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Swissmint

Swiss Confederation

# HEADS OR TAILS

Swissmint's coin magazine



## EDITORIAL



Dear reader,

Everyone knows him. The Swiss freedom fighter William Tell, with his beard, his hooded tunic and his crossbow, made a stand against the foreign despot. However, Tell only became world-famous through the drama of the German writer Friedrich Schiller. One of the most famous depictions of Tell, that of Ferdinand Hodler, has already adorned a Swiss gold coin. The 25-franc gold coin which was minted in the 1950s was envisaged as a full-bodied coin whose metal content was equal to its face value but for various reasons never made it into circulation. Swissmint is now honouring the most famous Swiss with a 50-franc gold coin. The image on the coin looks like Holder's depiction of Tell but sets itself apart from Remo Rossi's version. This year's second silver coin continues almost as patriotically. The name itself already vouches for this. The "La Suisse" boat is considered to be the most beautiful Belle Époque paddle steamer in the world. As the figurehead, a mystical female figure, perhaps Helvetia, keeps vigil over what is happening on Lake Geneva. Despite all the love she has for her country, she does not shy away from docking on the French side of the lake too. The "La Suisse" paddlewheel steamer adorns the second commemorative coin in the three-part "Swiss steamboats" series.

The traditional presentation of the Coin of the Year Awards (COTY) by the American publishing group Krause Publications took place at the World Money Fair in Berlin at the beginning of February 2018. This prestigious prize in the world of coins was won by Swissmint in the "Best Contemporary Event Coin" category. More about this in this issue of **Heads or Tails**. The prize is encouragement for us to continue on our chosen path: exquisite coin motifs with a lot of Swissness, artistically implemented. Something beautiful from Switzerland!

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

Marius G. Haldimann  
Director

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# WILLIAM TELL

## A legend that lives on

**Despite William Tell being a legend, he is probably the best-known Swiss in the world. But who was Tell and why has the story about the apple shooting become a legend? It is probably his role as a freedom fighter who rebelled against oppression and power. This is a subject that has lost none of its topicality and this is why Tell is still a figure with which many Swiss identify today. The legend also lives on on Swissmint's new commemorative coin.**

The work of Tell (also known as Thall or Thell) is mentioned for the first time in the *White Book of Sarnen* which is a chartulary written by the civic recorder Hans Schriber from Obwalden around 1470. In addition, as a figure Tell crops up at the time of the Burgundian Wars in the *Song about the origin of the Confederation* ("Song of Tell" of 1477). In 1507, his story was recorded in the *Chronicle of the City of Lucerne* by Melchior Russ and Petermann Etterlin and printed for the first time. It also found its way into the *Swiss Chronicles* written by Heinrich Brennwald of Zurich between 1508 and 1516. Around 1570, the chronicler Aegidius Tschudi condensed the various handed down oral and written versions of Tell's narrative into a saga which he dated 1307 and set as an important element in the liberation tradition between the slighting and the oath on the Rütli. Numerous pictures and memorials in the public sphere bear witness to the fact that Tschudi's story was known far beyond the learned world in the 16th century.

The popular theatre performances in Central Switzerland also helped spread the Tell legend. The oldest of these pieces is the Uri Tell Play which has been documented since 1512. The dramatisation of the Tell legend by Friedrich Schiller (the premiere was in 1804) made the story well known initially in Europe and later on worldwide. Schiller drew extensively on the chronicle of Aegidius Tschudi. Schiller's play is the basis for the great opera *Guillaume Tell* by Gioachino Rossini. Earlier depictions showed Tell in different costumes depending on the spirit of the time. Tell as we imagine him today, i.e. in a herdsman's cowl and with a beard, was influenced by the Tell monument by the sculptor Richard Kissling (1895) in Altdorf and by the famous Tell painting by Ferdinand Hodler (1853–1918) dated 1897. The latter also served as a template for the new commemorative coin and

thus pays respect to the great Swiss painter, the 100th anniversary of whose death is marked this year.

