

# Edelweiss

## Queen of the Alpine flowers

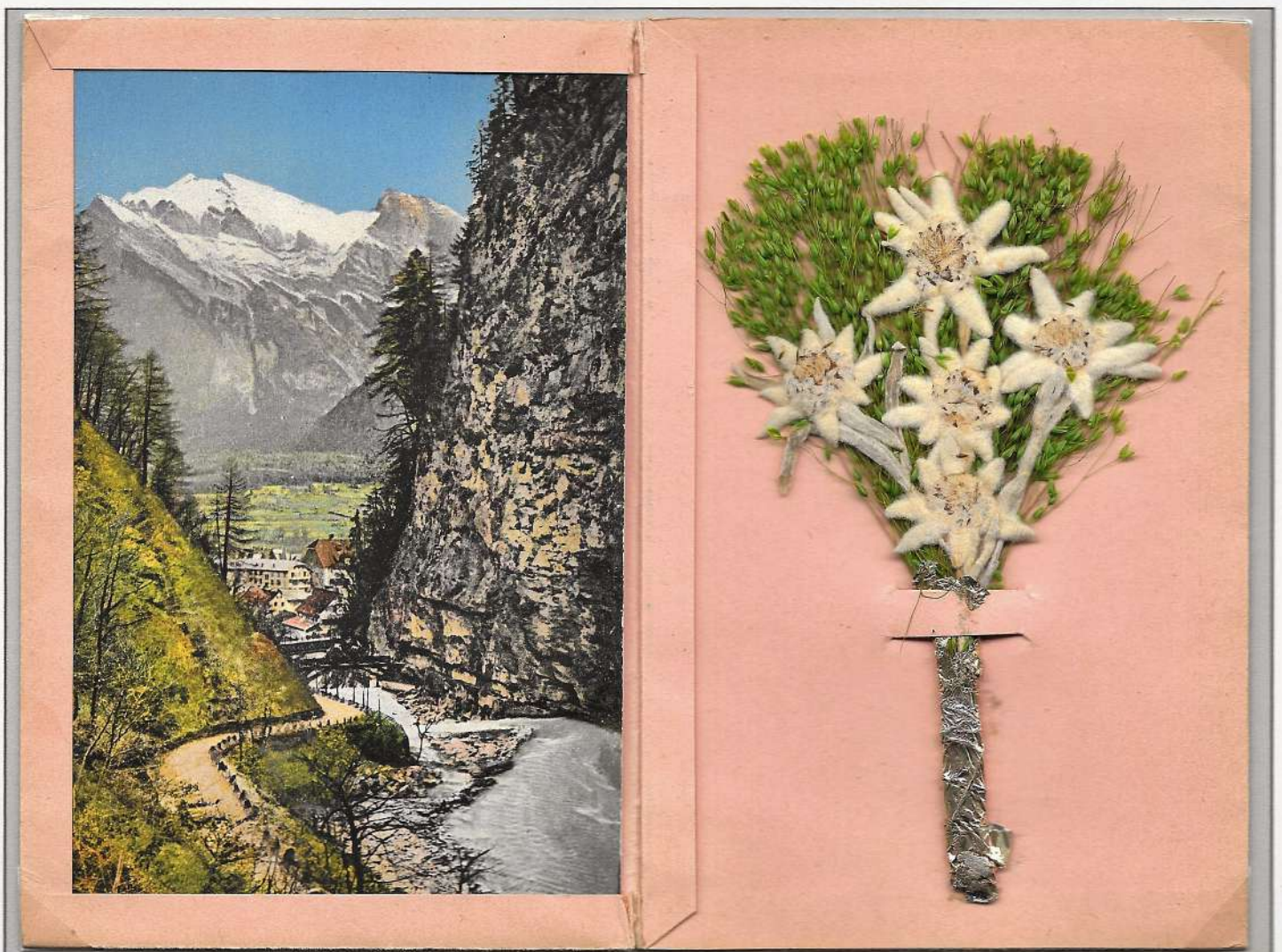
The protected alpine flower called edelweiss in all her beauty, purity and humility, her symbolism and myth, cherished and admired..

The exhibit shows all aspects related to the edelweiss: describing her, where she can be found and an emphasis on the fact that she is a protected flower. I also illustrate where the fascination comes from and who all call themselves an edelweiss admire or like to identify with her.

**Development:** The plan is structured in such a way that the attractive German luxury telegram could be utilized centrally. Headings are kept short and concise and concisely summarize the elaborated section. Each chapter has more less the same number of pages.

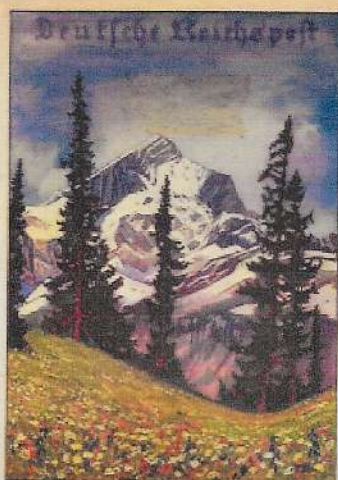
**Knowledge and research:** Selected material, emphasis the greatest possible diversity and originality. The chosen subject requires in-depth knowledge of cultural and historical development of the edelweiss.

**Rarity:** From 1880 the fascination for edelweiss took off and I strive to show that material from that starting period. All material shown are originals. Rare items are not marked, only the very rare items are presented in double line frames (see pages 6, 15, 21, 28, 53, 67 & 78)

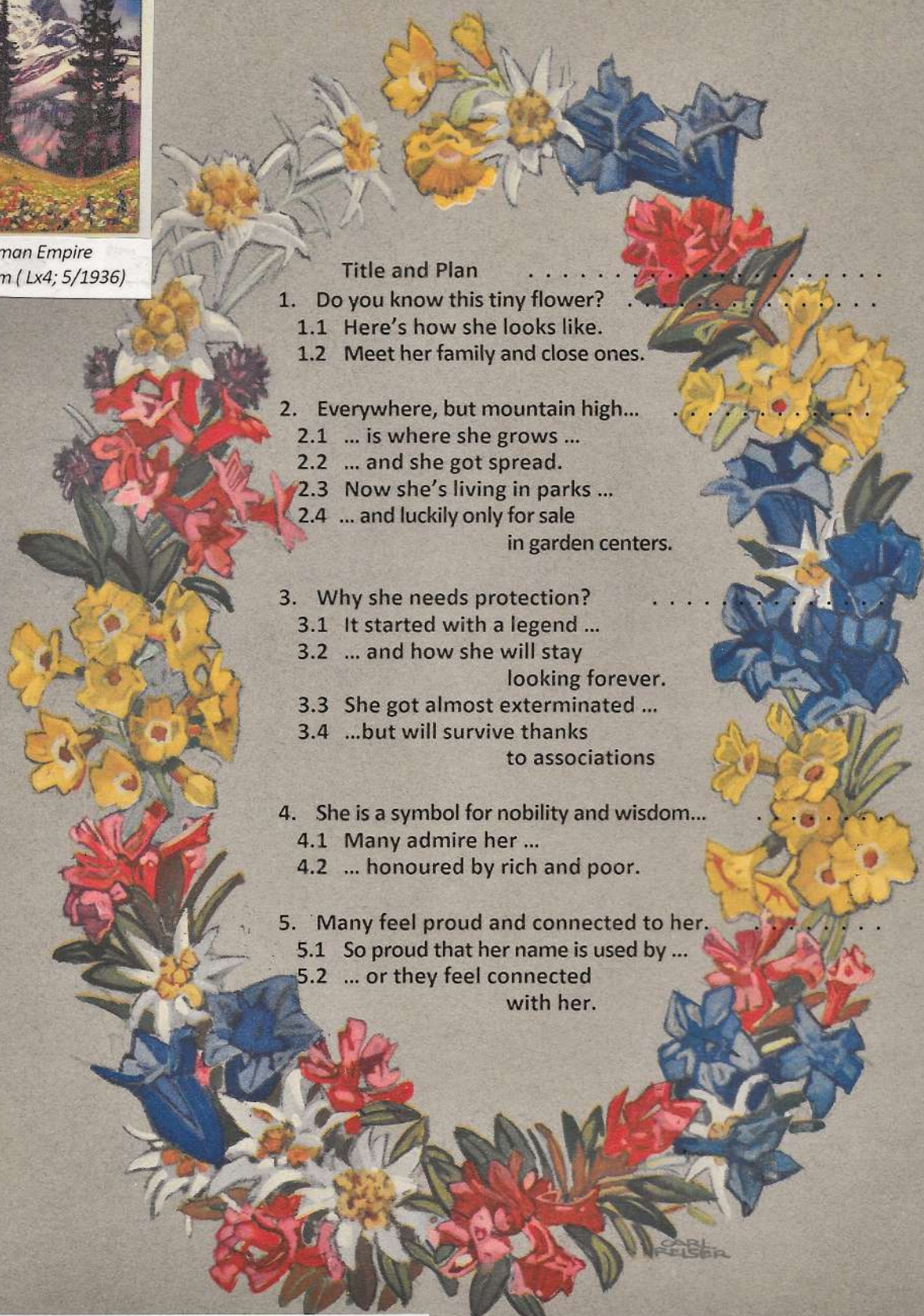


"Edelweiss illustrated postcard" sent on 12.03.1930 from Schanis in Switzerland to Halle an der Saar in Germany as 'Sample without Value' which benefited from a reduced postage fee.





copy front German Empire  
Luxury telegram ( Lx4; 5/1936)



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#### Fonts used:

- story line (Calibri 11)
- technical description of the piece (*Calibri 10 italic*)
- thematic text of the chosen piece (**Comic 10 green**)

Very rare items presented in  
double line frames



#### Literatur:

- Edelweiss, reine des fleurs - Rey, Vouillamoz, Baroffio & Roguet
- Gebirgsjäger - German Mountain Infantry - Rottman & Andrew
- Internet collectibles research



# Do you know this tiny flower?

## 1.1 Here's how she looks like.

## Leontopodium



The edelweis its Latin name is *Leontopodium Alpinum*. It belongs to the family of composites (Compositae), which is the largest plant family after the family of orchids.

Within its family, the genus Wormwood (*Artemisia*) belongs to the genus group of felt plants



*Leontopodium  
Alpinum* cass.  
compositae



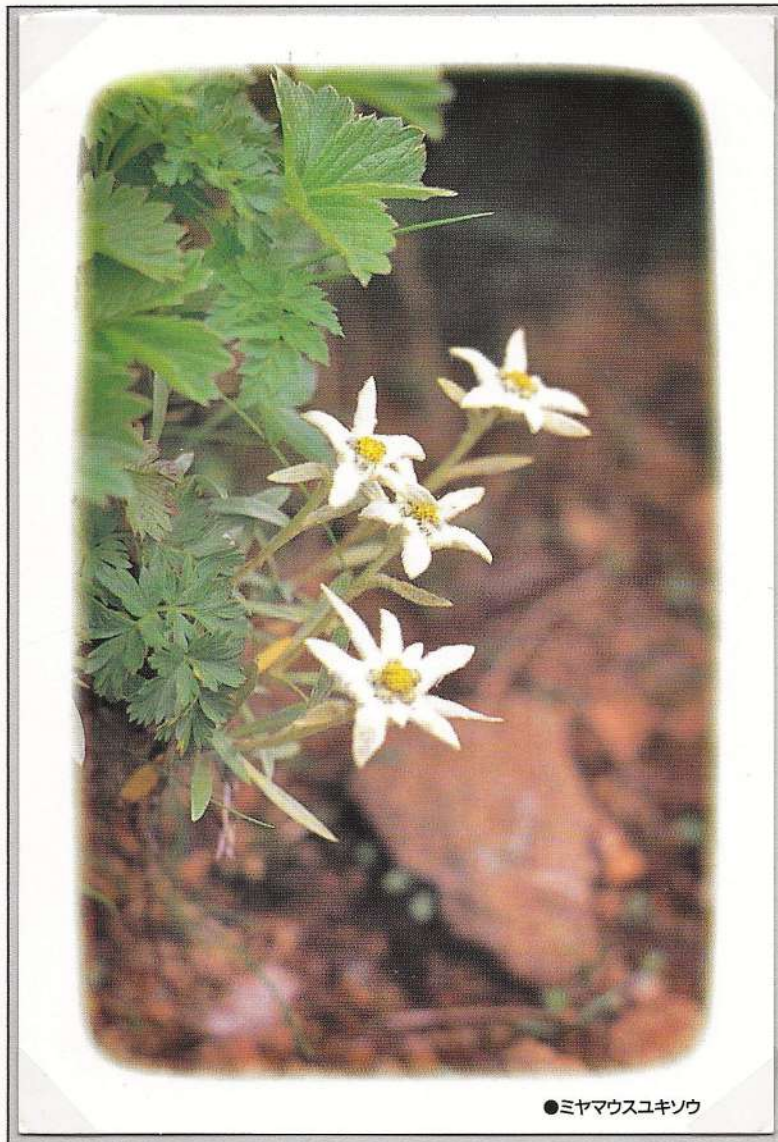
Print from book 'Flora von Deutschland' by Dr Ernst Hallier, Publisher Gera-Untermhaus, Köhler, 1895 - Chromolithography

*Leontopodium Alpinum* (Compositae)



real edelweiss





The edelweiss has pale yellow flowers in the shape of a crown with a white-felted star-shaped wrapping, and the leaves and stem are cut entirely from white-felt, so to speak.



Religious prayer card of  
Gabriel Fontenand {08.06.1917}

Its distinctive hairpiles enveloping the flower, leaves and stem protect the plant from the harsh climate in which it resides and retain moisture so that it can draw on it during dry periods.



Private city post Courier (Munich-1897) greeting postal stationery with colored image





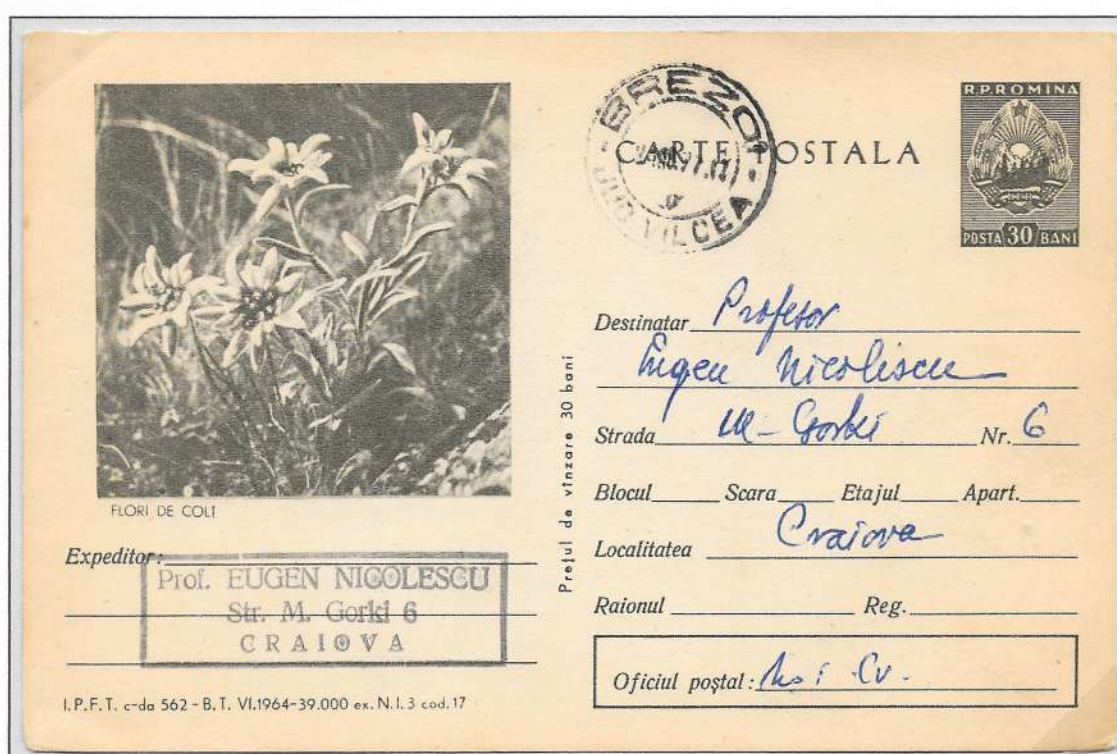
Picture postcard printed in color with photochrome process. Card sent on 29.05.1917 to Josefov (Bohemia) via Austrian field post K.u.K. FELDPSTAMT 517. Violet Censorship line stamp.

During summer, a mature plant develops 10 to 20 cm tall, woolly stems and blooms from June to early September, depending on weather conditions. There are usually more than one flower; three to seven flowers per plant.



Telephone card (Bratislava; Slovakia - 1995) with 75 units

They grow into white-felted plants with flower heads in groups surrounded by an ornate star of white-felted leaves.







Model of issued edelweiss from welfare stamp series (Germany - 1975)



The edelweiss protects itself from ultraviolet rays thanks to a sophisticated "parasol". Under the electron microscope, you can see fine hairs on the flower. These white protective threads, called micro lashes, have a diameter of  $0.18 \mu\text{m}$  and which filter harmful ultraviolet rays. This fine down absorbs the UV rays almost completely and lets only the necessary light throughdoor.



◀ Specimen (Germany - 1975)



## 1.1 Here's how she looks like.

does not wilt

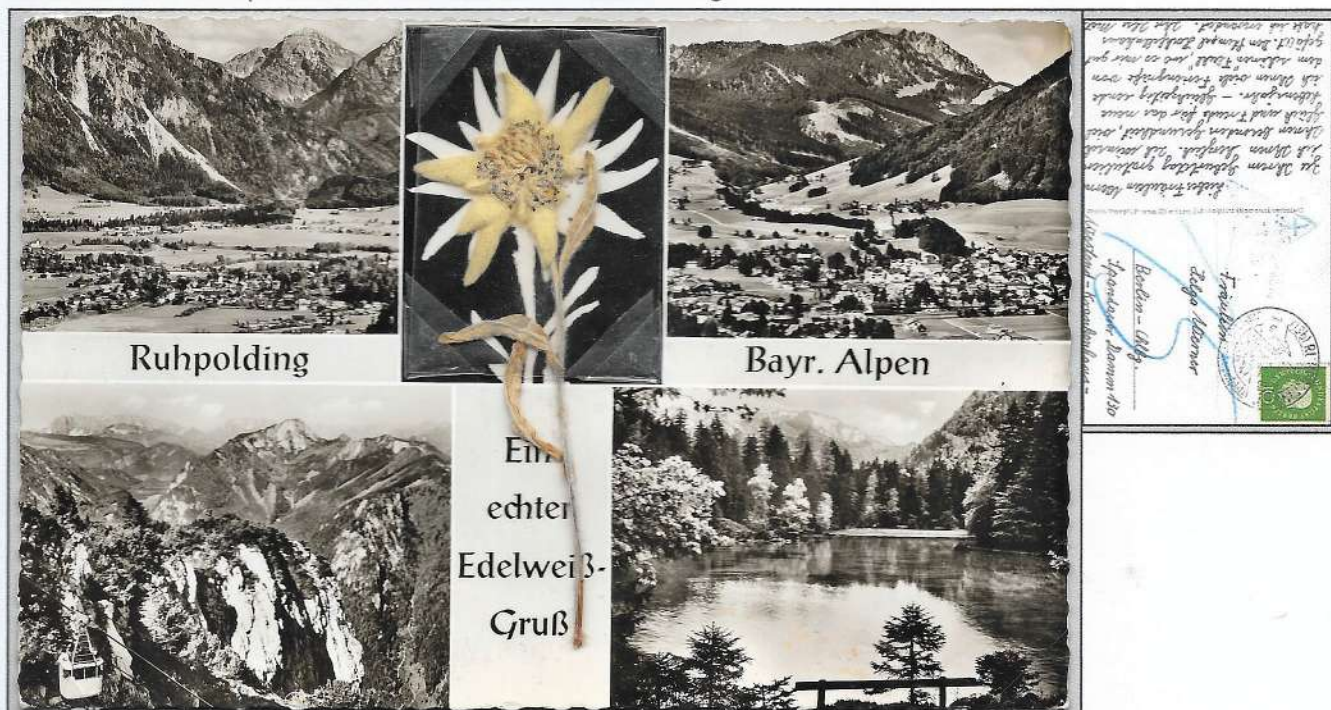
One of its most important properties and subject of much research is the exceptional ability of the flower and stem to remain beautiful and not wilt even after picking.



Souvenir card (The Meije Massif, France-1920) ►  
flowers taken near Briançon - after +100 years still fine



Antibacterial properties partly explain the impossibility to wilt. Recently, a new compound was isolated; leontopodic acid, an antioxidant that would protect DNA from oxidation or thus wilting.



Postcard with glued-on genuine edelweiss sent to Berlin (07.06.1980). Double postage fee is required because of the glued on edelweiss, should be 10 + 10 pfenning. Due to missing double fee, a postage due (red box stamp "Nachgebühr" - 9.6.1980) 15 pfenning was charged (large blue number 15 - the postage due was always indicated on address side); missing fee 10 pfenning + penalty 5 pfenning.





▲ dried edelweiss glued on post card (France - 1907) – divided back  
dried bouquet on post card (Switzerland - 1904) – not divided back ►

The edelweiss has the exceptional quality to keep her for a very long time ...



Just think of the many flower arrangements, postcards and souvenirs that have easily stood the test of time without losing their colour, withering or shriveling.



