blatant destruction of capital was probably painful for the finance minister torn by cost-cutting rounds. However, he did not betray his feelings. The visit continued to planchet preparation, where the delivered planchets are cleaned in a pickling bath and washed for the collector's coins.

The minting of the collectors' coins and above all the circulation coins fascinated the Federal Councillor and he was probably dreaming about reducing the government deficit with the freshly minted coins. The rolling and packaging machine with its conveyer belts and packaging robots is reminiscent of a Luna Park amusement park, also made an impression on him.

After the dispatch department and information on the topic of collector's coins the visit led on to tool production under the expert guidance of the person responsible Manfred Schober. Particular interest was taken in the creation of the virtual, three-dimensional milling templates by the engraver with the aid of which the coin dies are produced.

After this foray into the world of physical money, Federal Councillor Ueli Maurer must once again dedicate himself to the dry subject of book money and thereby keep an eye on maintaining a balanced federal budget and complying with the debt brake.



SWISSMINT-NEWS

Photo call with a descendant of Barry I and autograph session with the designer of the new gold coin.

Swissmint will have a sales stand at the International Coin Fair in the Swissôtel in Zurich-Oerlikon where the new Barry gold coin will also be available. Come along and purchase yours and kill two birds with one stone. Have your photograph taken with a live Saint Bernard dog, the national animal of Switzerland, on Saturday 28 October 2017, from 2pm to 3pm and at the same time get an autograph from Maya Delaquis, the designer of the coin. An opportunity like this will not present itself again for some time. There is no obligation to buy. We look forward to your visit.

Corrigendum

The "Fairgold" article in the January 2017 issue of **"Heads or tails"** might give the impression that our gold coins are available in Fairtrade certified gold. What is correct is that the gold used by Swissmint meets the requirements of the Chain-of-Custody Standard issued by the Responsible Jewellery Council. In accordance with this standard, Swissmint guarantees the traceability of the (recycled) gold used. In the case of Fairtrade gold, this is gold from small-scale business mining. The certified mines work to ensure the protection of people and the environment.

Password changes in swissmintshop.ch

Our online shop is operated by the Federal Office of Information Technology, Systems and Telecommunication (FOITT) and is thus subject to the high security standards of the Federal Administration. This is why a change of password is required every three months. After a number of unsuccessful login attempts with the old password around the issue date, there is a surge in the automatic re-

quests for a new password. It can take some time for the system to process the various requests to reset passwords. We would therefore ask you to wait a while after requesting the new password before you log on with the new password.

Agenda

In the near future, Swissmint will be present with a stand at the following coin fairs:

16 and 17 September 2017	Stuttgart coin fair, Hanns-Martin-Schleyer-Halle, Stuttgart
28 and 29 October 2017	Zurich International Coin Fair, Swissôtel, Zurich-Oerlikon
2 to 4 February 2018	World Money Fair, Estrel Convention Center, Berlin
10 February 2018	Basler Münzenmesse, Congress Center, Basel

2018 Coin Programme

1 January 2018	Baby coin set Birthday coin set
25 January 2018	"Carline thistle" bimetal coin "Klausen Pass" silver coin Classic coin set, brilliant uncirculated Classic coin set, proof
26 April 2018	"La Suisse steamboat" silver coin "William Tell" gold coin
20 September 2018	"Swiss army knife" silver coin 2018 Christmas coin set Trial minting of the "La Suisse steamer" commemorative coin



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