### **Tell coin based on Ferdinand Hodler's depiction**

Born in Bern in 1853, Hodler grew up in poor circumstances. After an apprenticeship with the veduta painter Ferdinand Sommer, he was drawn to Geneva. There in 1873 he was discovered by Barthélemy Menn where he completed training without having to pay fees. After lean years as an artist he managed the breakthrough with the oil painting "The Night" in 1889. After his realistic-impressionist beginnings, Hodler developed into an important representative of Symbolism and Art Nouveau. He is also regarded as a pioneer of Expressionism and an important driving force behind Viennese Modernism. Hodler died in 1918 in Geneva. Today he is considered to be the best-known Swiss painter of the 19th century.







### Tell – a myth

From today's standpoint, Tell's story belongs to the realm of legend. The apple-shooting scene was borrowed from the *Gesta Danorum* ("Deeds of the Danes") by Saxo Grammaticus (around 1200). In contrast, the real, historical background was the early phase of the Swiss Habsburg Wars (1291–1315). Despite this, William Tell is very real for many Swiss. This also made him a popular advertising medium. While his star is slowly fading in product advertising, he is once again very present in political advertising. Parties of every kind refer to Tell to push their agendas. On the one hand to ward off restrictions on freedom, on the other to rebel against injustice.

### The saga of William Tell

With the opening of a bridle path over the Gotthard Pass at the beginning of the 13th century, the region around Lake Lucerne gained stra-

tegic and economic importance. As a result, the Habsburgs strengthened their claim to ownership and sent reeves into the country who suppressed the people and collected taxes extensively. The cantons of Uri, Schwyz and Unterwalden joined forces to defend themselves against this tyranny. In Etterlin's Tell legend, the Habsburg bailiff Gessler has a hat put on a pole in Altdorf and orders the local subjects to greet it every time they pass it. William Tell, a well-known crossbowman, refuses to greet the hat and the bailiff orders him to shoot an apple from his son Walter's head. His child would otherwise have to die with him. Tell reluctantly does as he is asked and hits the apple. He is then asked why he took a second arrow and freely admits that if he had hit his child, the arrow would have been destined for the bailiff. The bailiff then arranges for him to be bound and transferred to his castle in Küssnacht. On Lake Lucerne, however, a storm threatens the ship and Tell is released from his shackles to steer the boat. He skilfully steers the boat towards the bank where the steep face of the Axen rises, and there he jumps onto a protruding rock ledge, which is still called Tellsplatte (Tell's ledge) today. He hurries over the mountains to Küssnacht, waits for the bailiff along a hollow path, the Hohlen Gasse, and shoots him from a safe hiding place with the crossbow and thus becomes a tyrant murderer. All that is reported of Tell's remaining life is that he fought in the battle of Morgarten in 1315 and died in 1354 in the Schächenbach when trying to save a child.

Source: Historisches Lexikon der Schweiz, Wikipedia

### DESIGN: ANGELO BOOG



Born in 1957 in Glarus, Angelo Boog grew up in Kaltbach in Lucerne. He began drawing early on inspired by books on myths and legends. He discovered his love for fantasy illustration through the "Bessy" comic. His great role models include Otto Ubbelohde, Edmund Dulac, John Bauer and Franklin Booth. Angelo Boog's artistic training came about through working as a typographer. After a four-year course of study on scientific illustration, he graduated from the Zurich University of the Arts in 1999 with a diploma in 1999. Today he is a well-known, freelance illustrator. Among others, he has worked for the NZZ Folio, Swiss and Liechtenstein Post (stamps) as well as popular scientific areas for advertising. He continues to pursue his love of fantasy art under his full birth name "Pierangelo".