Austro-Hungarian censored field postcard (Hungary - 1917)  
Edelweiss in a bouquet



Leonardo Da Vinci, in his "Codex Atlanticus", was the first (in the second half of the 1500s) to study, describe and classify many flowers according to their characteristics and individual appearance in their natural state. The works he dedicated to the observation of plants was similar to those dedicated to anatomy, optics, geology, or astronomy.



Bookmark (France – ca 2000)

Leonardo Da Vinci "Codex Atlanticus"



Leonardo Da Vinci



Albrecht von Haller



In 1768, Albrecht van Haller published the flora of Switzerland in his book "Historia stirpium Helvetiae", in which he used the name "Leontopodium". He also collected a herbarium of 573 specimens from the Alps in 1732.



Express cover from Lausanne to Bern (5.12.1944) with 'Pro Juventute' tabs; official rate 20 rappen + fee 20 rappen for Express sending



Since 1943 the "Pro Juventute" issues have traditionally stamp tabs listing the plant in 4 national languages, being: German, French, Italian and Romance (Latin variant). In the case of the edelweiss, they exceptionally bear the same designation.





*Leontopodium*  
*Japonicum*



*Leontopodium*  
*Ochroleucum*



*Leontopodium*  
*Microphyllum*



*Leontopodium*  
*Leucogenes*

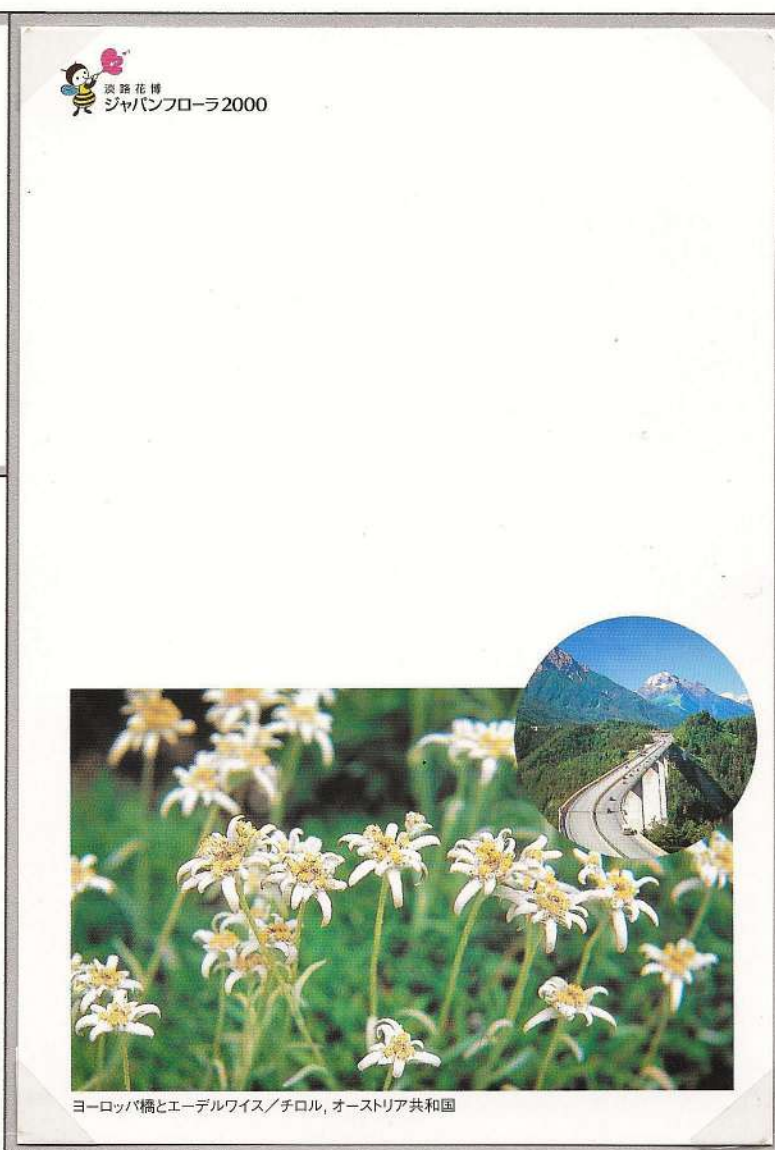
There are said to be about 15 different species of edelweiss flowers. Among others the *Leontopodium ochroleucum* in Mongolia, *Leontopodium Alpinum* in most of Europe, *Leontopodium Wilsonii* in Balkan region, *Leontopodium Fauriei* in Japan, *Leontopodium Brachyactis* in Tibet, *Leontopodium Microphyllum* in China, *Leontopodium Leucogenes* in New Zealand.



*Specimen*  
*Leontopodium*  
*Fauriei*



postal stationery booklet (cover with  
10 different cards - Japan - 2000)



In Japan, mainly the '*Leontopodium Fauriei*', called 'Miyama-Usuyuki-Soh', is common.





Leontopodium  
Alpinum

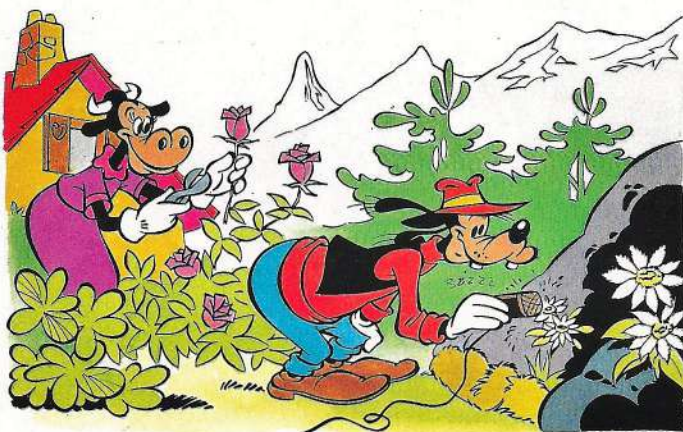


in the center that are shaped like the pads  
of a lion's paw

The Latin name 'Leontopodium' is derived from the Greek term 'leontopódion' which roughly means lion's paw. It is therefore called 'pied-de-lion' in French.

### POURQUOI L'EDELWEISS EST-IL POILU ?

### LES ARBRES ET LES PLANTES



This name is derived from the shape of the white hairy star-shaped petals and the pale yellow flowers in the centre that are shaped like the pads of a lion's paw. All this can be seen as the paw print of a lion.

CETTE FLEUR  
NE POUSSE PAS  
EN RASE  
CAMPAGNE !



On l'appelle "étoile d'argent",  
"immortelle des neiges"  
ou "pied-de-lion" !  
L'edelweiss est la reine  
des fleurs de la montagne,  
sans doute à cause du royal  
manteau de fourrure blanche  
dont il s'emmitoufle !  
C'est joli et très pratique :  
son duvet argenté le garde  
au chaud et renvoie la lumière.  
Ni coup de froid,  
ni coup de soleil !

- L'edelweiss est victime de sa beauté ! Recherché par les touristes, il devient de plus en plus rare ; il se cache dans les lieux escarpés mais reste la récompense des bons alpinistes !
- Il est vrai que "l'étoile des Alpes", comme on l'appelle aussi, bien qu'elle vienne d'Asie centrale, est remarquable par les poils laineux et blancs qui la couvrent. Cette tenue de haute montagne lui permet de survivre jusqu'à 3 000 m d'altitude.
- Son duvet, qui contient une couche d'air isolante, lui assure une protection efficace contre les grands écarts de température, quand l'eau ruisselle le jour et gèle la nuit. Non content de lui éviter un refroidissement trop rapide, ce duvet blanc, en réfléchissant la lumière, le protège du soleil intense en altitude.
- Quand il descend des cimes, l'edelweiss s'affaiblit ; transplanté, il verdit. De l'étoile d'argent, il ne reste que des points vert-jaune, qui sont en réalité les fleurs, et l'on voit que ses "pétales" de neige n'étaient que des feuilles vêtues d'une étincelante fourrure : c'est un peu Cendrillon après le bal !
- Si tu vois des edelweiss "pour touristes", montre-toi connaisseur : les vrais, sauvages, sont courts avec de grosses fleurs !

▲ Copy of back : pied-de-lion (Lion's paw)

◀ information card Walt Disney production (1984)



## 1.2 Meet her family and close ones

## edelweiss in other languages



Missing perforation

Leontopodium  
Alpinum



Stella Alpina



Leontopodium Alpinum cass.  
var. Krasense



ПЛЕНИКА= Planika

German and Dutch speaking regions (as Belgium, Germany, Austria and Switzerland) calls it edelweiss (sometimes also written Edelweiß).



Nicer names are Etoile-des-alpes or Etoile des neiges (France), Stella alpina (Italy), Stailava alpina (Romania), Planika (Yugoslavia or the new states like; Croatia, Serbia or Slovenia), Miyama-Usuyuki-Soh (Japan).



Beer coaster issued by brewery 'Edelweiss' (Salzburg, Austria)

etoile des neiges



Matchbook hotel pension "Edelweiss"  
(Reit im Winkl, Chiemsee, Germany)

edelweiss



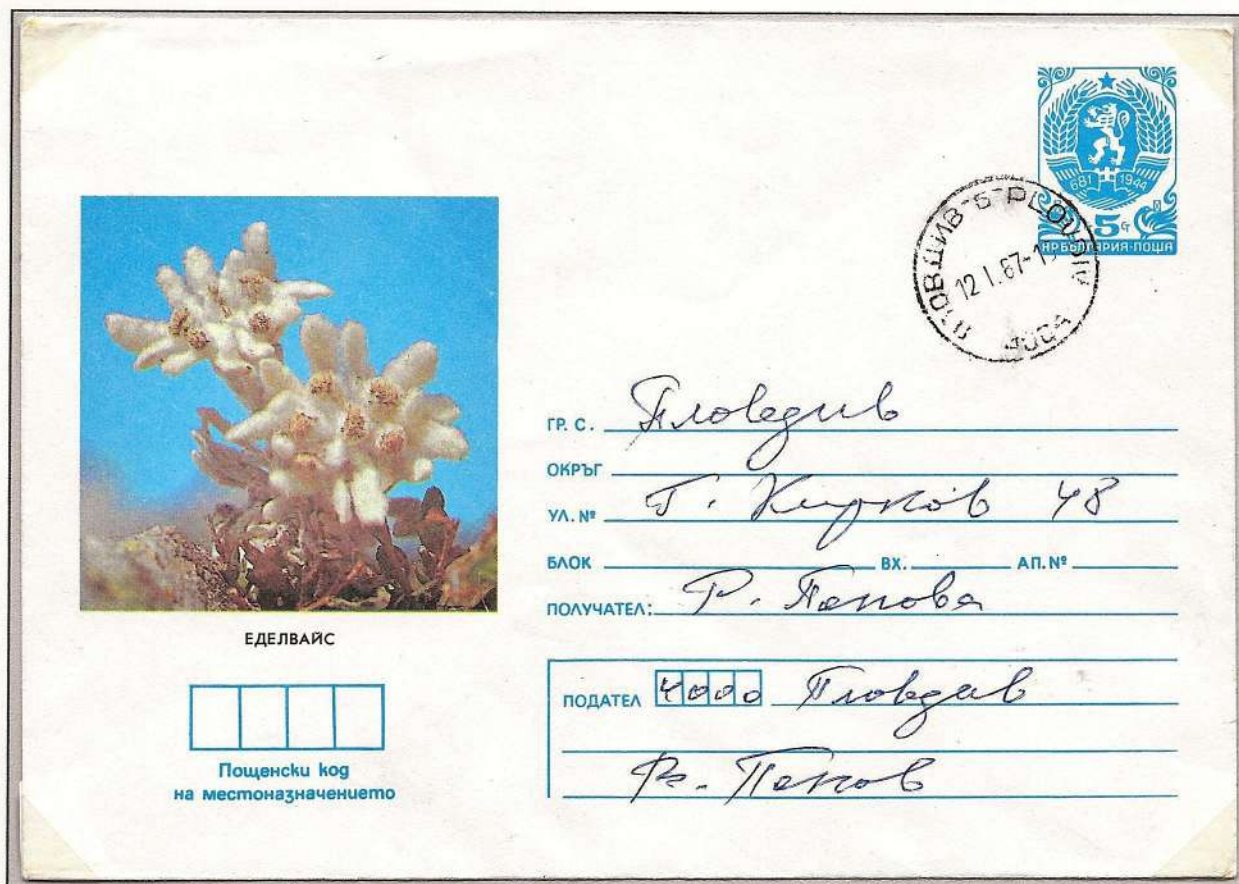


Picture postcard; publisher unknown - not split (Chillon - Switzerland- 1903)

The alpine flower found in Europe has few differences. They may look more woolly or thin, larger in height or smaller, whiter or yellower yet they are almost universally called 'edelweiss'.



Coin; 10 Swiss francs (Switzerland - 2016)



Еделвайс = Edelweiss



## 1.2 Meet her family and close ones

**greenish and white**

Differences can be noted in the colour of the leaf (bright green to hazy grey-green) and the flower (from white to light grey, or yellowish).



Newspaper wrapper (Schwanden, Glarus - 1942):  
5 + 5 rappen with distance of 89mm from top  
edge to imprinted stamp. foreign printed  
matter newspaper mailing; censored.

*Pastal stationery newspaper wrapper with edelweiss: design by Eidenbenz. Embossed dry stamp engraved by Paul Burkhard. Issue started in 1938. Face value 5 rappen green. Size: 90mm x 330mm.*

*Paper differences and variety over inking green color in embossed flower stamp. Distances top edge to stamp image normal 77mm.*



Newspaper wrapper **light yellowish paper** (Rütl - 7.08.1941) 5 rappen;  
inland printed matter newspaper mailing.



*Newspaper wrapper (Clarens - 4.01.1946) with variety over inking green color in flower: 5 + 10 rappen for France printed matter newspaper mailing.*



Newspaper wrapper **light brown paper** (Zurich - 28.04.1947): 5 + 10 + 10 rappen; foreign printed matter newspaper mailing to Belgium.



## 1.2 Meet her family and close ones

differences by evolution

The differences in species are thought to be mainly due to evolution associated with the climatic and altitude differences where they reproduce.

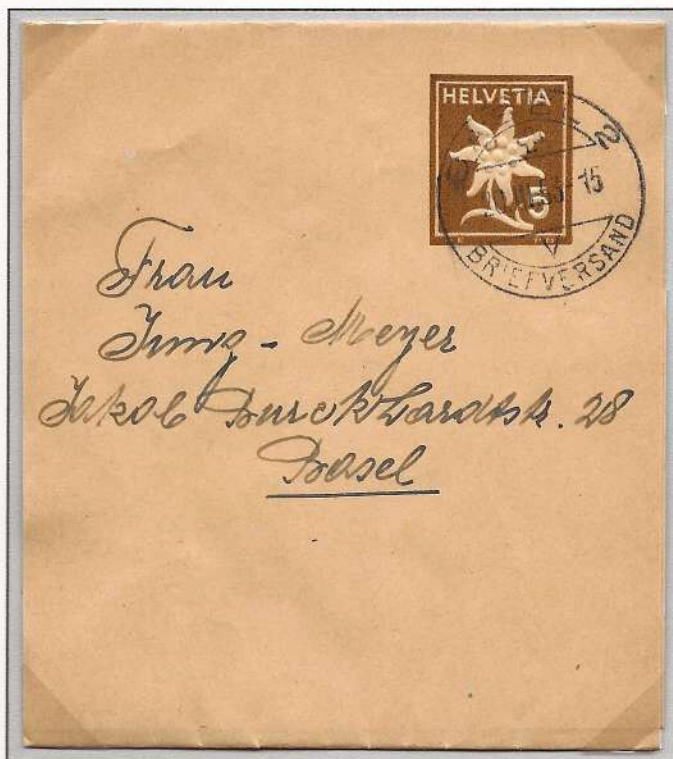
Issued in 1948 of 5 rappen: color brown.

Size 83mm x 330mm.

Distance top edge to imprinted stamp is 80mm.

Print color variety: dark brown and ALBINO

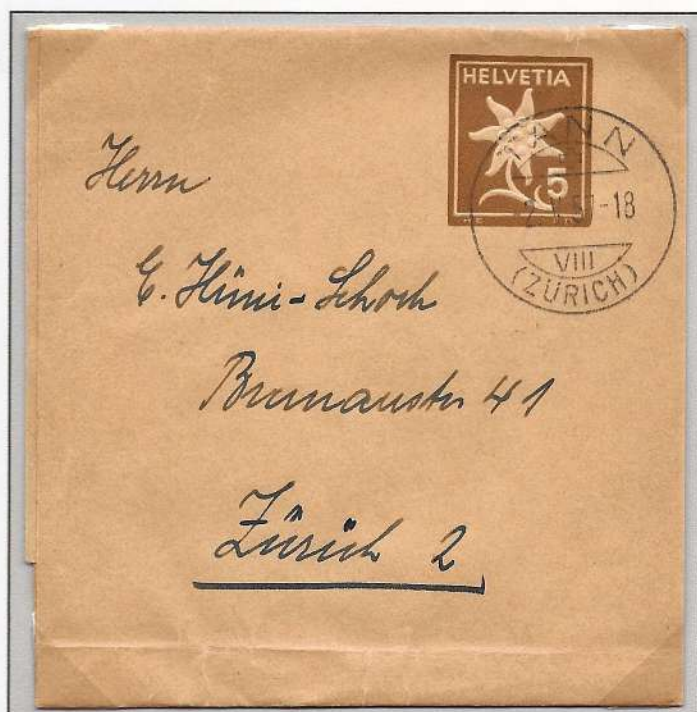
Variety over inking brown color in embossed flower stamp.



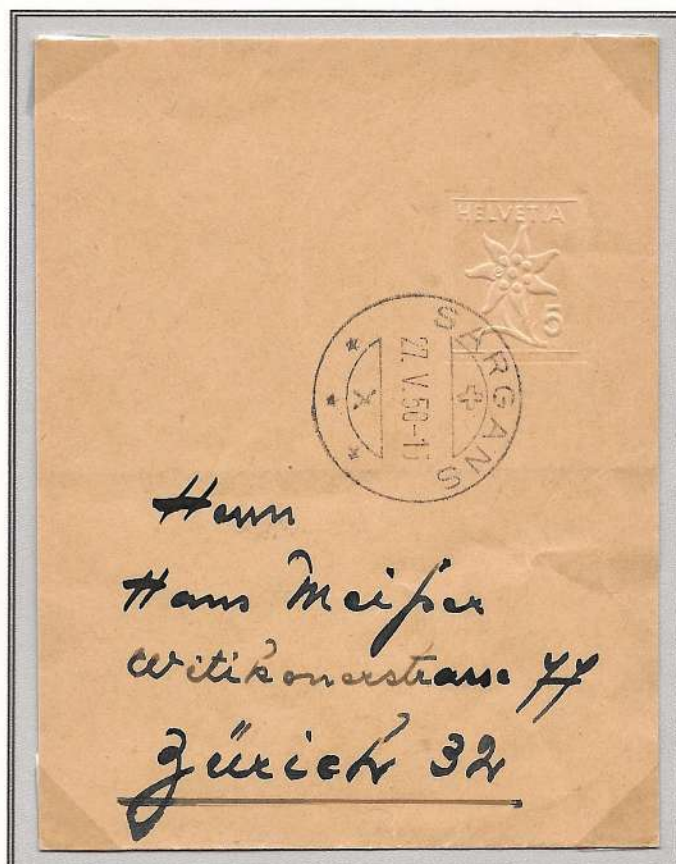
Newspaper wrapper (Basel 2 - 20.03.1953) 5 rappen brown; inland printed matter newspaper mailing. Color variety stamp: **dark brown**



Newspaper wrapper with over inking variety in embossed flower: 5 rappen; inland printed matter and newspaper mailing.



Newspaper wrapper (Tann - 02.05.1957) 5 Rappen brown; Inland printed matter and newspaper mailing.



Newspaper wrapper (Sargans - 27.05.1950) with missing brown color 'ALBINO' only embossed flower: 5 rappen; inland printed matter newspaper mailing.



## 1.2 Meet her family and close ones

size and shape changes

The plant's size and flower shape (woolly thick to tight fine) can also vary greatly depending on where they reproduce; from region to region.

From 1955 issue 5 rappen with text printed above embossed imprinted postage stamp.

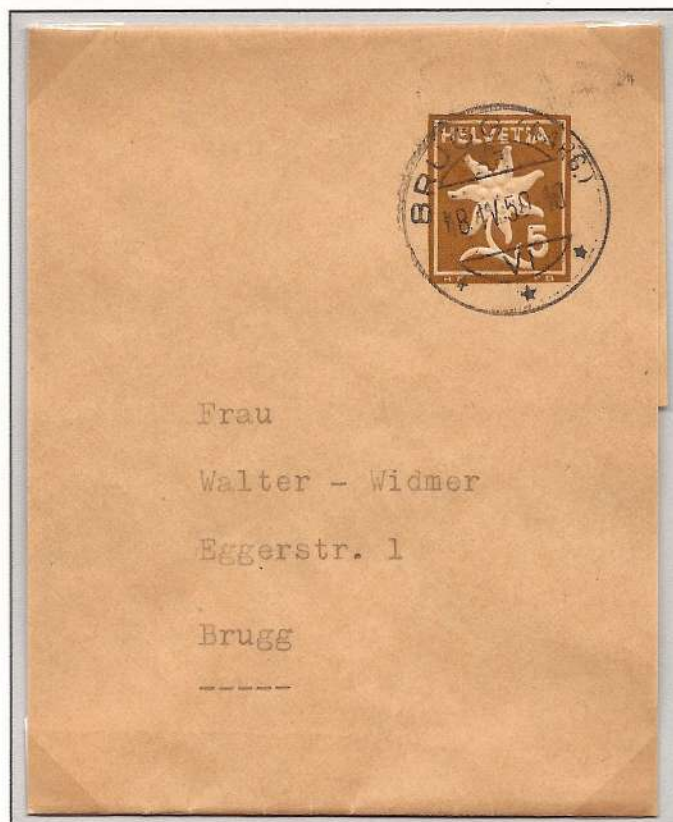
Size: 89mmx 330mm.

