

## Changing Scenery

A couple of years ago I found and bought an interesting Swiss postcard representing a split-window Porsche 356 (plate TI 3692) climbing a hill, and in the background Lake Lugano (Lugano is today a small town with about 53,000 inhabitants, located in the South of Switzerland, Canton Ticino).

The postcard is dated (with stamp) 5th September 1953 and is one of the early non-factory commercial postcards representing a 356, but could this be the earliest?

To my surprise, in the past months I found two additional postcards with the same car but this time portraying as background the small towns of Chiasso and Bellinzona, which are located about 15 miles away from Lugano. A great photomontage of the 1950s!

These "discoveries" were for me so intriguing that I decided to contact the actual owner of the license plate "TI 3692" to learn something more, if that was possible. Luckily, the actual



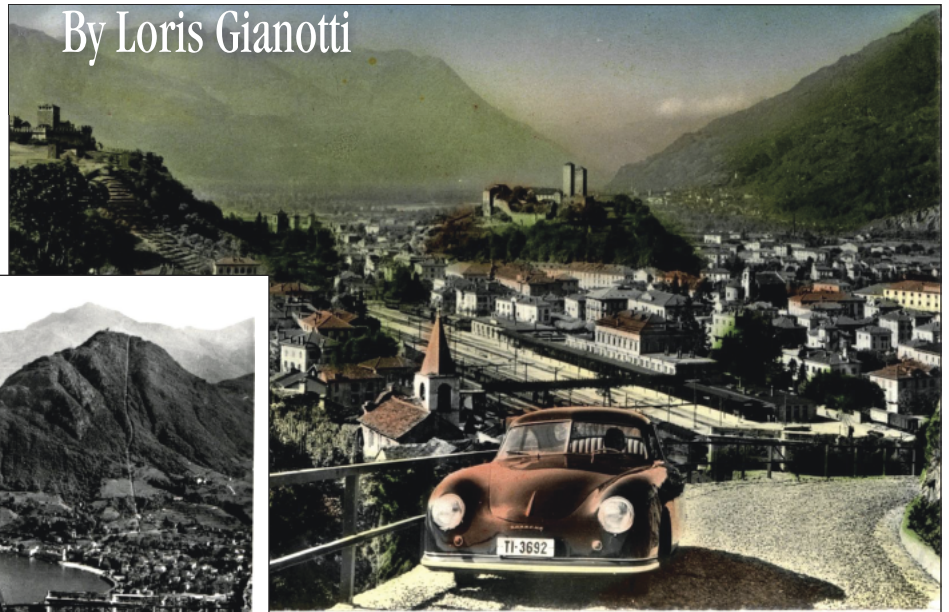
## Tail Lights

By Loris Gianotti

plate's owner, Ms. Doris, could be very helpful because she got the plate directly from the split-window owner, Mr. Mayr. I found out that Mr. Mayr (now deceased) was a typographer with his own printing house and produced those postcards himself. This is a further confirmation that the Pre-A on the postcards really existed and the person at the wheel is Mr. Mayr's wife.

I don't know how many postcards like these were produced in the early '50s, but one thing is sure, some were Swiss made! 🚗

Clever 1950's "photoshop" background changes were made by hand, and judging by the details, the color photo of Bellinzona was the original. Or was there a scenic hillside road outside each of these towns? GM



3161 Lugano. Monte S. Salvatore e lago

Fiera Svizzera di LUGANO  
3-18 X 1953

*Ma j'aurais aimé  
faire ce chiffre à Locarno !!!  
Heureusement qu'il  
reste encore de l'odens  
à vendre  
ochanoy  
4/9/53*

Riproduzione vietata