## PRODUCT INFORMATION

### COMMEMORATIVE COIN "WILLIAM TELL"



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: 250 units  
(certificate from the artist)

Design: Angelo Boog, Dietlikon

Issue date: 26 April 2018  
Sales period: until 25 April 2021  
or while stocks last



Proof with certificate  
of authenticity



Variation "signed" with  
additional a certificate from  
the artist

# "LA SUISSE" STEAMBOAT

## The most beautiful Belle Époque paddle steamer in the world

**"La Suisse" has been the flagship of the CGN fleet (Compagnie générale de navigation) since 1910. The steamboat sails on Lake Geneva where it connects the French and Swiss shores with each other. Ever since it was launched, it has been considered the most beautiful Belle Époque steamboat in the world. From 2007 to 2009 it underwent extensive renovation and was once again restored with its original bow and stern figures. Swissmint is dedicating the second coin in the commemorative series "Swiss Steamships" to "La Suisse".**

When the ship was commissioned by the Sulzer brothers in 1908, the Belle Époque euphoria in Switzerland had just peaked. "La Suisse" was to become the largest and most elegant of all Swiss steamships. Just for the saloon, the CGN selected particularly elegantly carved ornaments as well as carpets and upholstery fabrics from the Aubusson tapestry manufacture.

The construction was a huge success. The "La Patrie Suisse" newspaper was full of praise on the day of the launching ceremony on 30 May 1910. It sounded something like this: "Immediately you notice how imaginatively everything has been arranged and with such attentiveness, everything has been furnished so comfortably, how beautiful the decor is and the saloons and the wood panelling, how artfully everything fits together and is of exquisite taste, how steadily and smoothly the ship sails. There you become aware of the many advances, everything for the wellbeing of the passengers...". The "La Suisse" paddle-wheel steamship has capacity for 850 passengers, is 78.5 metres long

and 15.9 metres wide. It is powered by a sloping 1400 hp (1030 kW) two-cylinder hot steam composite engine from Sulzer. The steamboat, which had already received an award as a cultural monument of national importance, was also declared to be an historical monument by the canton of Vaud in 2011.

Over the years, the steamboat has undergone a number of technical and structural changes: in 1960, a switch occurred from heating with coal to heavy fuel oil and changes were made to the curved decks on the main and upper decks. In 1971, a new, cost-saving large boiler was installed, as well as a new wheelhouse and a new side entrance to the saloon; unfortunately, both are not as successful from an aesthetic point of view. In 1999, heating operation was changed from heavy fuel oil to light oil. In 2003, the electrical infrastructure was partially refurbished. "La Suisse" was extensively renovated between 2007 and 2009. Since then, it has been navigating the "Haut-lac" part of Lake Geneva from Vevey to Thonon.

Source: CGN SA, Lausanne

### DESIGN: UELI COLOMBI



Marine artist Ueli Colombi was born in Thun in 1940. Even as a schoolboy he was fascinated by ships and spent every minute of his free time on or near the water. After training to be a sailor with Schweiz. Reederei AG in Basel, the son of well-known Thun architect Livio Colombi completed an apprenticeship as a draughtsman and then took a degree course at the technical university to become an architect. In the intervening time he kept returning to water. After his degree, Colombi worked in Vancouver (Canada) for several years as an architect, then returned to Switzerland to continue in the same profession. It is no surprise that his projects included the restoration of steamboats, for example the "Blümlisalp". At some point, he began to create stone lithographs of Swiss steamboats, before moving on to acrylic paintings. His subjects are people and ships, and he has been a full-time artist since 2005.



## PRODUCT INFORMATION

### COMMEMORATIVE COIN "STEAMBOAT LA SUISSE"



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



Uncirculated

Mintage  
Uncirculated: 30,000 units, of which  
– in a folder: 1,000 units  
Proof: 5,000 units, of which  
– signed: 250 units  
(certificate from the artist)

Design: Ueli Colombi, Sigriswil

Issue date: 26 April 2018  
Sales period: until 25 April 2021  
or while stocks last



Folder



Proof with certificate  
of authenticity



Variation "signed" with  
additional a certificate from  
the artist

## PRODUCT INFORMATION



Brilliant uncirculated

### 2018 CLASSIC COIN SET *Brilliant uncirculated with stemless carline thistle bimetal coin*

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

Mintage: 9,000 units

Issue date: 25 January 2018  
Selling period: up to 24 January 2021  
or while stocks last