Color: brown.

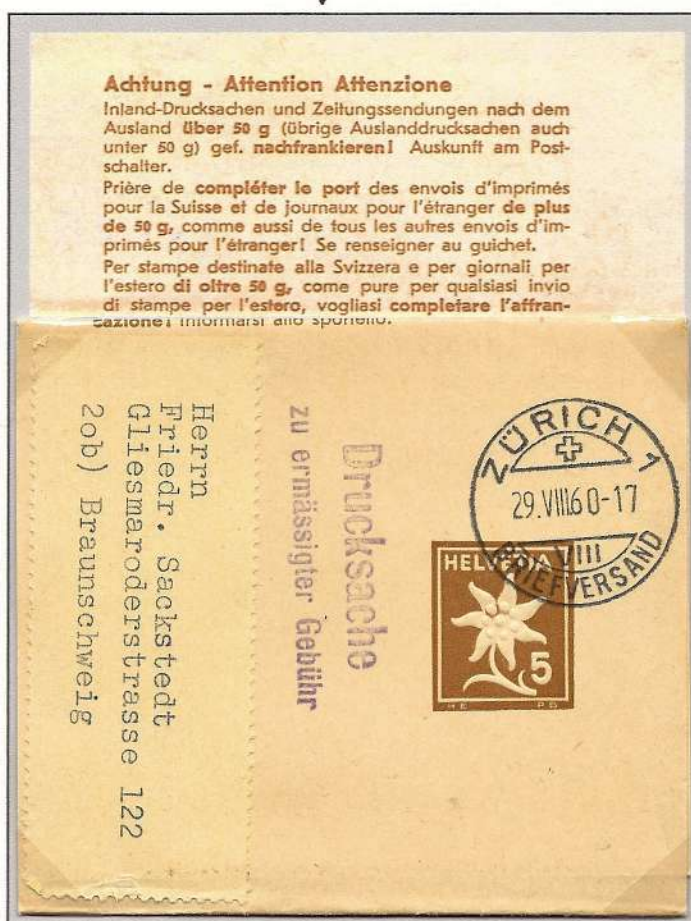
From 1959 issue with text printed above imprinted stamp without dash between 'attention' and 'attenzione'.



Newspaper wrapper (Zurich - 22.10.1960); 5 rappen; inland printed matter newspaper mailing. **With dash** between 'Attention' and 'Attenzione' in accompanying text.



Newspaper wrapper (Brugg, Aargau -18.04.1959) 5 rappen brown; inland printed matter newspaper mailing. Paper color: dark brown



Newspaper wrapper (Zurich- 29.08.1960): with variety over inking color brown in embossed flower; 5 rappen; inland printed matter newspaper mailing. **Missing dash** between 'Attention' and 'Attenzione'.



## Everywhere, but mountain high...

### 2.1 ... is where she grows ...

next to the glaciers



Chocolate collectible card from Peter, Cailler, Kohler & Nestlé (1927-serie 88 no 8)  
French name: 'Etoile des Glaciers'



Emergency money (Innsbruck, Austria - 1920) numbered  
Zuckerhütl mountain (3.505 meter) in South Tirol at border of Italy



The biotope where edelweiss thrives is the high mountains on rock faces and on the side of a glacier, southern and grit slopes at high altitudes of 2500m to 5200m.

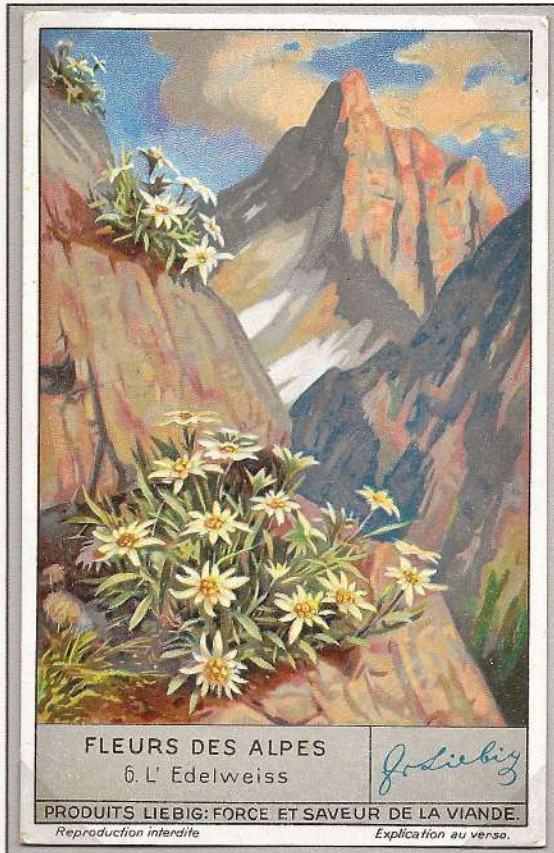


Where they are buried under snow two-thirds of the year and where even in summer the air temperature there drops below zero.



Post card divided address lines (France - 1946) publisher: Oddoux, Grenoble  
edelweiss in front of glacier de la Pilatte





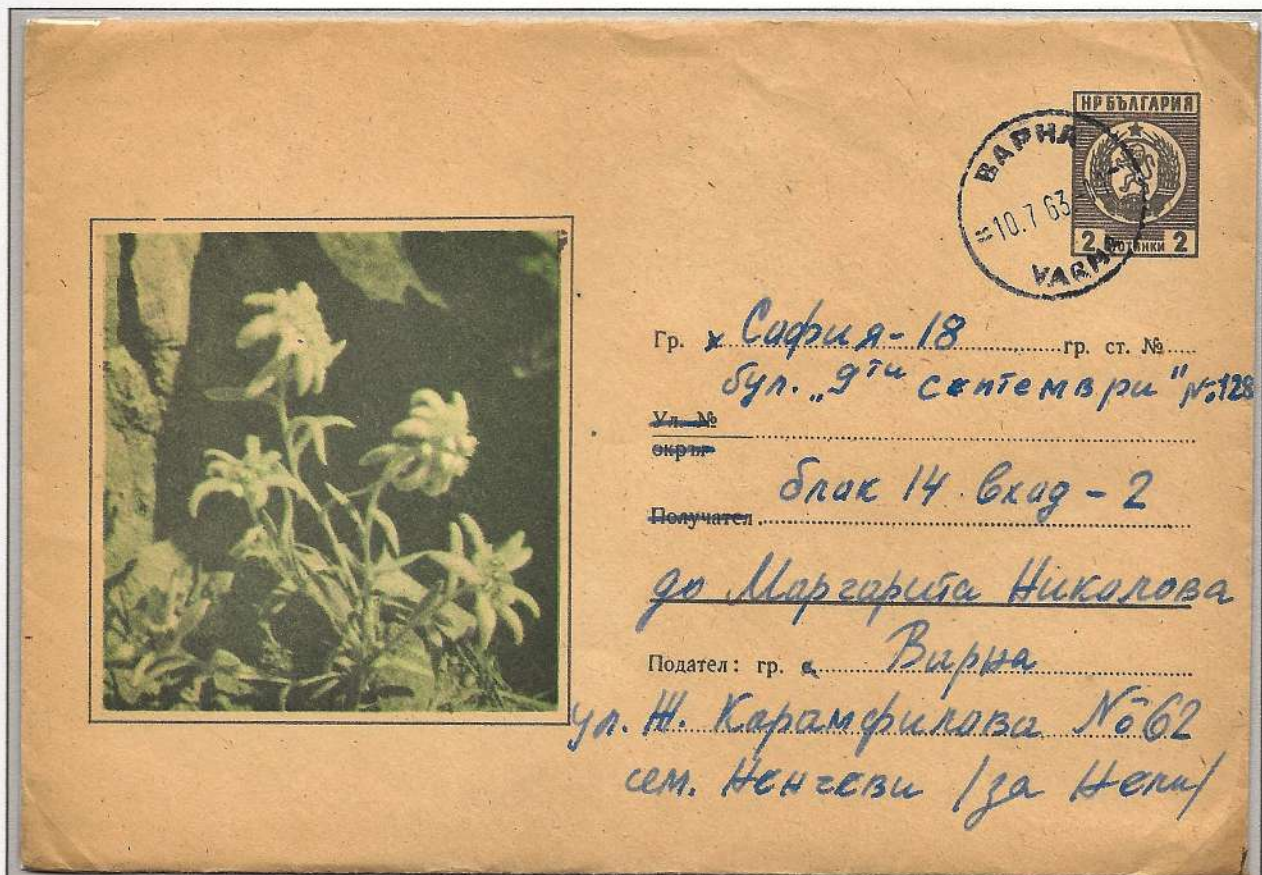
Liebig collectible card (1936)



Meterstamp machine model Komusina T&N type A (Austria - 1941); Black meter stamps in response to red meter stamps that was considered as advertising mail; black was considered more personal. This meter stamp type was used period 1935-1944. Black company meter stamp mounted on a special device piercing the stamp centrally and stuck it at the same time on cover.

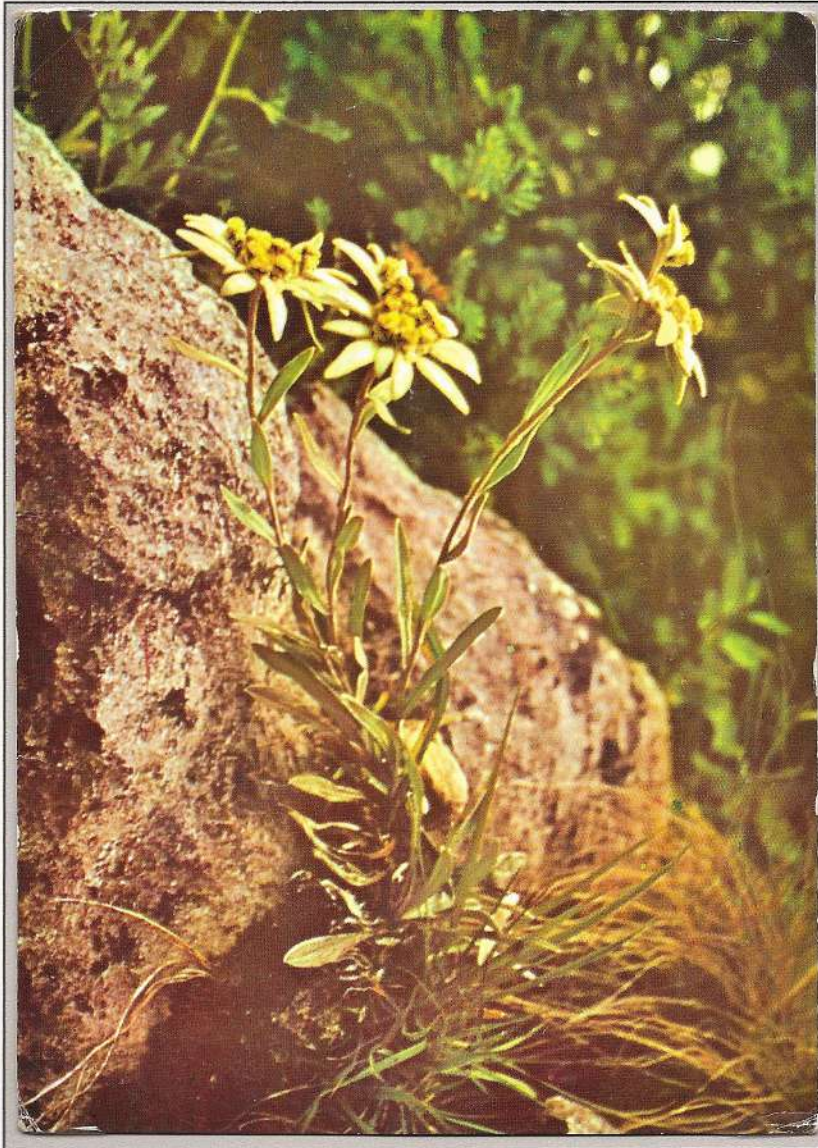


The flower requires a dry, poor, stony and calcareous soil of pebbles and grit, which must be very well drained, especially in winter, and be able to be protected by snow in severe frosts. In summer, they tolerate a lot of sun, when it wants to luxuriate in the light to the maximum, making them optimally white.



illustrated postal stationery (Bulgaria - 1963)





Propagation is by means of very fine seed, which germinates best 'in the light' (exposed). Wind and rainwater disperse the seed. The edelweiss is a cold germinator; the seed for germination needs a cold period and will germinate quickly due to the warming of the sun.



Vignette Payment stamp 5 gr (Austria - 1937) Fuschertörl-Pfandscharte Gletscherweg A.V.S. (Alpenverein Südtirol) Zell am See Salzburg

After a few weeks, they are already several centimetres in size. Since the edelweiss is a perennial plant, 2 to 3 years, splitting or dividing is also a common method when cultivating it.



Picture postcard; publisher Tellko from Aarhus, Denmark - split - sent 1952





coca-cola pin (1992)

Matterhorn (Zermatt)



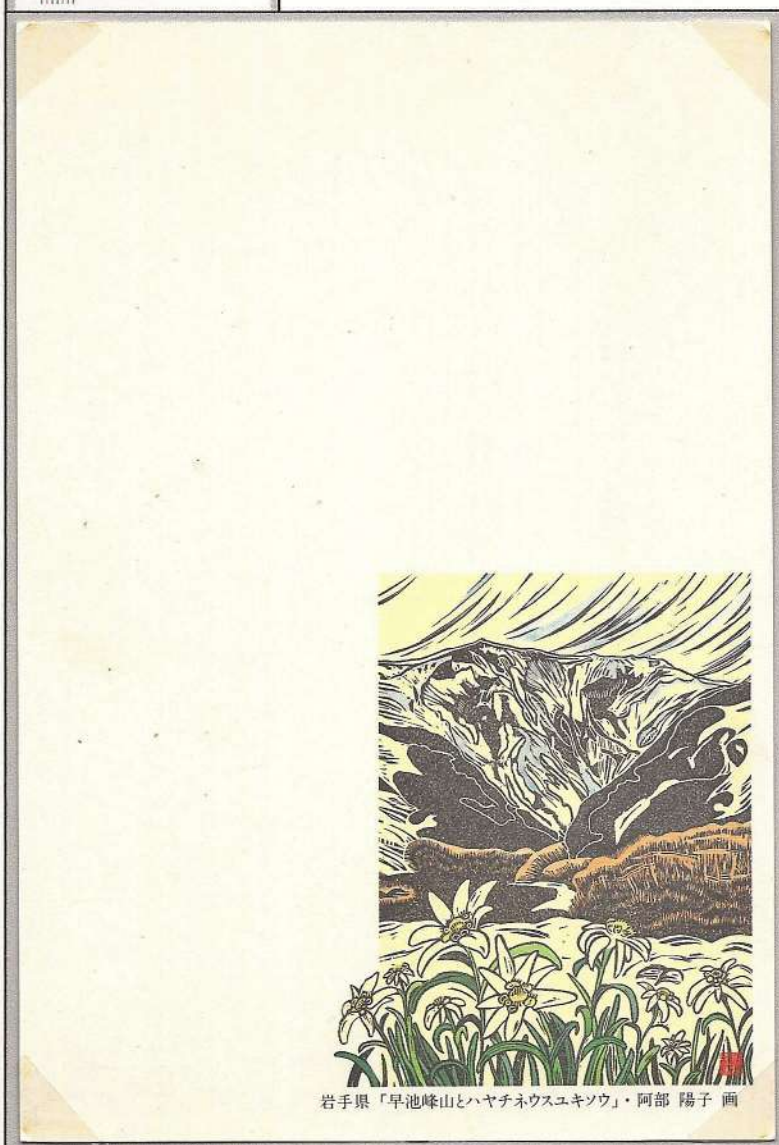
Model Postalia "D2/D3"; tariff printed matter (Germany - 1965)

travel agency

To ensure optimal reproduction and flowering, the wind may have free rein, the sun may shine heavily, atmospheric pressure may be low and humidity changes may be extreme.



It is for this reason that the high mountains are its distinct biotope.



Echo-card (Japan – prefecture Iwate)

Mountain Hayachine en Yukisou



Collection card from series Alpenfora, series 34 - bild 3 accompanying newspaper "Berliner Morgenpost"; (Germany - 1903)

"The higher, the prettier" the ideal conditions in the case of edelweiss, to keep her beautiful and radiantly white.



The flower's roots are in the high mountains of the Himalayas. From there, a branch is said to have branched off into China and Japan.

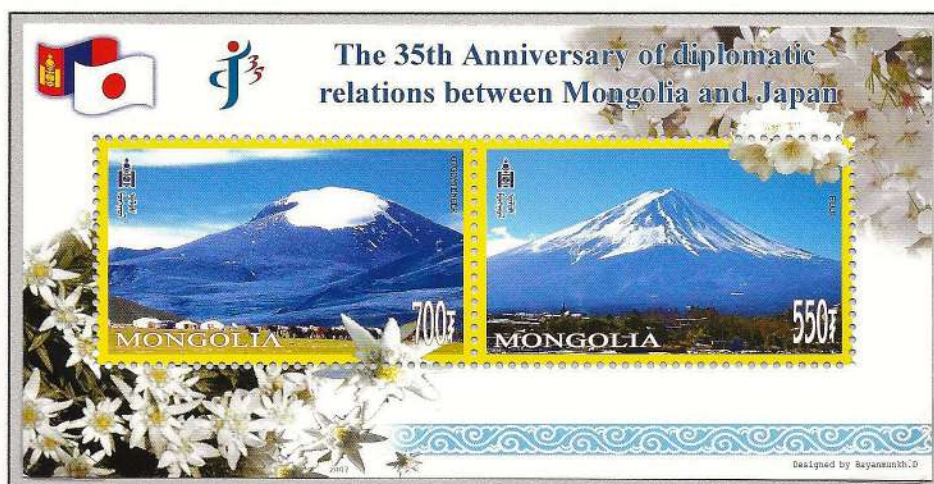


Silver coin 500 TENGE met Ag 925 31,1 gr  
(Kazakhstan – 2007)

*Leontopodium fedtschenkoanum*



The main branch located in Mongolia, Kyrgyzstan, Tajikistan and Kazakhstan are so abundant that they are not even rare there, so they are described as "meadows of Edelweiss".



Tajikistan Artuch  
Mountaineering  
Tourism

Another branch of the edelweiss family has descended to all the high peaks of Eastern Europe (Carpathians; Ukraine).

Beer crown cap (Ukraine-2005) ►  
Text "find white edelweiss,  
good luck"







back "WZÓR" = proof



color yellow missing

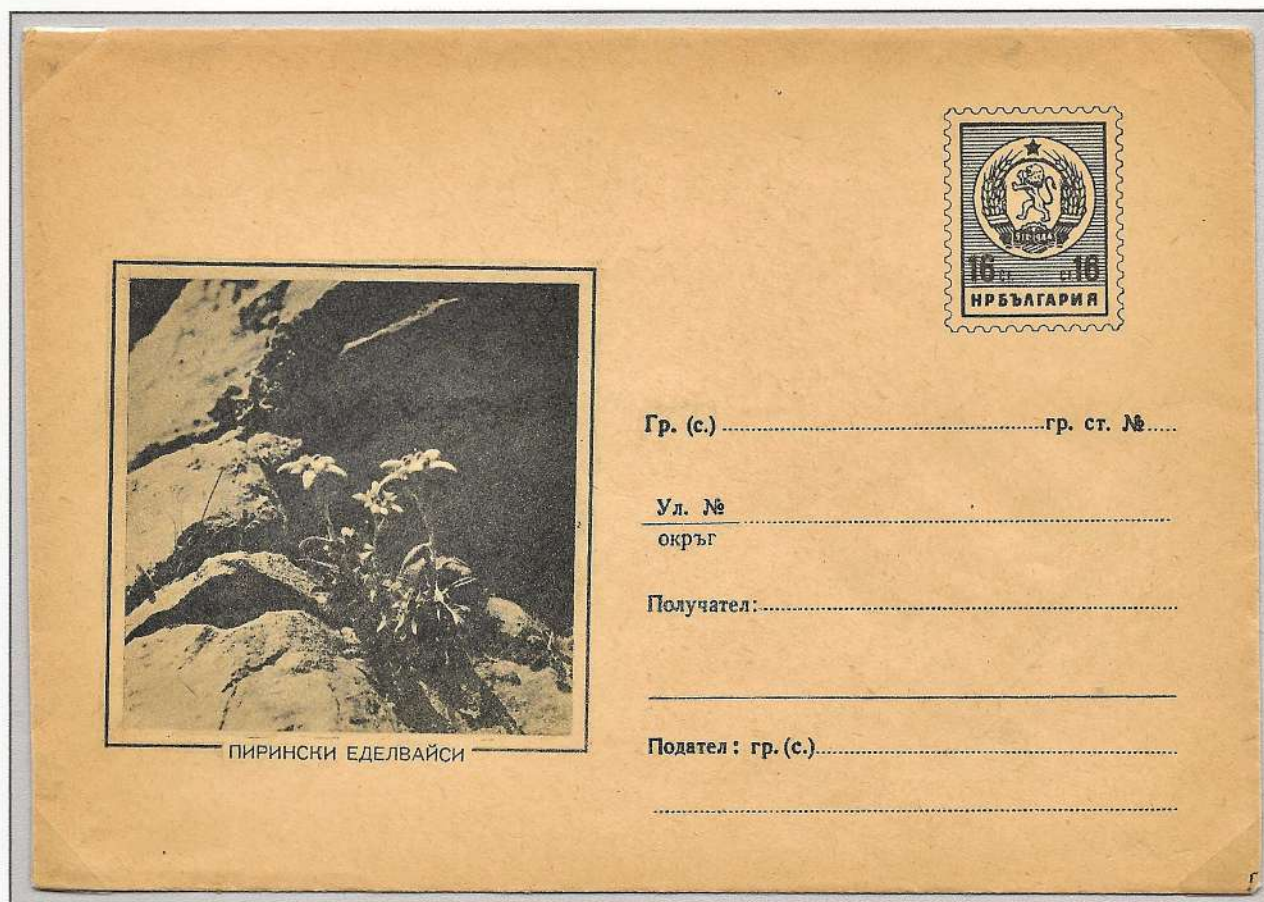
color yellow printed  
upside down (signed: Schmutz)

In eastern Europe, especially in the high mountains (Carpathians) stretching from Poland to Bulgaria, the flower has been able to spread.



