

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 la dernière
à vendre
ochanoy
4/9/53*

Riproduzione vietata
Bernina