Proof

### 2018 CLASSIC COIN SET *Proof with stemless carline thistle bimetal coin*

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

Mintage: 2,500 units

Issue date: 25 January 2018  
Selling period: up to 24 January 2021  
or while stocks last





## PRODUCT INFORMATION

### 2018 BABY COIN SET

*Brilliant uncirculated  
with bear medal*



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



Brilliant uncirculated

Mintage: 10,000 units

Issue date: 1 January 2018  
Selling period: up to 31 December 2020  
or while stocks last



### 2018 BIRTHDAY COIN SET

*Brilliant uncirculated  
with birthday medal*



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



Brilliant uncirculated

Mintage: 3,000 units

Issue date: 1 January 2018  
Selling period: up to 31 December 2020  
or while stocks last



# HAVE A GREAT TIME WITH SWISSMINT ABOARD THE "LA SUISSE" STEAMBOAT

On the occasion of the launch of the "La Suisse" steamboat commemorative coin, Swissmint is inviting 15 x 2 people on a boat trip on Lake Geneva and a visit to the shipyard.

Win an unforgettable trip on Lake Geneva aboard the "La Suisse" steamboat. As you pass by the picturesque wine villages, enjoy culinary delights in the restaurant and learn more about the Belle Époque fleet on Europe's second largest lake. Having given our eyes and our taste buds a real treat, there will be a visit to the shipyard in Lausanne-Ouchy.

**Date:** Friday, 31 August 2018  
**Location:** Lausanne-Ouchy  
**Start:** 12pm  
**End of the event:** approx. 5.30pm

## Conditions of participation in the competition

The closing date is 30 May 2018 (postmark). 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 entered into. The competition is not open to Swissmint and CGN 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 was the naming ceremony of "La Suisse"?**

☐ 30.05.1910    ☐ 20.04.1908    ☐ 15.06.1911

**How many passengers can "La Suisse" take?**

☐ 550    ☐ 650    ☐ 850

**Which status did the Canton of Vaud award "La Suisse" in 2011?**

☐ cultural monument of national importance    ☐ historical monument  
☐ technical monument



Customer number (if available) \_\_\_\_\_

Surname \_\_\_\_\_

First name \_\_\_\_\_

Address \_\_\_\_\_

Postcode/ city/town \_\_\_\_\_

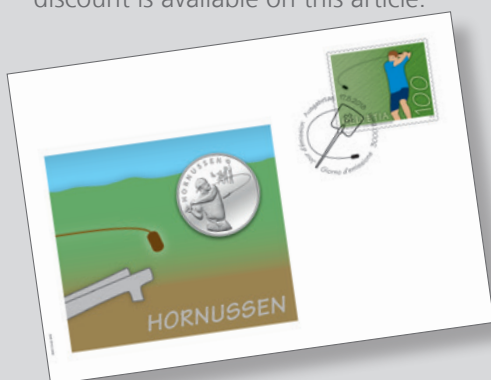
Telephone no. \_\_\_\_\_

Email address \_\_\_\_\_

# SWISSMINT NEWS

## "Hornussen" numismatic letter

Swiss Post CH AG will issue the "Hornussen" numismatic-letter on 17 May 2018. The cover includes both the new 1-franc commemorative "Hornussen" stamp complete with the first day of issue postmark and the "Hornussen" silver coin from 2015. The numismatic-letter will be available from 17 May 2018 at 8am at [www.swissmintshop.ch](http://www.swissmintshop.ch) and can also be ordered by calling our customer service team (Tel. +41 58 4 800 800). The selling price is CHF 41.90 No volume discount is available on this article.



## Prize draw for tickets for Lake Geneva day passes

We are giving away 5 x 2 first class day tickets worth CHF 90 each for an unforgettable day trip on Lake Geneva. The day pass ticket is valid on all scheduled trips with the exception of gourmet cruises.

To take part in the prize draw, please send an email entitled "Lake Geneva" by 15 May 2018 to [info@swissmint.ch](mailto:info@swissmint.ch). Remember to include your address, telephone number and email address. Good luck!