Zakopane; tourist resort in Tatra mountains

In parks and reserves, they are now protected against the tourist picking fury.



Illustrated postal stationery (Bulgaria – 1960)

text translation: Edelweiss van Pirin





One of the most distinct national parks located in the high mountains of Eastern Europe is the Tatransky Narodny Park with foothills from Poland to Romania.



◀ Die proof

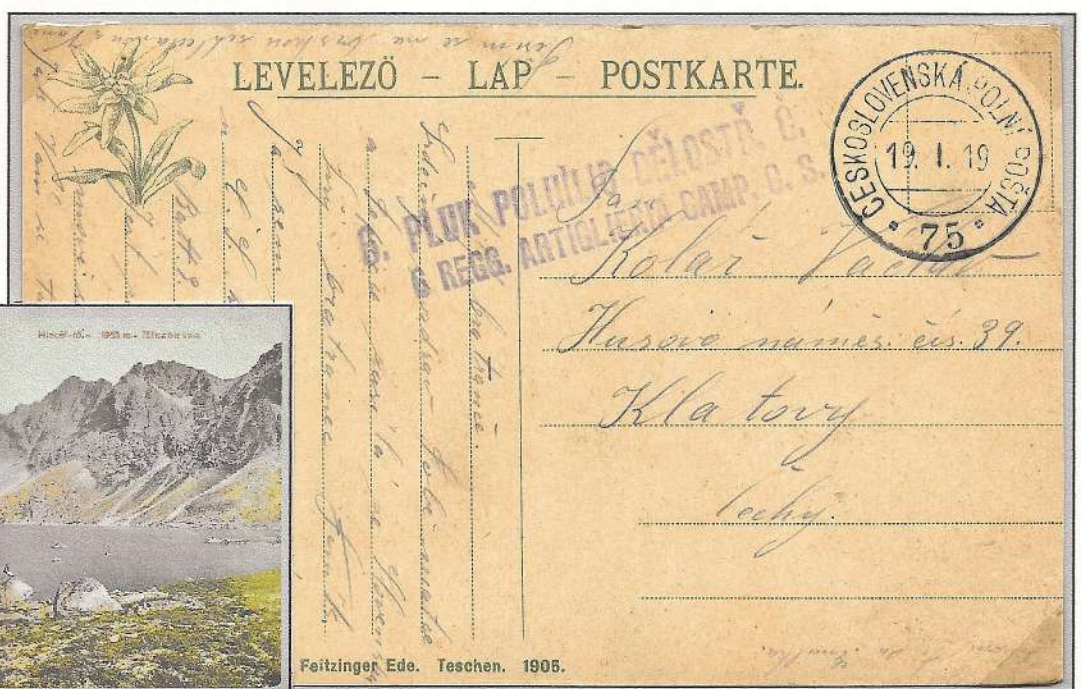
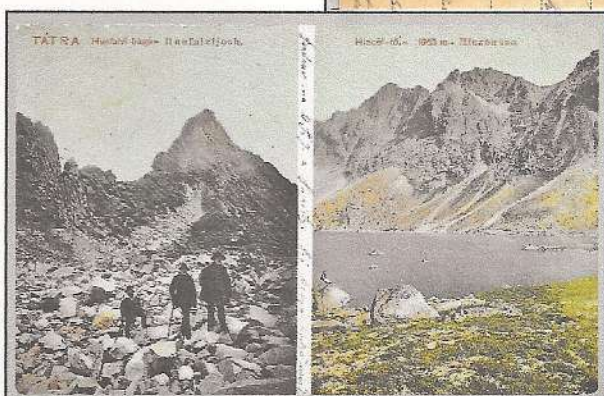


censored postcard (Slovakia - WWII)

text stamp: Kvetý Tatier= flowers of Tatra

The park provides protection for many endangered fauna and flora, including the edelweiss.

postcard (Czechoslovakia – 1919) sent franchise military – divided back – publisher Feitzinger Ede No. 835. Autgr. 1905. ▶



Tatra Mountains, High Tatras, Vysoké Tatry: Hunfalvi Pass and Hinzensee Lake

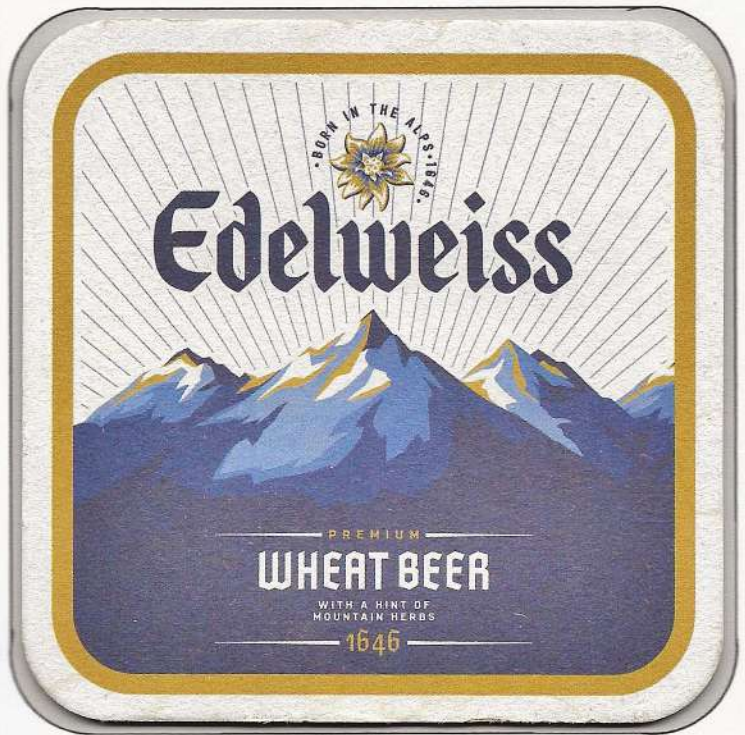




The Alps, the high mountains of Central Europe, stretching ....



Helvetia not accepted issue proofs (Switzerland - 1910)



beer card (Salzburg, Austria)

Alps



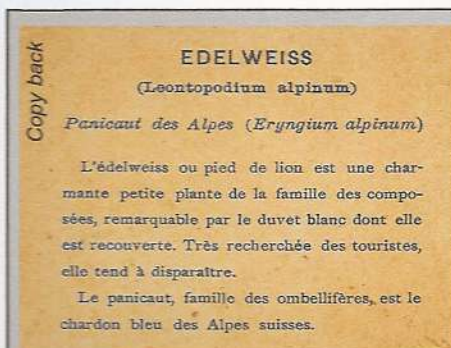
Embroidered badge (France - 1980)

Ski resort in French Alps

... across Austria, Slovenia, northern Italy, southern Germany, Switzerland and France, where the edelweiss is well distributed.



It is unclear since when the edelweiss spread there and how it ever got there.



chromo lithographic trading cards issued by French confectioner Louit-Freres & Cie. as promotional items for Chocolat - Louit. (France - 1900-1909)

Text verso "edelweiss or lion's paw is a charming little flower...in the Alps"





This national park is home to Austria's highest mountain the Großglockner (3,798 m) and its largest glacier, the Pasterze.

Opened back in 1935, the Großglockner Hochalpenstraße is located in the heart of the Hohe Tauern National Park, which, at 1,800 square kilometres, is the largest national park in central Europe. The 20-km trail, up to 2,500 metres above sea level, passes through several vegetation and climate zones.



On the Hochalpenstraße is the Edelweißspitze (2,571 m), the highest point, with stunning panoramic views of more than 30 peaks above 3,000 m. The road to this Edelweißspitze is called ... Edelweißstrasse, which is about 2 km long. At the top, you can relax in the Edelweißhütte.



Postcard – Publisher: Monopol  
(Innsbruck, Austria - 1961)

Edelweißspitze in front  
the Edelweißhütte



Pay token (Austria)  
Edelweißhütte



Perhaps not the rarest flower in the Pyrenees, but it's not like you come across her everywhere.



The most famous region where you can find her is in the parks located between Candanchu and the Benasque valley, and especially in the remote and elusive places.

Triangular flag  
Spanish territory  
Candanchu  
edelweiss in the  
Pyrenees



edelweiss in the Pyrenees



Cycling club Edelweiss from  
region Candanchu

In Spanish, the edelweiss has the wonderful name 'la flor de las nieves' or freely translated 'the flower of snow'.





Magazine wrapper printed to order (Switzerland - 1915) - returned because not accepted magazine "Der Schweizer Pflanzen-Freund" of horticultural company with the same name retail chain selling edelweiss.



Military post card sent postage free (Austria - 1918)

border of edelweiss and Gentian

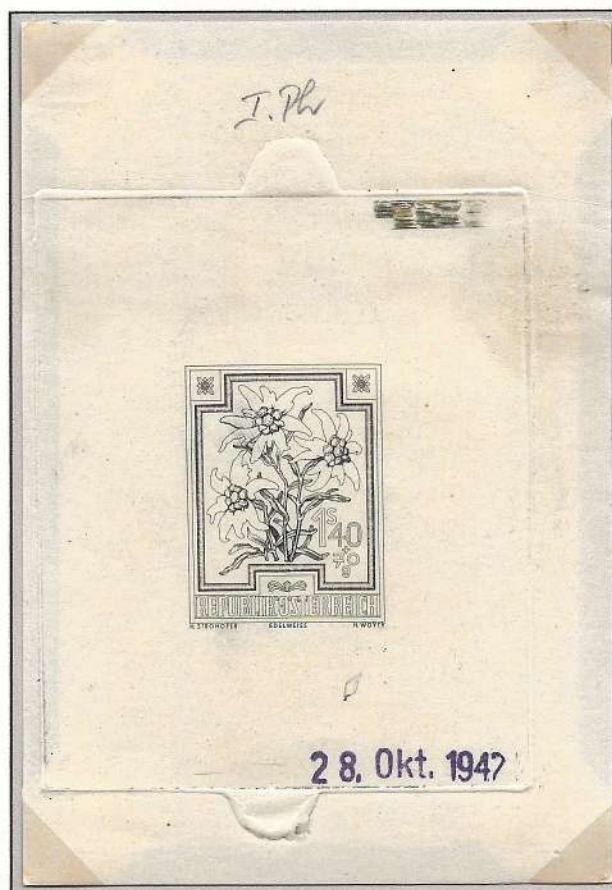
Fortunately, retail chains and horticultural companies have managed to satisfy the hunger for this little flower edelweiss. Supply it to souvenir hunters and tourists so they have endless access. That way they can purchase and have a border of edelweiss in their little garden.





information plant label (Belgium - 1997)

Retail chains and horticultural companies offer edelweiss in different forms; as a plant in a pot or in seed form.



Die proof 1<sup>st</sup> fase on gummed paper (Austria - 1947)



Exceptional printing variety at top left (cert)



Shifted orange print (cert)



Stamp booklet (Switzerland - 1979); mis-cut with depicted Austrian stamp with Edelweiss; German-language publicity



Die proof (cert)

Thanks to their offerings, you can again find the little flower during mountain hikes. But despite this, it remains a very rare plant.



## Why she needs protection?

### 3.1 It started with a legend ...

...of the snow queen

There are several legends or stories about the edelweiss. Usually there is a snow queen who plays the lead role.



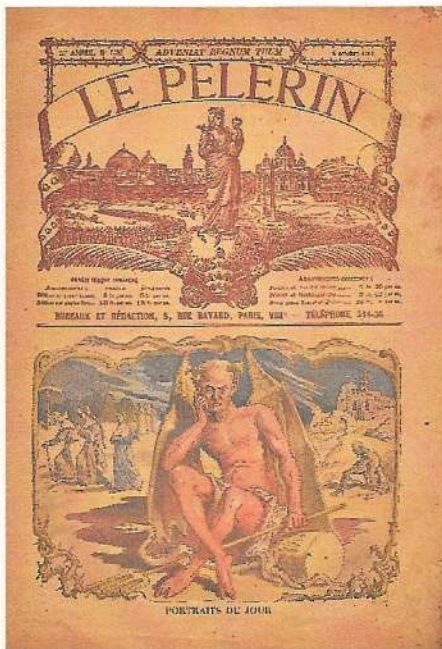
Hans Christian Andersen



Snow queen

Hans Christian Andersen's story of the Snow Queen is said to be based on the Swiss legend of the edelweiss.

The legend of the edelweiss describes the life of a snow queen who lived on the highest and loneliest peaks of the Alps and over a tear - which she shed for a young mountaineer she loved but was killed by her trolls - fell on a stone and turned into the tiny flower, edelweiss.



Copy cover weekly magazine *Le Pelerin* (Parijs 1901)

### LA LEGENDE DE L'ÉDELWEISS

La charmante fleur étoilée l'edelweiss, que les préférences d'une impératrice mettent à l'ordre du jour, ne fleurit que sur les roches les plus âpres et les plus desséchées de la Suisse, c'est à proprement parler la floraison de la pierre.

J'ai recueilli ces fleurs sur les plus hautes cimes,  
Près des nuages, sur le bord des noirs abîmes,

écrivait ces jours-ci Carmen Sylva, en déposant une poignée d'edelweiss sur le cercueil de l'impératrice d'Autriche.

Voici la légende qu'une Suissesse a racontée à un voyageur pour expliquer la merveilleuse éclosion en forme stellaire :

« ..... A l'époque où Jésus naquit à Bethléem, la fameuse étoile des Rois Mages, après avoir conduit au berceau divin les trois souverains de l'Asie mystérieuse, n'avait plus qu'à se retirer, sa mission terminée. Mais où se cacher ? Dans le ciel, elle eût éclipsé toutes ses rivales, et de nouveaux mages, trompés par sa lumière, auraient encore attendu un autre Messie. Elle fut forcée de chercher un refuge sur la terre. Longtemps elle erra par-dessus les continents et les îles, voulant trouver une contrée parfaite. Par une nuit de mai, elle aperçut les montagnes de la Suisse, ses vallons aux pâturages paisibles, ses villages aux habitants dignes et modestes, et, se divisant en une infinité d'étoiles filantes, elle descendit sur la cime des monts. Le lendemain, les pâtres et les chasseurs de chamois trouvaient, sur les pierres mêmes, des fleurs soudainement écloses, ressemblant à des astres de velours blanc.

» Voilà pourquoi l'edelweiss ne se fane jamais et porte bonheur à ceux qui le touchent. »

Malheureusement, malgré les édits vigoureux du gouvernement suisse pour empêcher qu'on l'arrache, l'edelweiss disparaît, et la protection même d'une tsarine n'empêchera pas ces étoiles filantes, qui ont si bonne origine, de filer de ce monde sub-lunaire. On les oubliera, et, quand un savant en retrouvera les fossiles, on les classera parmi les plantes préhistoriques.

*Le Pelerin* - 6 octobre 1901 - 25<sup>th</sup> year nr 1292 - appeared every sunday  
"legend of the Edelweiss" - star of Bethlehem

Another legend (see legend in 'le Pelerin') is that of the famous star in the sky that brought the three Wise Men to Jesus' cradle. When that task was over, it looked for a suitable place to hide. After many wanderings around the world, it found it upon seeing the mountains of Switzerland, its valleys with peaceful meadows, its villages with dignified and humble inhabitants. Dividing himself into an infinite number of shooting stars, he descended to the tops of the mountains, disguising himself as an Edelweiss and hiding in unreachable places.

Yet shepherds and chamois hunters found the flower growing on the rocky outcrops, resembling stars of white velvet. This is why the edelweiss never fades and brings happiness to those who touch it or keep it.





### 3.1 It started with a legend ...

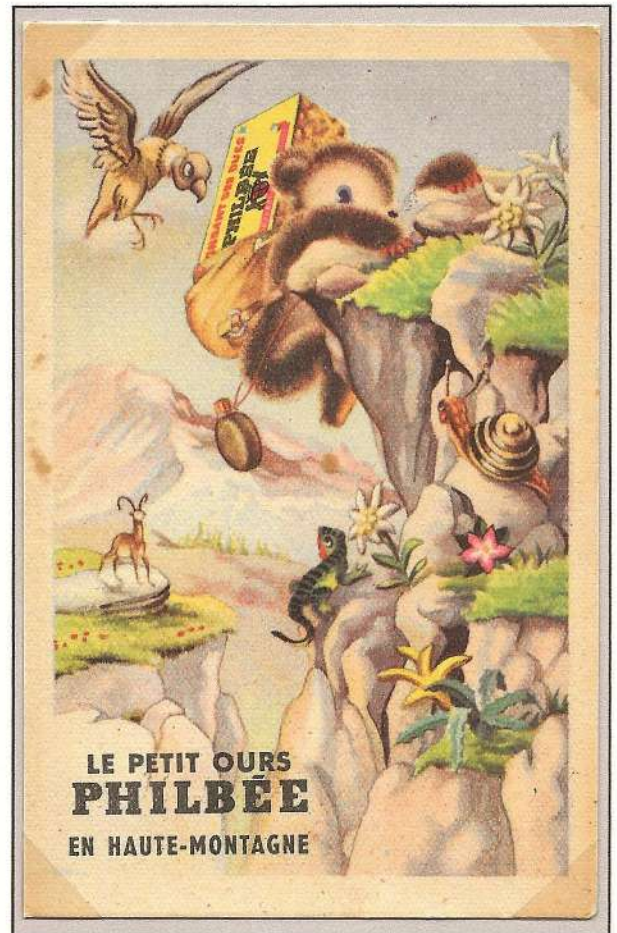
...and elusive places

The legend explains an ancient custom in the Alps in the 1800s, to prove their love, young climbers braved the steep and dangerous rocks to pick an Edelweiss for their beloved.



Collector's card cheese company F. Paul-Renard (Flogny la Chapelle, France - 1930) - distributed free when purchasing their cheese product.

**Text :** To pick an edelweiss! what risk do we not run.



Le petit ours Philbée - Dijon spice bread - c. 1930 - free collector cards distributed with the purchase of a spice bread.

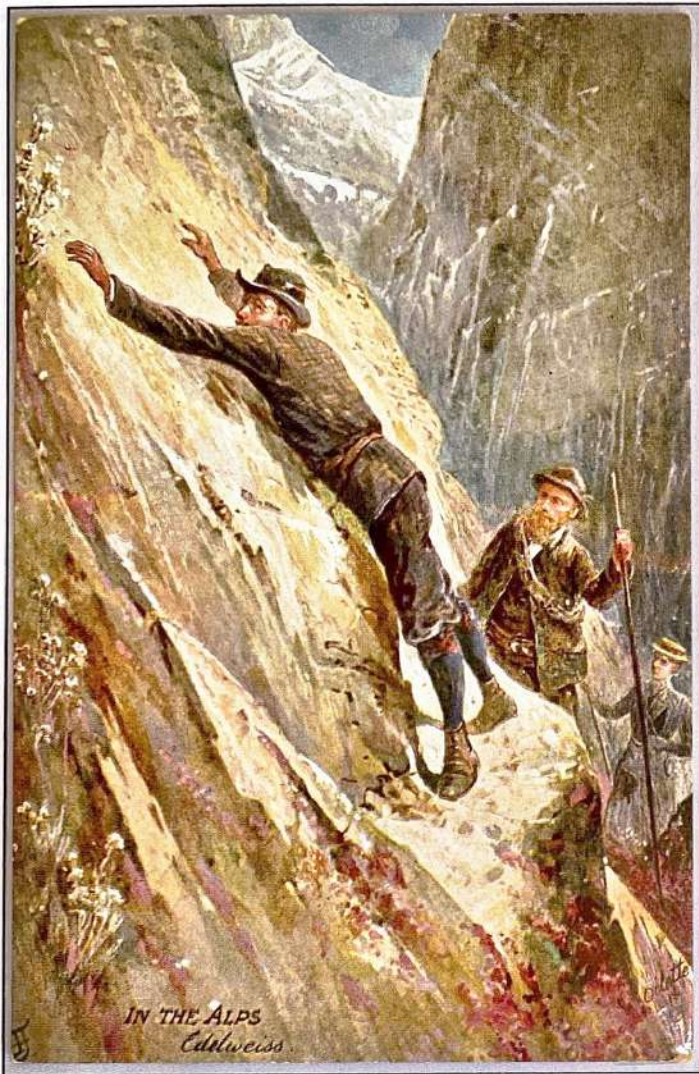
**Another little effort  
and you can pick an edelweiss**

The little flower grows on very steep and on high and inaccessible mountain slopes. Many mountain hikers lost their lives there trying to pick a flower.



Postcard printed to order issued by Privat City post München (Germany - 1897)





Post card - 1909 – dived back - publisher R. Tuck & Sons  
at the risk of their own life

A pendant with a real edelweiss is very kitsch. Was probably sold as a souvenir, if you couldn't or weren't allowed to pick edelweiss.



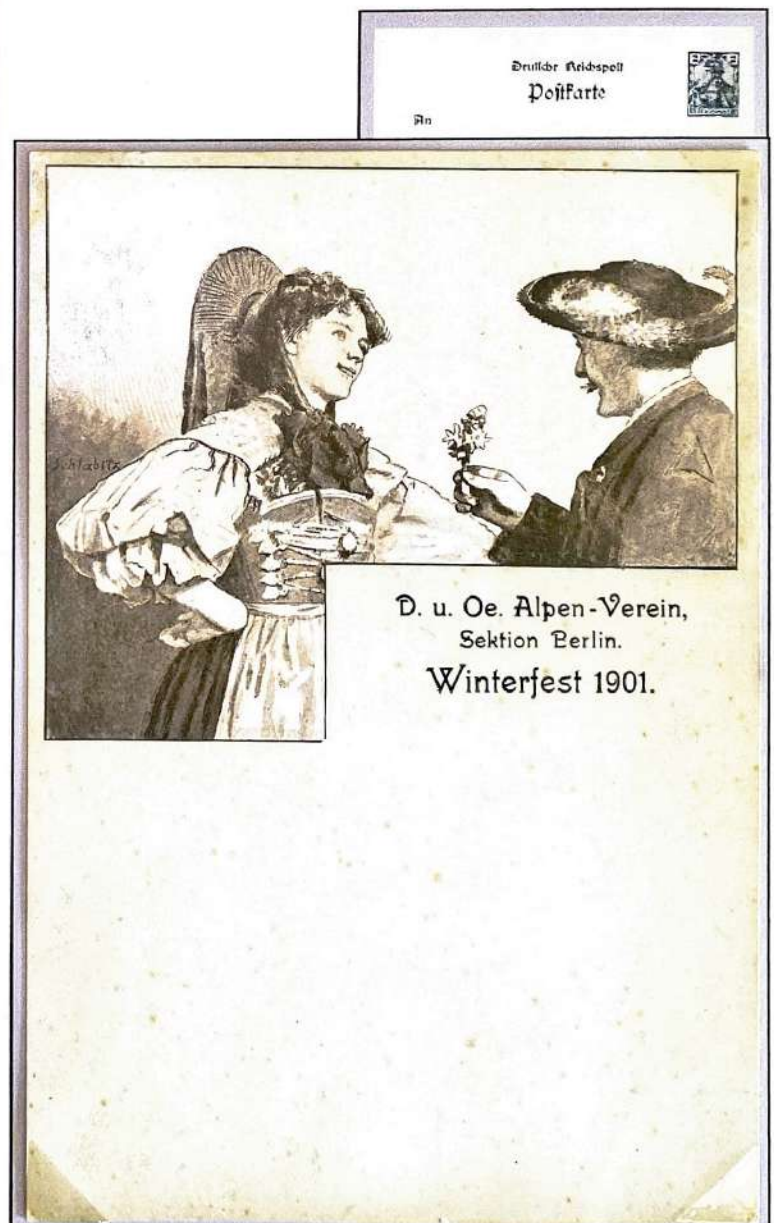
Old pendants  
with dried  
edelweiss  
flower

Not all mountaineers in love survived this 'test of passion' which, due to its tragedies and dangers, became increasingly popular, becoming a legend. But if you came back alive with an edelweiss, you could prove your love.

With an edelweiss flower in their possession, lovers could strive to make their love last. The quality that an edelweiss could last a long time and not wilt was linked to the hope that the relationship would also last and not perish.

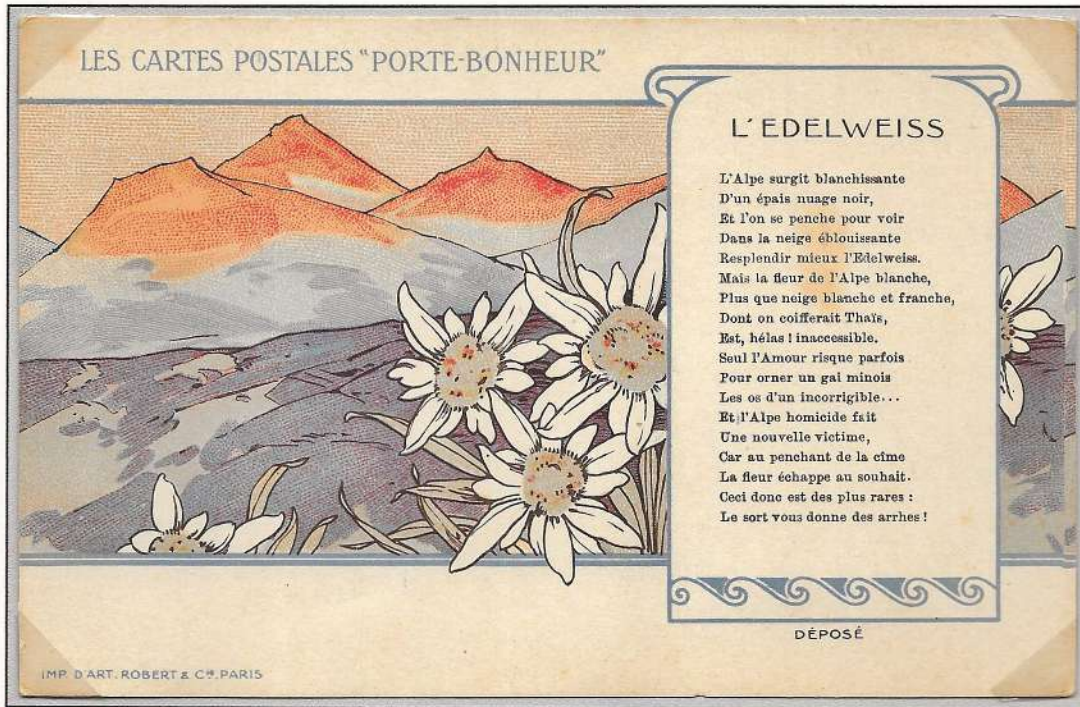


They were commonly kept in lockets and pendants.



Post card printed to order - Berlin - 1901 - D. u. Oe. Alpenverein  
Man gives edelweiss to his partner after his trip





▲ postcard "Porte-Bonheur" (France - ca 1907) – divided – from series with multiple lucky charms

The 'Porte-Bonheur' (lucky charm) with edelweiss believed to protect against misfortune in love. And especially that love does not wither away like the noble property of the edelweiss.

In times of war, many postcards with real or printed edelweiss on it were sent to and from the front to give the soldiers a sense of protection or the soldiers' loved ones their love.



▲ Field postcard military franchise to Brno in Morava, currently Czech Republic (Field Post 100 - 1916) Military in Austro-Hungarian K.u.K Landwehr-Infanterie-Regiment Brunn Nr. 14. Formed since 1 May 1889 from several battalions from Brunn, Iglau and Kremsier.



▲ bookmark with well-preserved edelweiss and Enzian as "Porte-Bonheur" (Austria - ca 1970)

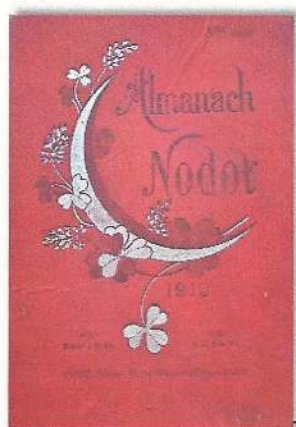




Illustrated inland postal stationery (11 sit = slovenski tolar)

protected in Slovenia since 1896

At an international conference of Alpine societies in Obwalden (Switzerland) in 1878, in cooperation with the governments of Austria, Switzerland, Italy and Germany, the edelweiss was protected by law in much of the European Alps. Other countries followed later such as Slovenia in 1896.



Almanach (calendar) Nodot 1910; 16p (France) cut-out notification on 13.09.1909 its protection



Almanach (calendar) Vermot 1953; 220p (France) cut-out protection edelweiss since 1901 in France





Hand colored stereo picture card series VI. 'in the field and the forest' nr. 4703 (Germany - 1885)

Picking Edelweiss at early age on



The edelweiss was threatened with extinction early on, mainly because the flower was picked massively by many tourists. But local customs by locals in the late 19<sup>th</sup> century were also behind it.

Flower picking became a hype, threatening its survival, and alpine associations started awareness with conservation.



Postcard printed to order (Bavaria - 1898)

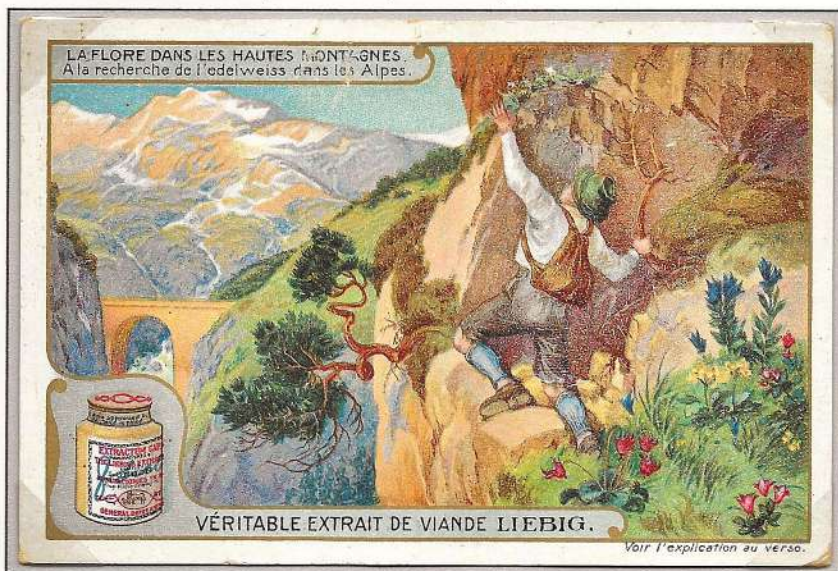
picking Edelweiss expressing their love





Banknote 20 RM (German Empire - 1939)

Lady holding plucked edelweiss



Apparently, it is still not widely known by tourists. There are hefty fines if one is caught picking (in life-threatening conditions), destroying or even possessing them.

However, these laws or regulations have been in force for more than 100 years.

◀ Liebig collector card - 1910 - distributed for free when purchasing meat extract product  
life-threatening conditions



postcard printed to order  
(Dusseldorf, Germany - 1902)

Prohibited act:  
picking edelweiss





Cinderella (Germany – 1910-1930)  
Text: Protects the alpine flora



Photo essay not issued stamp (Germany - 1969)

protect the nature

However, tourists and locals are informed in many ways that it is forbidden and damages her and the nature.

**Halt!**

**pflücken verboten!**

aber photographieren  
mit der **LEICA** gestattet

und empfohlen, da Großaufnahmen wirksam und überzeugend sind. Mit der LEICA ist dies so einfach. Bis auf einen Meter an das Objekt heran kann man ohnehin. Noch näher gehts mit dem Nahelinstellgerät Nooky, das Sie im Bilde sehen. Dieses gestattet eine Annäherung bis auf 44 cm, und trotzdem können Scharfeinstellung im Distanzmesser und der Bildausschnitt im Sucher richtig kontrolliert werden.

Verlangen Sie Prospekte über Leica und Nahelinstellgerät.

**E. LEITZ, Optische Werke, WETZLAR**  
Vertr. d. Abt. Photo: PERROT A. G. Biel



St. Andrew's Cross (Germany - 1975) invalidate stamp by postal administration

Don't damage the  
edelweiss

Not only Leica, photo camera manufacturer, but also other frabrikants spend a lot of marketing resources to inform their customers of this. On stamps, of course, they don't miss an opportunity either.

◀ Leica publicity postcard - 1994 - reproduction of publicity from a magazine published in 1940

Halt - picking is forbidden! But  
photographing is allowed.





gentian



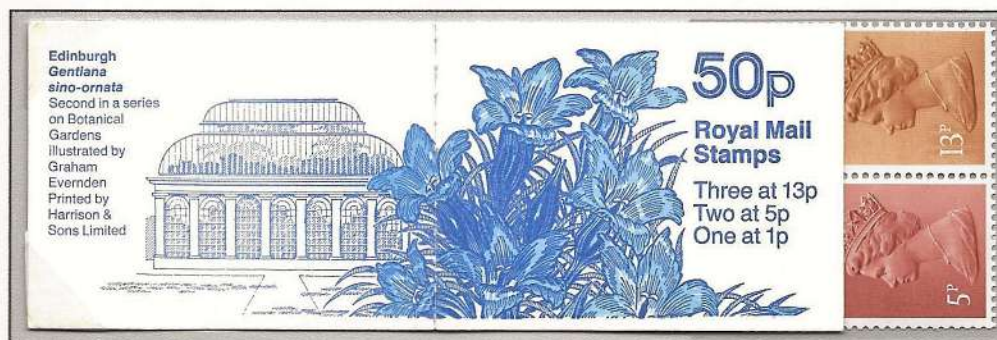
gentian and edelweiss

*Gentiana lutea* L. (Gentianaceae) is an herbaceous perennial plant native to the mountains of Central and Southern Europe, where their typical habitat is cattle grazing pastures.

Gentian roots are widely used in bitter beverages, in food products and also in traditional medicine to stimulate the appetite and improve digestion. Such uses have generated a great demand, so that more than 1500 tons of gentian root is produced from 6000 tons of the wild stocks every year.



gentian



gentian

The increasing demand has raised concerns about the species' extinction, and for this reason, gentian is protected by law throughout Europe.



Emergency Money Lunz an See 10 Heller (Austria - 1920)

gentian and edelweiss



Play card

gentian





◀ post card printed to order (Austria - 1912) issued due to flower day in Innsbruck  
 Bouquet including alpine rose, edelweiss and orchid

The small-leaved alpine rose is a protected plant, but not in all countries. In Switzerland, for example, it is not protected. The alpine rose has nothing to do with the rose family, but belongs to the family Ericaceae. It grows on the upper Alpine slopes. The shrub reaches a height of about 1 metre. It is extremely poisonous to cattle, which is why farmers destroyed it to protect their cattle.





### 3.3 She got almost exterminated ...

also the beaver and the mountain goat



Beaver and edelweiss



gentiana, edelweiss and capricrone

The edelweiss, the beaver, the capricrone (mountain goat), the gentiana and the alpine rose were protected along with it at the time.



Lottery ticket national lottery region Grenoble (France - 1956)

mountain goat and edelweiss

One thing is clear, there is still a ban on destroying or picking flowers and hunting these mountain goats. they should be protected from the destructive behaviour of the tourist or the hunter's urge to hunt.



Privat City post Courier (München - 1897) congratulations stationery

mountain goat and edelweiss





postcard printed to order (Germany - 1911)

D.u.O.E. AV. in centre of the flower

One of the oldest and most famous association is the 'German and Austrian Alpine Association', which has been in existence and active since 1874.

As a logo, the abbreviation D.u.O.E. AV. in the centre of the edelweiss.



Advertising poster stamp ca 1900-1915  
German-Austrian Alpine Association



This association was a joint venture with the German 'Alpenverein', which was founded in 1869, and the Austrian Alpine Association.



▲ cover membership card

◀ inside membership card of German and Austrian Alpine Association with





150 year Austrian Alpine Association



Austrian Alpine Association - Section Reichenau 1993

The Austrian Alpine Section exists since 1862, making it the first alpinist association in continental Europe.



Model Francotyp-Postalia "T1000" (Austria - 2003) Austrian Alpine Association section Innsbruck

Many local branches were founded over time and all are part under the umbrella 'German and/or Austrian Alpine Association' (recognisable by the edelweiss symbol with D.Ö. AV. or Ö. A.V. ).

Der Absender wird gebeten, den stark umrandeten Teil auszufüllen  
**Aufgabeschein**

Empfänger	Name	Postleitzahl	
	Bestimmungs-ort		
Wert	S	g	Nach-nahme
Postvermerke	<input type="checkbox"/> eingeschriebene Briefsendung		<input type="checkbox"/> Wertbrief <input type="checkbox"/> Paket
	Aufgabe-nummer	Gewicht	Name des Zeichners
		kg g	
	Gebühr	g	
	Besondere Vermerke		
Bitte Rücksendung an: <b>ÖSTERREICHISCHER ALPENVEREIN</b>			

661 011 500. GZ 27 349/III-41/81. - Österr. Staatsdruckerei. 5681 5 ads/0 5 4 3 2 1

Austrian Alpine Association Vienna celebrates 125 years in 1987



Austrian Alpine Association (Ö. A.V.); section Edelweiss and Wismeyerhaus in obertauern (1800m).

Their main goal is to inform the general public about all protected fauna and flora and how to preserve them.





▲ country game card (France)

Many affiliated hiking and mountaineering associations organise high-mountain excursions.



hikers

They often have an edelweiss as their emblem and it therefore appears on many announcements.

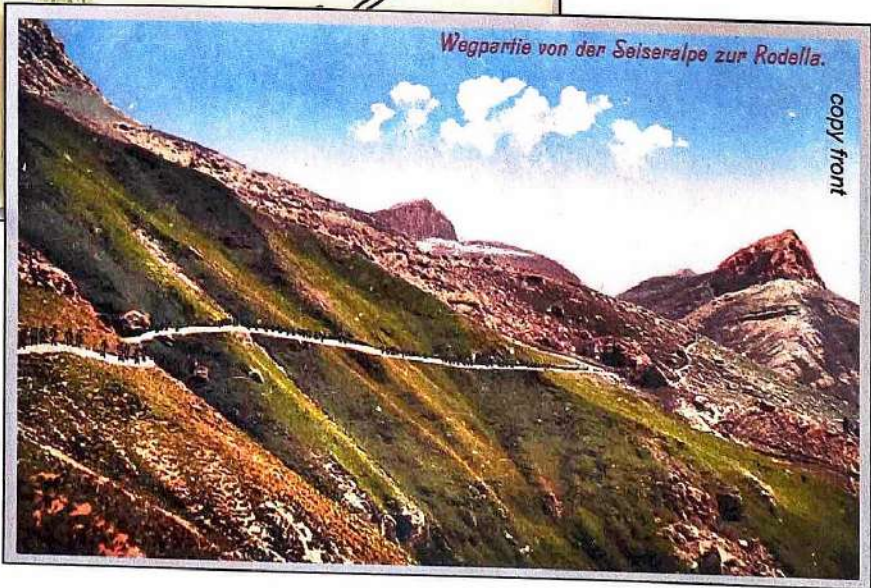
Souvenir medal (Germany – 1973) ►  
2nd European evening hiking  
Organiser Edelweissclub  
Hüttigweiler



Postcard printed to order (Austria - 1911)  
issued on the occasion of the reopening of the King-Friedrich-August-highway on the Seiseralpe.



mountaineers



copy front





The Carl-Ludwigs Haus, a member of the Austrian Tourist Club and located on the mountainside Rax-Alpe near the town of Payerbach south of Vienna, was a telephone and postal link. Some Edelweiss and Gentiana, protected flowers, adorn the front of the postal stationery.

Mountain huts in Austria, also known as "Alpenvereinschütten" or "Alpenhütten", play a crucial role in supporting outdoor activities, promoting social contact, protecting people in emergencies and preserving natural and cultural value in Austria's mountain regions.



Prochenberghütte in Ybbsitz



Mountain hut cancels from East Tyrol (1985) visited:  
Eissehütte (2500m)  
Clara hut (2038m)  
Bergersee hut (2180m)  
Bonn-Matreie hut (3371m)  
Essener u. hut (2208m)

Edelweiss central of which 3 logo's of D.A.V.  
One (left under) with gentian in the center



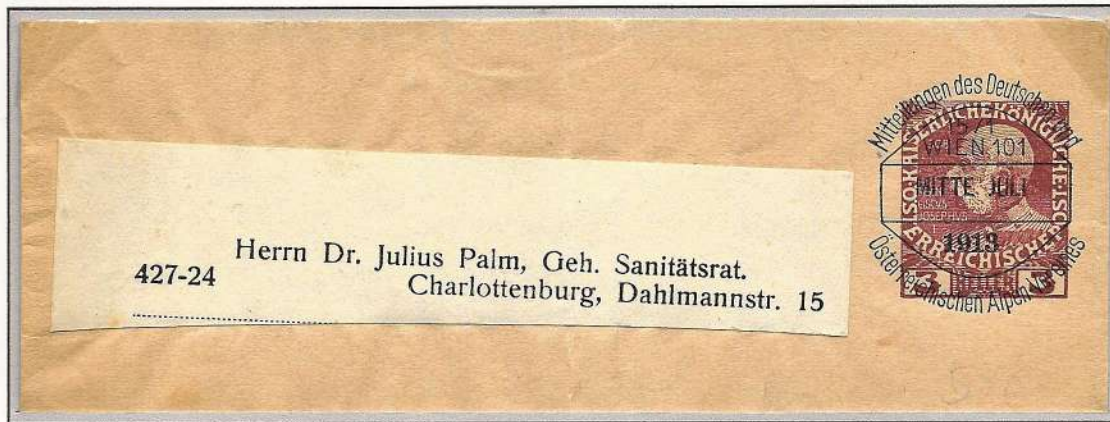


Friends of nature united



"Der Bergsteiger" is a magazine for mountaineers and skiers

When like-minded people are united, an entire organisation is installed in which ...