## Separate dispatch of customer magazine and invoice

Since the start of 2017, the customer magazine "Heads or Tails" (second class mass mailing) and the invoice are sent to our valued clients with subscriptions (first class post) separately. Since we are unable to accurately control the delivery of mass mailings (delivery takes place at the latest on the sixth working day after posting), it is quite possi-

ble that you will receive the customer magazine before the invoice. Please note that the order card enclosed with the customer magazine should only be used for additional orders.

## Sales start

The sales start is on the day of issue, 26 April 2018, at 8am, i. e. the products will be available at [www.swissmintshop.ch](http://www.swissmintshop.ch) and can also be ordered by telephone via our customer service (tel. +41 58 4 800 800) from this time.

## How are very limited edition products allocated?

Certain products such as trial mintings and commemorative coins in proof quality with the certificate of the artist are only available in very limited quantities. This means demand greatly exceeds supply. Sales per customer are therefore limited so that as many people can be served as possible. No reservations can be accepted or taken into account. Small quantities are made available online via the Swissmint shop and by telephone via our customer service team. The remaining stock is distributed by drawing lots.

## When can I receive a discount on my order?

You can receive a volume discount when you order certain products. For all coin sets and coins in "Proof" quality, you will receive a discount of up to CHF 30 per unit depending on the alloy and amount ordered.

Product/quality	Minimum purchase	Discount per unit
Proof bimetal*	From 10 units	CHF 5
Proof silver*	From 10 units	CHF 5
Proof gold*	From 5 units	CHF 30
Coin sets*	From 10 units	CHF 10

\* no volume discount on proof with artist certificate or FLORA ALPINA coin sets series

## Shipping after receipt of payment

Immediately after your payment reaches our account, your products will be sent as an insured consignment. Special dispatch requests cannot be accommodated. Please determine the time of payment of your invoice in such a way that you



can receive the coins and that you are not absent for a longer period of time. Otherwise, any consignment that is not picked up on time will be returned to us and a second delivery will incur additional costs. Of course, you are free to instruct the post office to retain your consignment, to authorize another person to accept the shipment or to give us a different address for delivery. The delivery time for shipments within Switzerland is approximately 3 working days, sometimes a little longer for a short time after issue days.

### Swissmint wins prestigious coin prize

Sponsored by the American publishing house Krause Publications, the Coin of the Year Award (COTY) is a world-wide coin competition for the coin-producing industry. An international jury selects the winners from ten different categories of submitted coin images. The prizes for outstanding coin designs are awarded at the World Money Fair in Berlin.

On 3 February 2018, Commercial Manager Urs Liechti received the award for the category "Best Contemporary Event Coin" from the Honorary President of the World Money Fair Albert Beck. The award-winning design was the "Gottardo 2016" silver coin, designed by Fredy Trümpi. This desirable coin was issued for the inauguration of the Gotthard Base Tunnel.



### Shipment notification

Would you like to know at any time whether we have already shipped your coins and where your consignment is located? Nothing is easier. The main requirement for this is that you register on the Swiss Post customer login page (<http://www.post.ch/login> "Register"), if you have not already done so. You will be informed about incoming parcels and registered letters via SMS and/or email. You can also manage your shipments as required via the "Manage alternative delivery addresses" menu item or request a second delivery.

### Diary - We look forward to meeting you

This year, Swissmint will be present with a stand at the following coin fairs:

<b>28 April 2018</b>	Münzenbörse BERNA, BERNEXPO Convention Centre, Bern
<b>22 and 23 September 2018</b>	Stuttgarter Coin Fair, Hanns-Martin-Schleyer-Halle, Stuttgart
<b>27 and 28 October 2018</b>	Internationale Münzenmesse Zürich, Swissôtel, Zürich- Oerlikon

### Issues planned for 10 September 2018

- "Swiss Army Knife" silver coin
- Christmas coin set 2018
- Trial minting of the "La Suisse Steamboat" commemorative coin

The issue date is being brought forward from 20 to 10 September 2018

### Visit us on Facebook

Do you want to be kept up to date on what Swissmint is up to? Then become a Swissmint fan: [www.facebook.com/swissmint](http://www.facebook.com/swissmint).



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