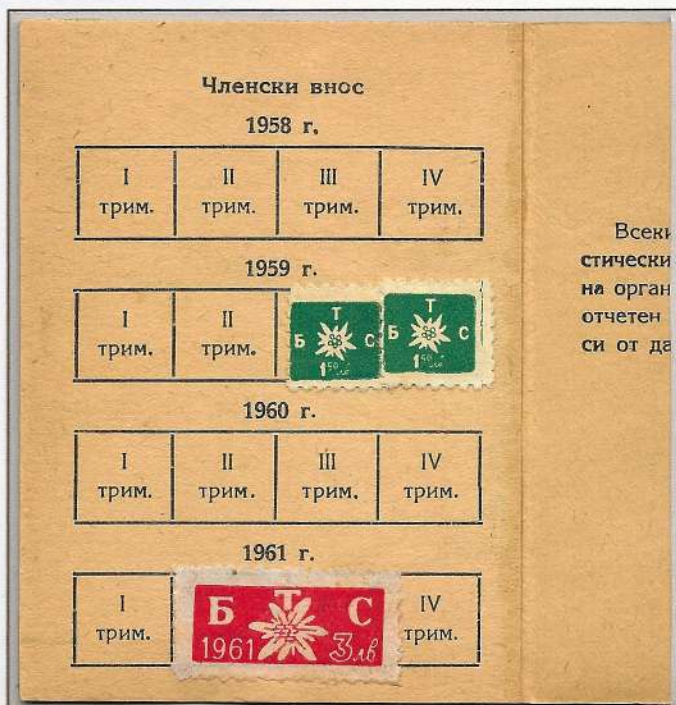
◀ Magazine wrapper  
postage-paid 3h  
pre-canceled  
Vienna 101 from  
D. u. CE. AV.  
(Austria - 1913)

... membership fees are charged for making and sending the magazine, as well as sending invitations for meetings and nature hikings.

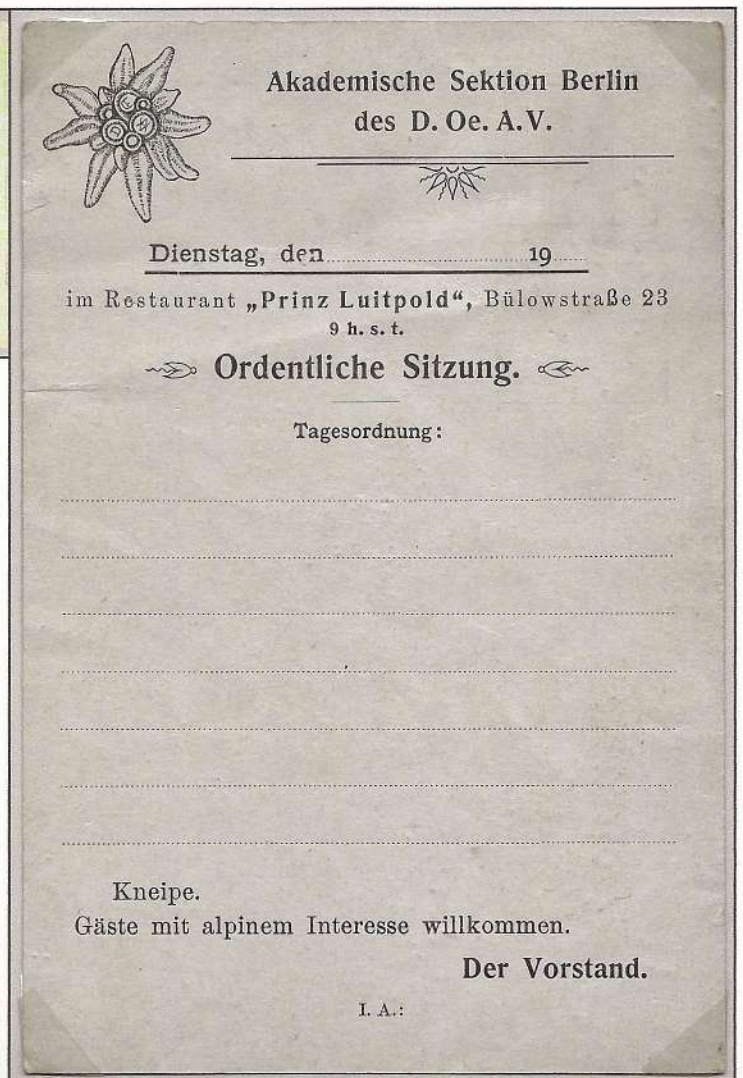


◀ Member card Bulgarian  
Tourist Unit (Bulgaria - 1959)  
with edelweiss cinderella ▼

Postcard printed to order  
(Berlin - 1903) ▶  
pre-printed meeting  
invitation



Всеки  
стически  
на орган  
отчетен  
си от да







◀ translated text:  
 Tourist, welcome in  
 the forest, throw  
 away your  
 annoyance and  
 hatred.  
 Learn from the laws  
 of nature, and grasp  
 the divine spark of  
 the virtue of love.



Bulgarian Tourist Board Membership 10st.  
 Fiscal Revenue Stamp (Bulgaria - 1966)

The associations organise trips into the mountains where  
 edelweiss can be found high up.

Postcard ▶  
 not divided -  
 lithography -  
 Publisher:  
 unknown  
 (Switzerland -  
 1902)



▲ copy front

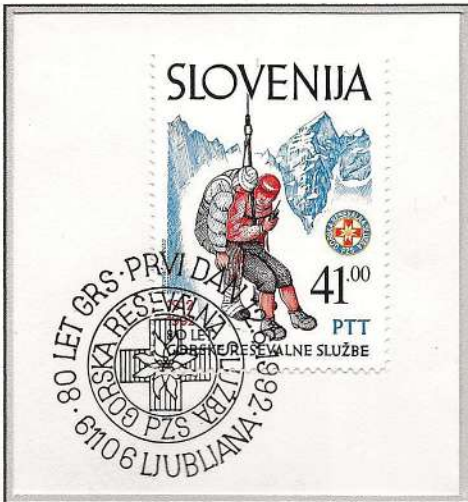
copy ▶  
 envelope

After which the tourist or association member shares his nice experience with a postcard or  
 telegram depicting an edelweiss on it.



telegram ▶  
 Send from Tarnow  
 (Poland - 13.06.1959)





The 'Österreichischer Bergrettungsdienst' (Austrian mountain rescue service), founded in 1896 after a rescue of some climbers and with the aim of organising training and collecting material. They have as their symbol a green cross with an edelweiss. Later the German and Slovenian Brotherhood followed with the same objectives, their logo being a red cross with an Edelweiss.



◀ emblem Carpathian  
Brigade of Border  
Protection Forces  
(Poland - 1990)  
Service ended in 1991.



In Poland, it is part of the military border protection guard. In Austria there is also mountain guard working together with the rescue service.

Hilfe und Schutz in der Not



TAG DER BRIEFMARKE 1991

Landesverband Bayerischer Philatelistenvereine e.V. im BDPH



Postkarte

Herrn

Benno Groß

Postfach 11 13

(Straße und Hausnummer oder Postfach)

8011 Kirchseeon

(Postleitzahl) (Bestimmungsort)



## She is a symbol for nobility and purity.

### 4.1 Many adore her ...

Kiekeboe and the Edelweiss pattern

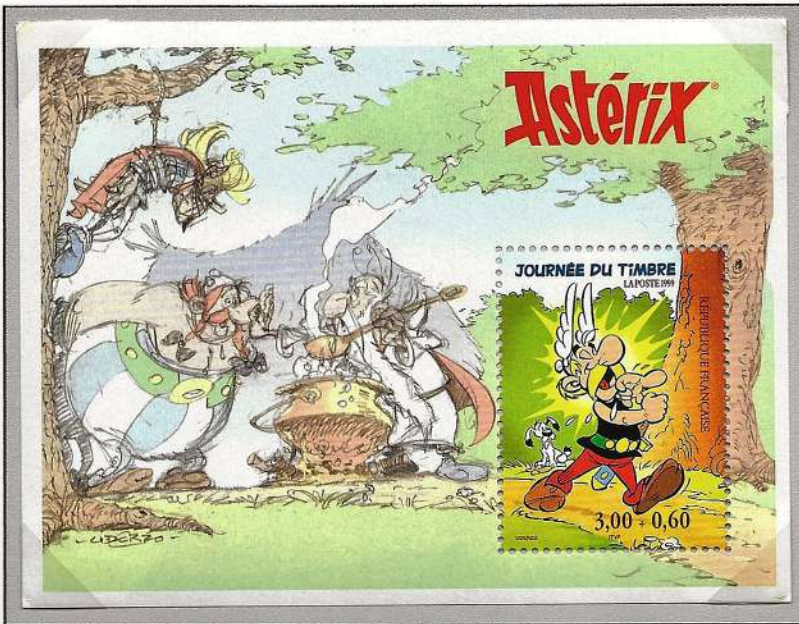


In the comic strip "The Edelweiss pattern" from the Kiekeboe series, the Edelweiss embroidered on a Hitler's handkerchief plays the lead role.

copy cover  
Kiekeboe comic serie  
Autor Mehro  
Publisher J.Hoste NV  
Het Edelweissmotief (The  
Edelweiss pattern)







In the comic strip of "Asterix and the Helvetians" (also known as "Asterix in Switzerland"), the little flower takes centre stage as one of the ingredients of the magic potion prepared by Panoramix.



Asterix goes looking for the little flower in the Swiss Alps. The find is in an inaccessible place as usual.

copy page from booklet below  
edelweiss on a difficult location





## 4.1 Many adore her ...

Edelweiss is a song from the musical The Sound of Music. The song is considered the best-known song from this musical, which is set mainly in Salzburg and attracted an audience of millions worldwide in 1965 thanks to the film of the same name and its many theatrical screenings.



Flag cancel (Salzburg - 1964)



Flag cancel (Bristol - 1970) Theater play - the sound of Music

The song is ostensibly about the little plant that blooms high in the Austrian Alps, but at the same time - with phrases like "bless my homeland forever" - it intends to elevate it as a symbol of the independent Austria envisioned by the captain in the film.



Stamp booklet Austria (Post.at - 2006) to promote personalized stamps that includes a CD with music; "The sound of Music" played by the official symphonic post orchestra of Salzburg. Contains 9 stamps about the musical and pages with the lyrics of the song "Edelweiss"



Many think the song Edelweiss is the Austrian national anthem or at least a well-known Austrian song. In reality, it is nothing but a musical creation by 2 American composers.

songtext 'Edelweiss'

**Edelweiss**

*Edelweiss, Edelweiss*  
*Every morning you greet me*  
*Small and white*  
*Clean and bright*  
*You look happy to meet me*  
*Blossom of snow*  
*May you bloom and grow*  
*Bloom and grow forever*  
*Edelweiss, Edelweiss,*  
*Bless my homeland forever*



#### 4.1 Many adore her ...

#### The Sound of Music - Christopher Plummer

A form of admiration was expressed by renowned Broadway songwriters O. Hammerstein II and Richard Rodgers who composed the world-famous song "Edelweiss" from the musical "Sound of Music".



Model Pitney Bowes-GB "Automax"

The sound of Music

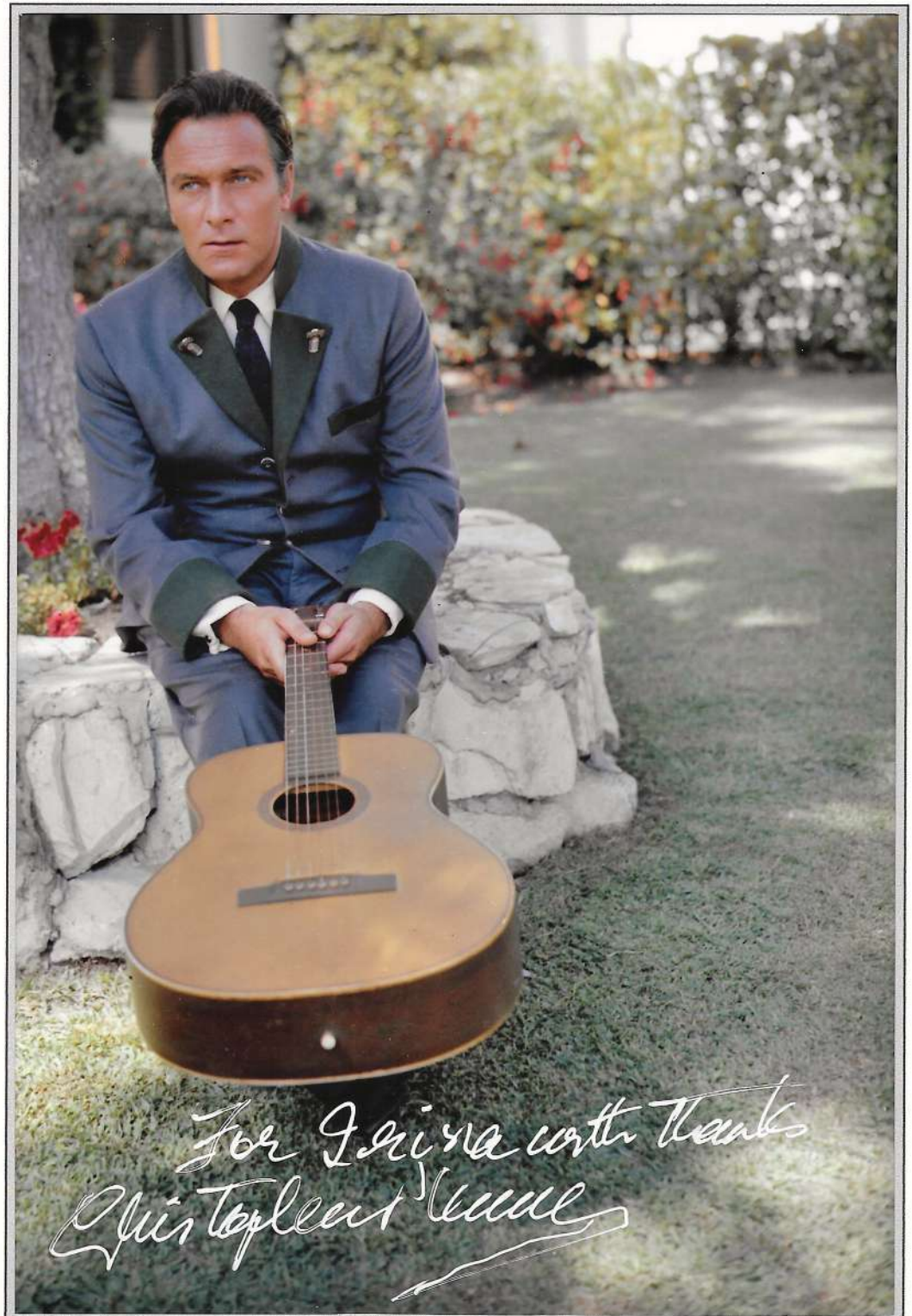


O. Hammerstein II and  
Richard Rodgers

The song 'edelweiss' from the film is sung solo by Captain Von Trapp (Christopher Plummer).

The sound of Music was first a musical on Broadway - premiering on 16 November 1959 at the Lunt-Fontanne Theatre in New York.

The song edelweiss was added to the play only after the first try-outs of the musical.



Authentically signed (cert.)  
by

Christopher Plummer



## 4.1 Many adore her ...

## The Sound of Music - Julie Andrews

The Sound of Music based 1965 musical film by director Robert Wise, starring Julie Andrews. She was nominated for an Oscar as best female lead.



Model Francotyp "A9000" (Austria-1968)

Star Julie Andrews



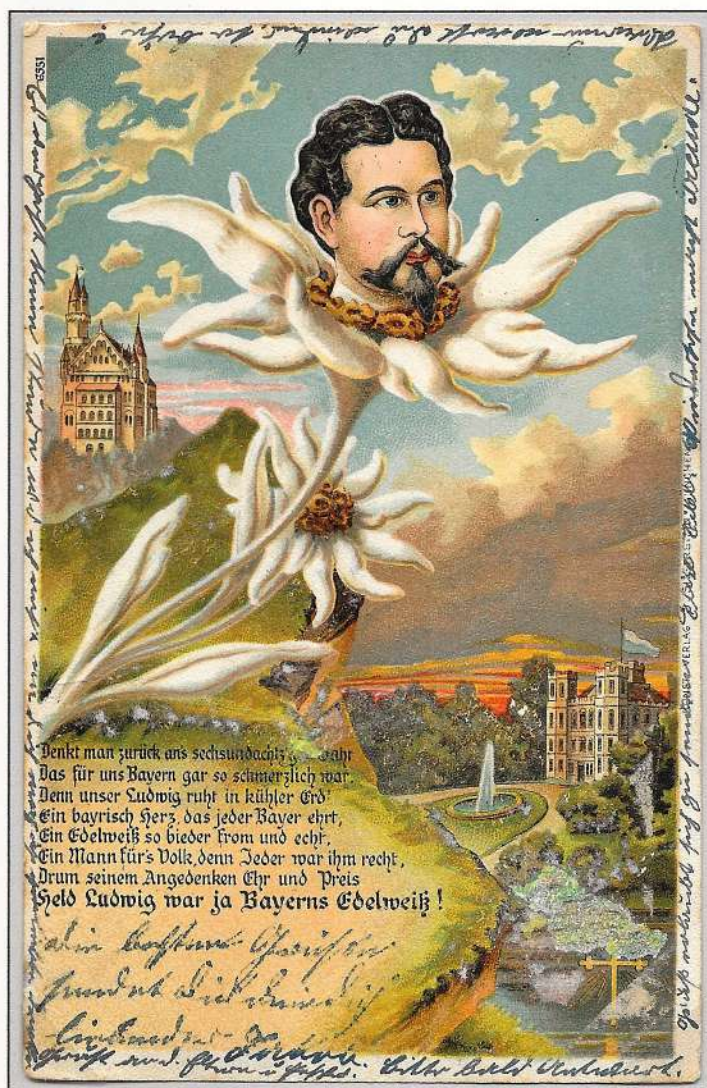
Many music boxes contain the song "Edelweiss".

A year later, Julie Andrews, released a full-length album including her own rendition of the song "Edelweiss". It was also released as a single. Many music boxes were also manufactured with the tune as a favorite song.



Single Edelweiss (1'48) - Julie Andrews - RCA47-9724 Germany - 1966 - Made By TELDEC "Telefunken-Decca"





Postcard (Bavaria - 1902) – not divided - publisher Sugerstein, Munich  
King Ludwig II of Bavaria (Edelweiss King)

From 1850, the edelweiss becomes the unofficial national symbol of several Alpine countries. The European aristocracy, headed by emperors and princes, fell in love with this noble flower.



King Ludwig II of Bavaria (1864-1886), spread that passion for this mythical flower. He was also called the "Edelweiss King". He was often depicted together with the edelweiss.



Vorstin Elsa met edelweiss



Koning Chulalongkorn  
Rama V of Thailand

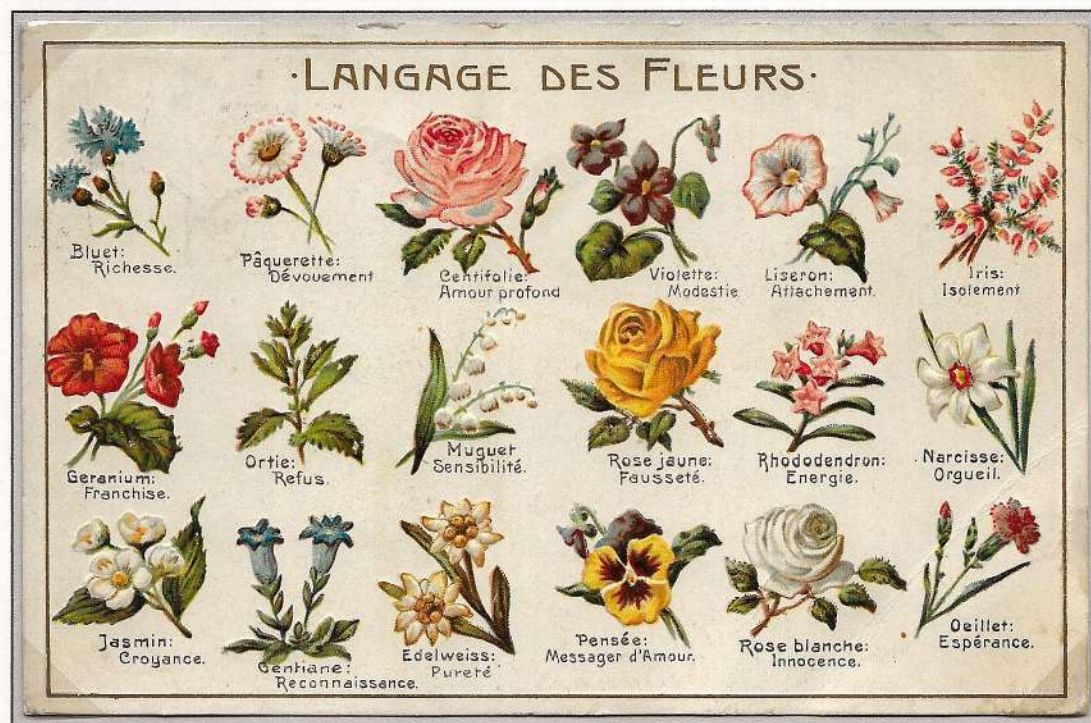
Princess Elisabeth (Elsa von Gutmann) of Liechtenstein after her marriage to Franz I showed her fondness for the edelweiss. So did the Thai king, Rama V, who studied for a long time in Switzerland in 1897.



Postcard printed to order (Bavaria - 1911)

25<sup>th</sup> year in memory of the death of Ludwig II of Bavaria (Edelweiss king)





Picture postcard - divided - Publisher H&amp;G&amp;Z (Belgium - 1911)

text edelweiss=purity

The name edelweiss is a compound of the words 'edel' and 'weiß', meaning noble and white. Symbolises purity. That is why emperors, empresses, princes or queens identified or flaunted themselves with this little flower, so did Empress Elisabeth, better known as Sisi (1837-1898). Also Queen Elisabeth of Belgium admired the edelweiss.



Empress Sisi with jeweled form edelweiss in her hair.



postcard - divided - Publisher J.N, Brussels (Belgium - 1911)

Queen Elisabeth of Belgium



Postcard - divided - Publisher Photochromie (Belgium - 1909)

signed by King Albert and Queen Elisabeth





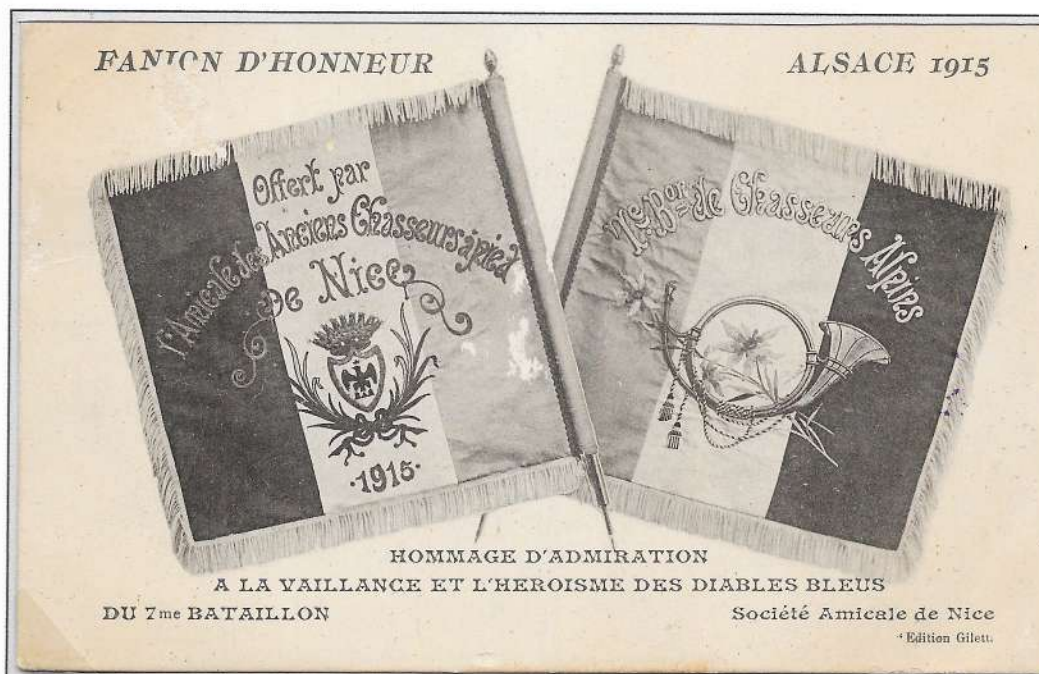
France has also mountain infantry called "chasseurs alpins" since 1840.

◀ field postcard (France - 1915) showing mountain infantry corps

A few battalions were formed including the 7th battalion of the 'diabes blues' who have an Edelweiss in their emblem.



field postcard (France - 1916) with mountain infantry soldier ▶



◀ field postcard (20.VIII.16) with edelweiss in flag of 'Diabes Blues' (mountain infantry) of the 7e battalion.





▲ General Henri Guisan ►

The degree insignia consist of styled edelweiss with their leaves instead of stars for the highest Army such as; Commander and (are equi-valent to general is only used in

consist of styled leaves instead of ranks in the Swiss Brigadier, Division Corps Commander general, but the title wartime).



'Soldatenmarken' (Switzerland – WW2)

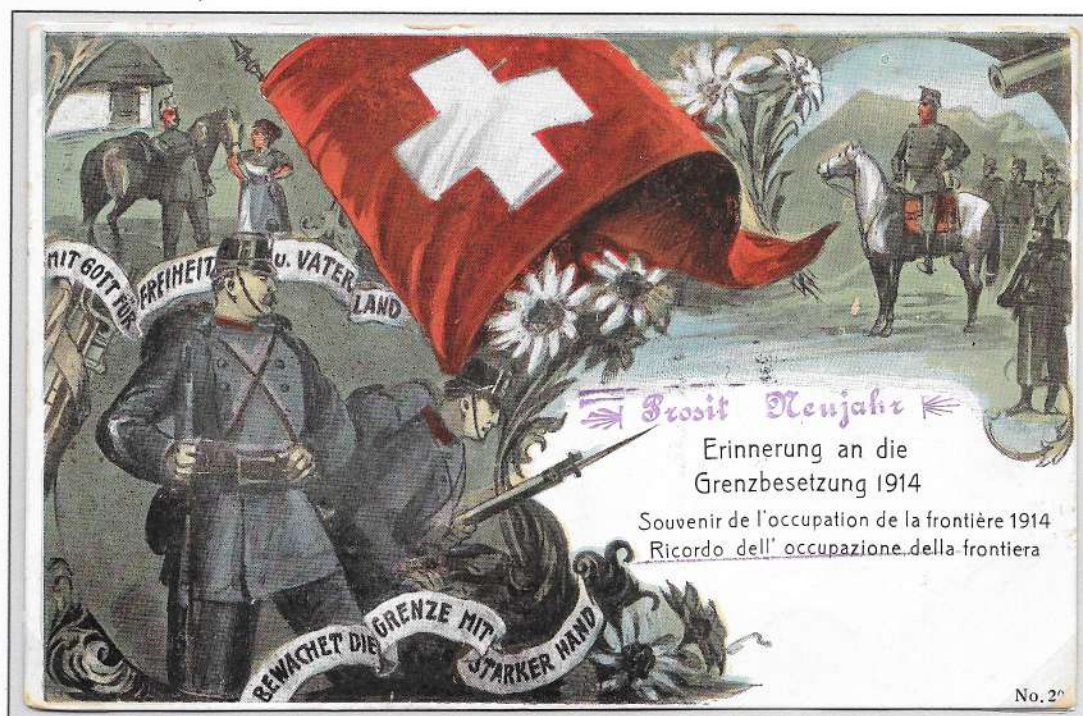
Swiss mountain infantry border unit



▲ field mail with 'Soldatenmarken' (Switzerland - 1937); soldiers could use this to enjoy postage freedom. ▼



Being the national symbol in Switzerland it is also common in military matter, such as in logos of mountain infantry (see soldiers' marks).

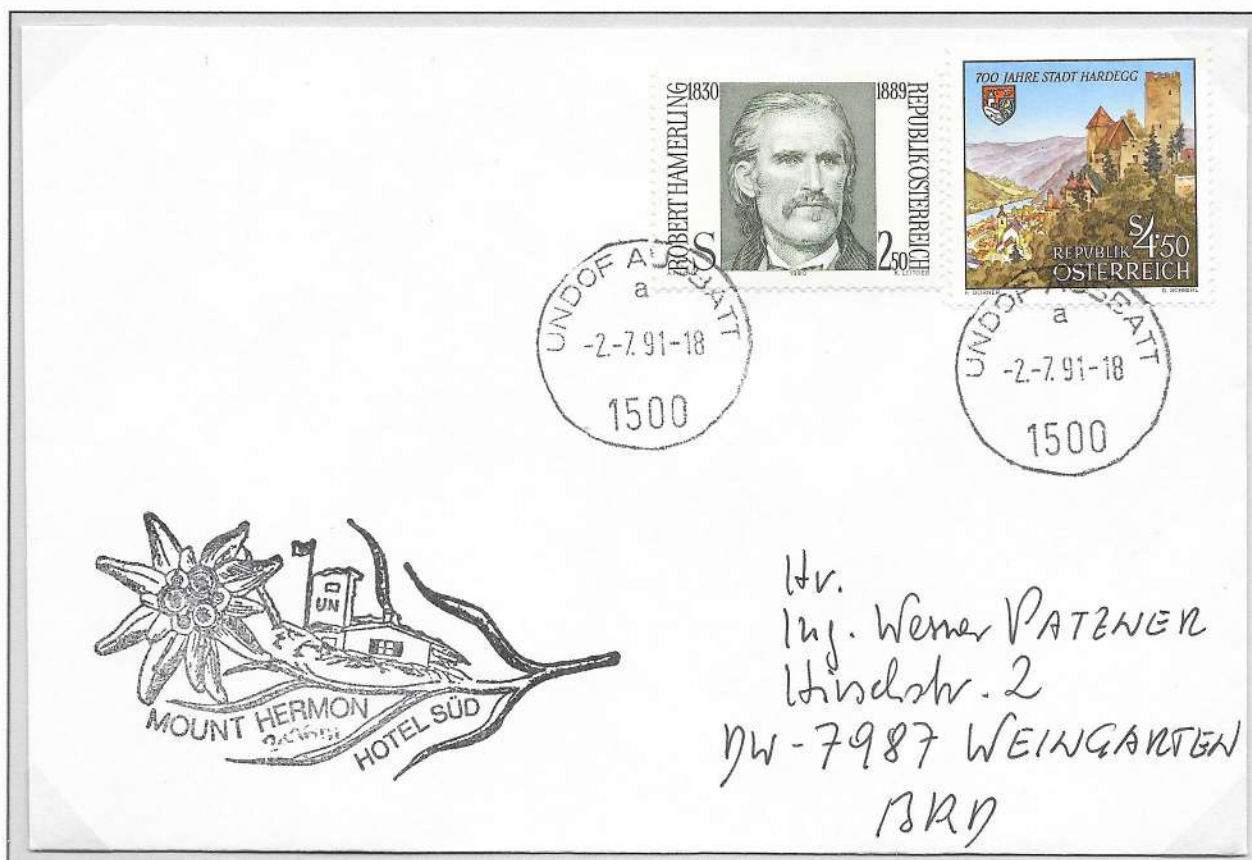


Military postcard sent as field mail with postage paid (Switzerland -1914)

Edelweiss; national pride







UN letter to Germany (1991); Austrian units are professional soldiers and enjoy reduced port on mission.

Mont Hermon

**UNDOF** (United Nations Disengagement Observer Force), composed of countries such as Finland (FINBATT - until 1993) and Austria (AUSBATT - until 2013), operates to date in the Golan Heights, a mountainous dividing strip between Syria, Lebanon and Israel about 12 km wide and 34 km long. The operation started in May 1974 after the Yom Kippur War (UNO decision 350). The highest mountain, Mont Hermon, 2814m, in Syrian territory, was controlled until 2013 by Austrian mountain infantry (463 men) containing about 55 men of the 1st Company "Edelweiss", they named this position "Mount Hermon, ".

**ED NATIONS**  **NATIONS UNIES**  
 DISENGAGEMENT OBSERVER FORCE



*The Camp  
from  
Herbeet*

*Let Raimo Puranen  
 MP Finbatt undof  
 PL51  
 00011 Helsinki 100  
 Finland*



*Maritta Puranen  
 Laotatie 17B20  
 SF 90800 OULU 80*

UN letter to Finland (1984); Finnish conscripts have port free mail on UNO mission UNDOF in Golan Heights.

Position Edelweisszug



## 4.2 ... honored for bravery and survival

### Austrian and Italian mountain infantry divisions

In Austria, in the early 1900s, mountain infantry divisions were formed and were valued and trained as elite troops in the high mountains. Shortly after they were given the noble name "Edelweiss".



*K.u.K.3 "Edelweiss" Inf. ►  
Div. Kmdo Censorship field  
postcard from WW I (Austria -  
1917); K.u.K. (Kaiserlich und  
Koeniglich - Imperial and  
Royal). This Infantry Division  
consisted of reservists and  
was part of the 14th  
"Edelweiss" Corps.*



The degree insignia of the highest ranks equivalent to general in the Austrian army has a styled edelweiss next to the stars of the rank.



58th legion called 'San Giusto', a Voluntary Militia for National Security (MVSN), was a military frontier militia based in Trieste. They operated mostly in the Alps.



◀ *Postcard - divided - Illustrator*  
*Umberto Ranzatto -*

58<sup>e</sup> Legion San Giusto logo  
with edelweiss





◀ field postal envelope (8.V.1919) of the 'Freikorps Oberland' from Munich



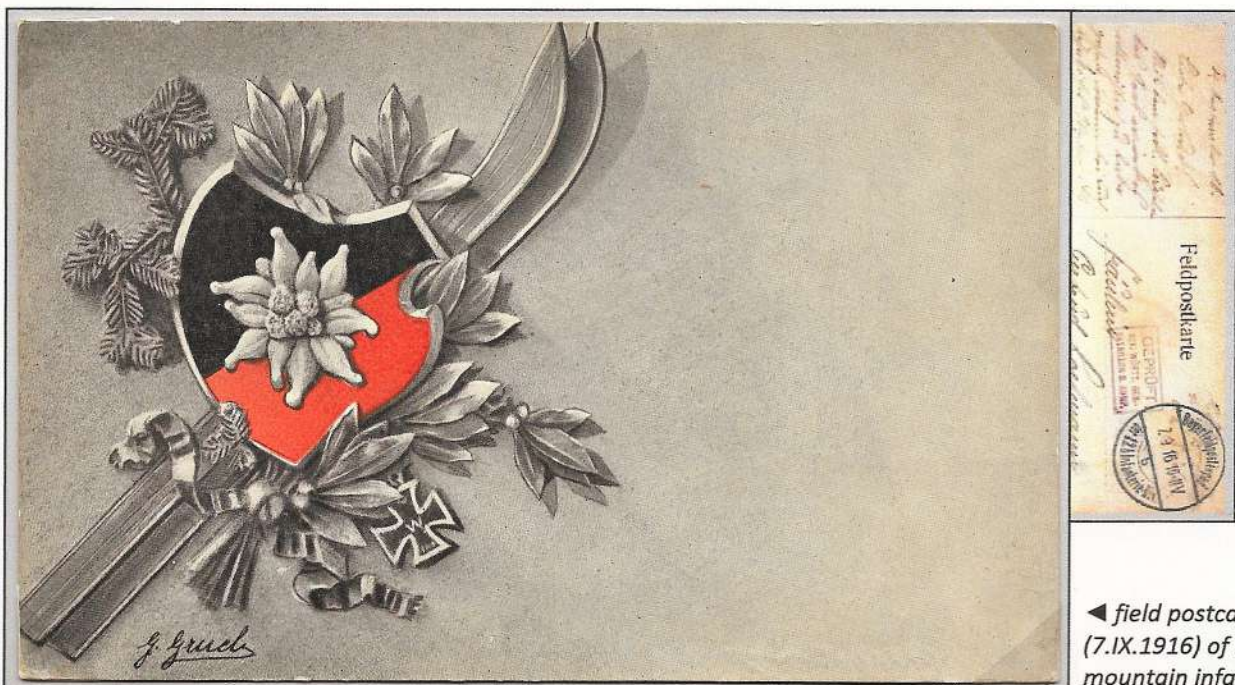
Cinderella stamp (1919)

Iron edelweiss logo  
for "war welfare service"

A number of German mountain divisions and organisations (already existed before WWI) had the edelweiss as their emblem.

The German mountain infantry continued to exist in a smaller capacity between the two World Wars to serve later as a base for WW2 mountain infantries, which were re-established in the run-up to WW2 and were based in the German high mountains in Bayern, south of Germany.

The 'Freikorps Oberland' from Munich with Edelweiss in their emblem. This corps played a major role in the Nazis' change of power.



◀ field postcard (7.IX.1916) of 12th mountain infantry



## 4.2 ... honored for bravery and survival

emblems

A number of German Berginfanteries (1st, 3rd, 6th and 188th) used the Edelweiss as their emblem, which was very characteristic of the "Gebirgsjäger".

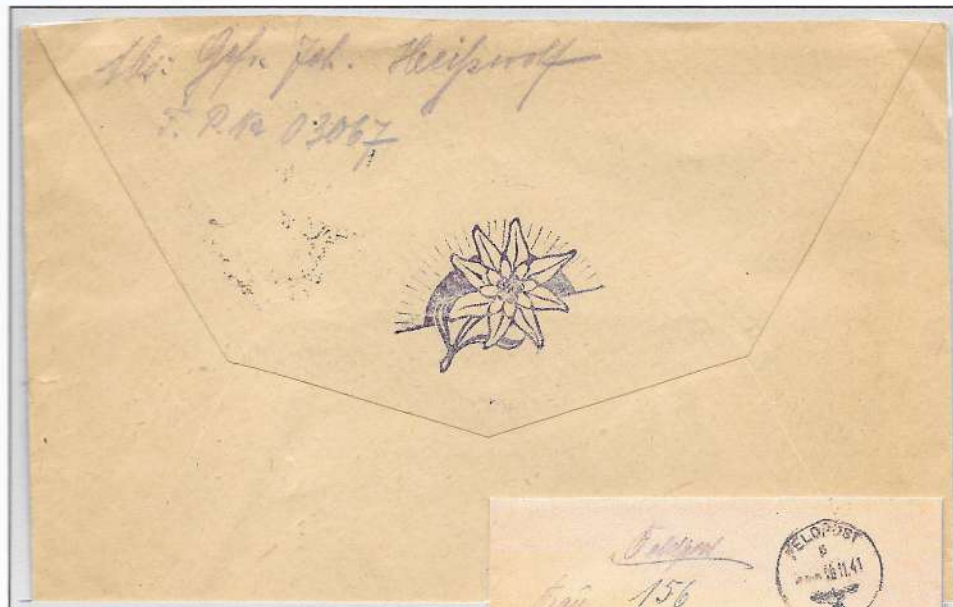


Original Mountain Corps WW2  
Edelweiss emblem, machine  
embroidered on dark grey wool base

Also on their vests adorn their  
emblems with the Edelweiss.



mountain infantry  
with edelweiss on kepi



Edelweiss logo on  
back cover.

Field post number 03067 ►  
for Mountain Infantry  
corps logistics in Norway;  
2nd small section  
motor vehicles



A metal Edelweiss adorns their cap and kepie.

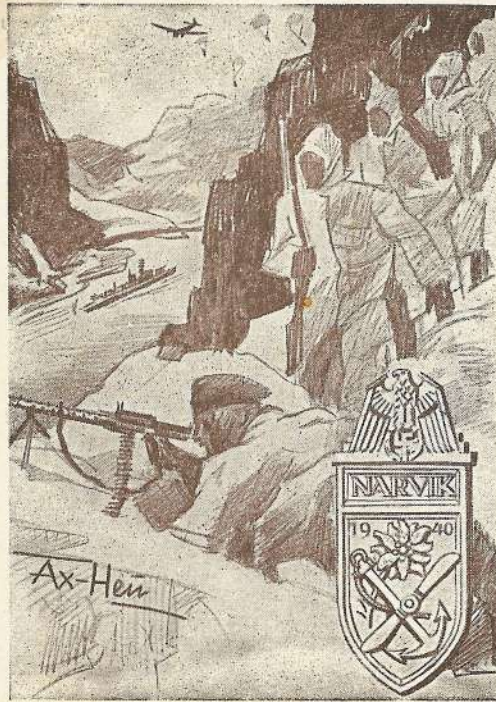


Illustrated envelope "Kameradschaft vom Edelweiss Steiermark" to Gaeta (Italy - 1981) for Austrian Major W. Reder prisoner of war for war crimes in Vinca and Marzobotta in 1944 in Italy. He was released in 1985;

Edelweiss logo on kepie.



Illustrated postal ►  
postal stationery  
German Empire  
with overprint  
Lothringen,  
Pictures Mountain  
infantry troops in  
Narvik.  
Narvik logo



RDS-Gammlergruppen, Abgabepreis 20 Rpf.

Postkarte



Im Kampf um die Freiheit!



Original WW2 ►  
mountain infantry troop  
edelweiss emblem,  
zinc, with gold-plated steel  
magnetic flower core

During WW2, the mountain infantry, also called "Edelweiss-truppe", were always deployed in mountainous areas, such as Yugoslavia and Crete (Operation Merkur 1941) and ...

... earlier in Norway (Narvik-operation from 9 april till 9 juni 1940). Also in Russia and France they were deployed. But committed several war crimes.

◀ Postal stationery German Empire  
text; Professor A. Janesch; Mountain  
Infantry for Narvik.

Edelweiss logo on kepie.







Postal stationery sent from Lemberg on 5.08.1943 to Caldas da Rainha in Portugal arrived 14.08.1943 subsequently sent to London. "Hiding address" in Portugal with confirmation and thanks for parcels received, actually through the Polish Red Cross - which acted as intermediary sending parcels to the country - destined for soldiers in England. Letter bearing German censor mark "Edelweiss" (bottom right; used in censorship service for international correspondence thru Munich), and Polish receipt stamps in Caldas da Rainha.

Not only German mountain infantry used the edelweiss as a logo or name, but among others also a censorship service.







Original photo card - divided - publisher photo Stöckel, Hannover - 1942

Bomber Heintel He 111

The air force should not be left out either. A fine example was the German Luftwaffe (air force) squadron **Kampfgeschwader 51 "Edelweiss"** (KG 51), a bomber wing of the during World War II.



▲ Detail cover of book:  
Kampfgeschwader 51  
"Edelweiss"  
Written by W. Dierich ►

Among other alpine flowers, edelweiss also adorned their heraldry and aircraft.



Postage-free military mail sent from Güstrow airfield on 19.11.1944. Sender a Feldwebel (Sergeant) part of "Edelweiss F", of the famous KG51 "Edelweiss" flying Messerschmitt 410A Bombers in late 1944.



Meal card  
forced labour camp  
'Edelweiss'  
in Espenhain ►

Verpflegskarte für	Zulage für	Gemeinschaftslager Edelweiß, Espenhain	
74 1	74 1	74. Zuteilung DAI	74 1
74 2	74 2	20260 *	74 2
		Gemeinschaftslager-Stammkarte (Nicht übertragbar)	74 3
		Czernik Halina Familienname, Vorname	74 4
		Beschäftigt bei:	74 5
		Baracke: Fr II Stube: 8 II	74 6
		Verlorene Karten werden nicht ersetzt!	
		GV 6024.4900.3.45. BG-L M/0608	

So	Woche	Mo	Die	Mi	Do	Fr	Sa	So
15	74/3	23	24	25	26	27	28	29
22	74/4	30	1	2	3	4	5	6

Gemeinschaftslager Edelweiß

**Lager-Ausweis**

Name: Czernik, Halina

Geboren: 19.3.08

Polin

Oberlagerführer: [Signature]

Vordr. Esp. GIGP Nr. 7020.5000 11 44 00

◀ Exit permit for forced labor camp 'Edelweiss'  
in Espenhain (28.03.1945)

Espenhain, near Leipzig, was a forced-labor camp between 1939 and 1945 where tens of thousands of forced laborers, prisoners of war and foreign workers from 22 countries were forced into the construction of the brown coal factory. There were almost all forms of exploitation. The name "Edelweiss" was always used as a camouflage to hide the true nature of these camps. Other alpine flower names were also used to camouflage.

Absender: Berden Leon

10 Gemeinschaftslager  
"Edelweiss" Espenhain  
über Gaschwitz  
Wohnlager II. Baracken

Postkarte

ESPENHAIN  
18.11.44-18  
über  
GASCHWITZ

Frau

Berden Lidmila

Laibach

Adriatisches Küstenland

Gospiwetz 1/100

Der Führer kennt nur Kampf,  
Arbeit und Sorge.  
Wir wollen ihm den Teil abnehmen,  
Den wir ihm abnehmen können.

7133

Postal stationery  
sent from forced  
labor camp  
'Edelweiss' censored  
with sender  
information  
"Wohnlager II ...",  
camp post to  
Laibach (Ljubljana),  
left from Espenhain  
(Germany -  
18.11.1944)



## Many feel proud and connected to her.

### 5.1 So proud that her name is used by ...

soap manufacturers



Packing card (Italy - ca 1930)

untouchable soap Edelweiss

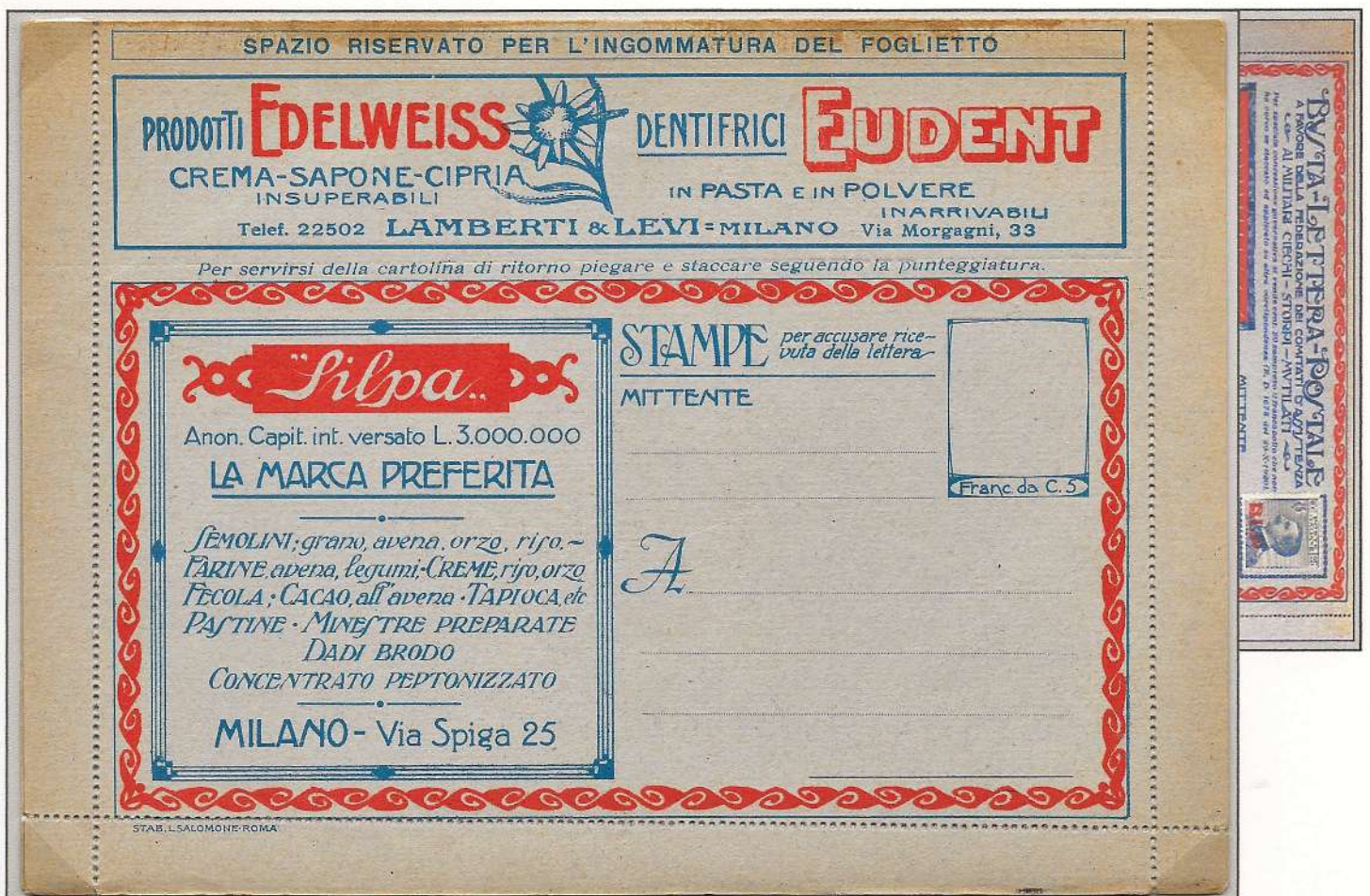


Cinderella (Germany - 1910)

J.L. Kahn

Laundry washing powder

In almost all parts of the world, 'Edelweiss' (sometimes written with one s) is used as a product or factory name. Most of the time referring to 'weiss'; white and clean. A nice example is soap or grooming cream.



Busta Lettera Postale (BLP) letter card (Italy - 1920) advertising in favor of Italian WWI victims.

Publicity for soap and care cream "Edelweiss"





Model Francotype "C" (Netherlands - 1933)

soap powder saves work and laundry and household money



The list of soap products or laundries using the name Edelweiss, is long. They capitalise on the second part of the name, i.e. 'weiss' referring to 'white'. The name of their soap product or washing and cleaning company to accentuate their objective; white and clean.

◀ Berlin city tram single ticket (Germany, Berlin - 1921)



Model Francotyp "Cc" (Netherlands - 1969)

Industrial laundry



◀ Parcel post card provided by private postal parcel service (Berlin - ~1890) postal stationary that served to notify the dry cleaning company that a parcel of laundry was ready to be collected.








Cinderella stamp (Allgäu, Germany - ~1955)


The logo, the Alpine edelweiss, was chosen and protected by founder Karl Hoefelmayr for their cheese specialities. It symbolises their special personality, what they have stood for for more than 125 years: naturalness, purity and health - and of course their region, Allgäu in southern Germany.


However, quality, tradition and/or the origin of the product are also the main reasons for choosing this name.

▲ Lid label spread cheese company Rupp (Lochau, Voralberg, Austria - ~ 1950)

Stempelbild

Francotyp: <i>Em 20 483</i>	Post: <i>Kempten (Allgäu) 2</i>
Firma: <i>Karl Hoefelmayr</i>	
Motor <i>A 8 6</i> Nr. <i>14 06 326</i>	<i>220 Volt ~ 1/2 PS</i>
Übersetzung: Motor: <i>14. 5. 34. ausw.</i>	Riemen
Geliefert: <i>9. 4. 1936.</i>	
Stand des Summenzählers	Sperrung auf <i>Mk. 500.-</i>
Stand des Kartenzählers	gefangene Karte Nr.:
Plombenschlüssel (P)	Permutationsnummer <i>1111 a</i>
Reserveklischees oder	<i>ausw. Pl.</i>
 <b>K. Hoefelmayr</b>	
Spezialeinrichtungen: <i>für auswechs. Klisch. einger.</i>	
Merkmale:	

*sum. 10.7.51*  


File card of a Francotyp franking machine delivered in Kempten (Allgäu) on 9.04.1936 to company Edelweiss Camembert Camembert "Edelweiss" Karl Hoefelmayr manufacturer in Kempten, Allgäu in Bavaria, southern Germany





Hotel Edelweiss in Zermatt

The number of hotels named "Edelweiss" runs into the hundreds, indeed, thousands.



Hotel room key card (Austria, Grossarl - 2000)

This use of the name is not just limited to Austria or Switzerland, the name is widespread around the world.



◀ postcard - divided back - phototypie (Switzerland - 1926)

postcard  
with  
advertisements  
printed to  
order  
(Austria -  
1937)  
hotel  
Edelweiss  
in  
Alpenheim





## 5.1 So proud that her name is used by ...

more hotels and also restaurants

It's not just hotels. This also applies to restaurants that were given the name or logo edelweiss.

Reasons may include:  
Tourist attractiveness, recognisability, cultural significance, tradition and heritage.



POW letter 'Service des militaires français internés en Suisse' sent from Hotel Edelweiss (Engelberg, Switzerland - 23.09.1916)

The reason behind the naming of a restaurant can vary greatly and depends on the vision and preferences of the owner or founders.



Sheet margin; Restaurant Edelweiss; (Liechtenstein, Triestenberg - 2005)



Envelope printed to order (Bern, Switzerland - 1908)  
Rail way restaurant with buffet in Bern





◀ Essay (cliché) postcard by  
photographer  
L. Hermann (Belgium - 1930)  
Train "Edelweiss" in  
Namur, Belgium

▼ back of essay (cliché)

The T.E.E. train, called "Edelweiss", was an international luxury express train, connecting the Netherlands with Switzerland, via Belgium, Luxembourg and France.

She was introduced in 1928 and operated by the Compagnie Internationale des Wagons-Lits (CIWL). Name choice emphasised the exclusivity, elegance and splendour of the journey. By naming the train after this rare and precious flower, the operators of the TEE "Edelweiss" created an image of a travel experience that was as rare, precious and unique as the flower itself.



Trans Europe Express



Postcard - divided - printer: Héliocachan (France - 1960)

Text on back: T.E.E Edelweiss in Stambach, Saverne on its way to Strasbourg



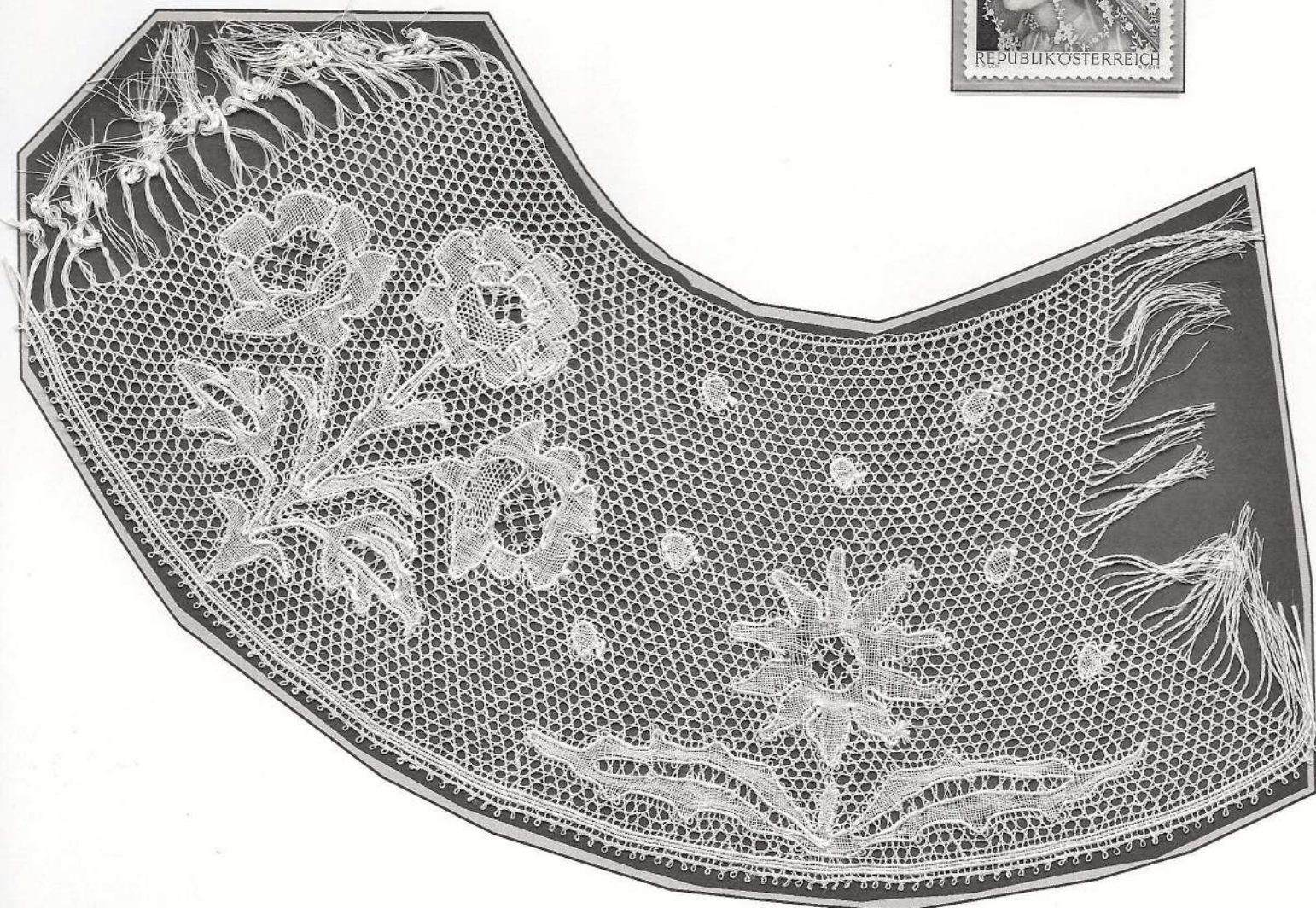


Booklet (France - 1926)

In costumes, souvenirs and decorations



... picturing frequently edelweiss-figures.



Lovely cream-colored piece of Belgian lace in which the edelweiss likes to figure (lace-maker: C. Vanden Bosschelle, Belgium).



Especially in traditional costumes in the Alpen region, they are beautifully incorporated and often seen.



Benediktbeuern (Bavaria - 1950) - photo Jo Mei

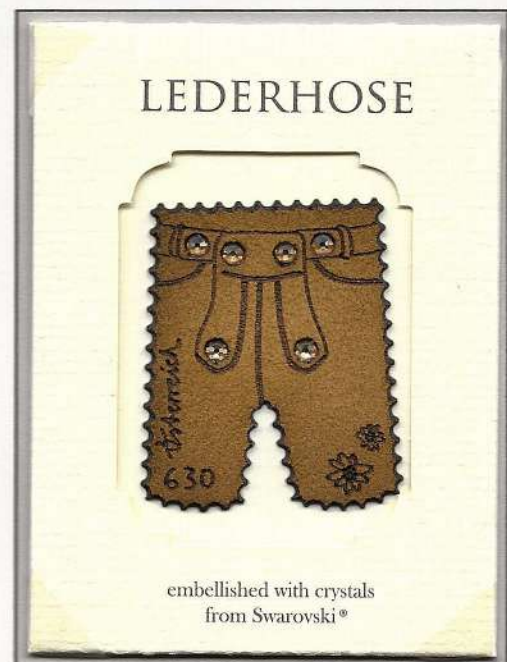
Model from Bavaria

The 'lederhosen', the leather pants and boots, are traditional pieces of clothes in leather material worn as everyday wear in southern Germany and in Austria.



Allgau-mail – private post, (Germany-2015)

Lederhosen (Leather Pants)



embellished with crystals  
from Swarovski®

Postage stamp in genuine leather (Austria - 2015)

Lederhosen



Postcard (Switzerland - 1903) – not divided - lithographic

Mountaineering boot with edelweiss





Suchard private postal stationery sold at reduce tariff (Switzerland - 1900)  
Lady in costume



Rattachement de la Savoie - Lady in costume

The flower, applied as an ornament to traditional costume, worn as a 'medal of pride'. They appeared in folk costumes from 1890 onwards.



Austria - 2005



button

Before 1890 it was not common and no clothing was preserved and known.

photo Adolf Jakisch (Vienna - 1905)




Lady from Vienna in traditional costume







After clothing, accessories and suppliers also got the idea of using the mysterious edelweiss as their logo and associating themselves with it.


15.2.60

Spinnerei  
und  
Weberei  
**KOTTERN**


8260  
 ausw. 4/12 1960  
 Re: 4/12 1960

Francotyp: 6 42 082 Kennzahl: \_\_\_\_\_  
 Firma: Kottern Spinnerei u. Weberei  
 Post: (136) Kempten 2  
 Motor: \_\_\_\_\_ Nr. \_\_\_\_\_ Volt \_\_\_\_\_ PS \_\_\_\_\_ Amp. \_\_\_\_\_  
 Geliefert: 16.2.60  
 Wertkartenbetrag: 100.-  
 Permutationsnummer: B 6370  
 Klischee: \_\_\_\_\_ auswechselb. fest \_\_\_\_\_  
 Spezialeinrichtungen: \_\_\_\_\_  
 Merkmale: Francotyp-Vertrieb  
205.731  
Adelsberg

5000. 3. 59. Fabrik Stolzenberg

File card from a Francotyp franking machine delivered in Kempten (Allgäu) on 16 February 1960 for the Company Kottern, a spinning and weaving mill. edelweiss logo peculiar to the region.





censored cover sent via airmail (Italy - 1942)

edelweiss as silver jewelry pendant

The flower itself is extraordinarily beautiful and has a delicate appearance and radiates purity. This makes it a favorite subject in art, jewelry, and decorative objects.



Postal stationery booklet (Switzerland - 1913, serie 12)

decorated with art nouveau edelweiss





Post card - not divided back - embossed (Switzerland - 1903)

edelweiss and Swiss flag



Switzerland claims the edelweiss as its national symbol, it stands for 'noble' and 'wise' and is the symbol with which the country goes out of its way to accentuate its noble image. Especially on the national federal holiday (Bundesfeier), the national symbol, the edelweiss is performed and depicted.



- Nur für Karten Europe gültig - nicht für Briefe
- Valable exclusivement pour des cartes Europe - pas pour les lettres

[www.swisspost.com](http://www.swisspost.com)


- Valevole esclusivamente per cartoline Europe - non per le lettere
- Valid for cards Europe, only - not for letters

[www.post.ch/philashop](http://www.post.ch/philashop)

WELCOME  
WILLKOMMEN  
BIENVENUE  
BENVENUTI  
BAINVEGNI

[swiss.com](http://swiss.com)

[MySwitzerland.com](http://MySwitzerland.com)

**SWISS POST**

6  
Marken für Karten  
Timbres pour cartes  
Francobolli per cartoline  
Stamps for cards

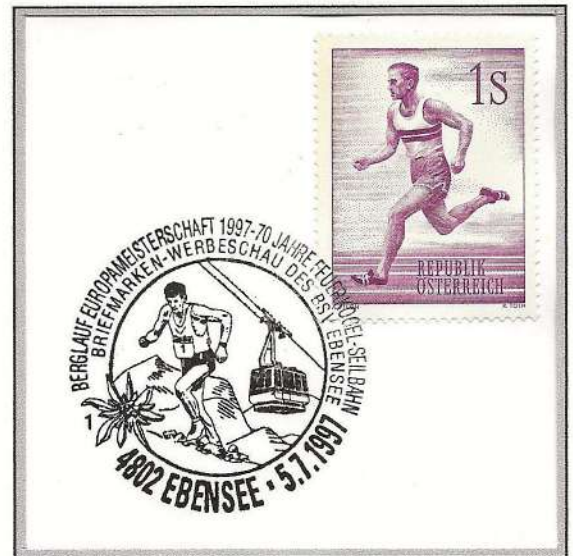


The Swiss Tourist Board has a stylized gold edelweiss with the Swiss flag in the center as its logo. They guarantee certification for quality standards for Swiss Tourism. The tourist board in Switzerland uses the edelweiss logo in their marketing materials and souvenirs to highlight Switzerland's appeal as a tourist destination.





model Francotyp "A9000" (Netherlands - 1974)



Winter Olympics badge (Winter Games Garmisch - Partenkirchen, Germany - 1936)



Bronze Medal Grand Bornand (France - c1970)

Yearly ski championship

At the top shows an edelweiss with a swastika in the center and the five Olympic rings below. reverse is maker marked 'Annetsberger' Munich.

It seems logical for a sporting event to link itself to the venue and cultural elements where it takes place. Therefore Bavaria, Switzerland and Austria integrated the edelweiss as a brand or logo.

It also has local significance, aesthetic value and symbolism, making it a fitting and significant symbol for any prestigious sporting event.



personalised postage stamp (Austria - 2014)

Salzburg 2014 brand chose logo edelweiss for candidacy for the 2014 Winter Olympics. They were ultimately unopposed, to the detriment of Sochi in Russia.

Postcard printed to order ► (Munich, Bavaria - 1908)

Leisure and art exhibition, promoting hiking and mountaineering as a sport and leisure activity (edelweiss in logo)







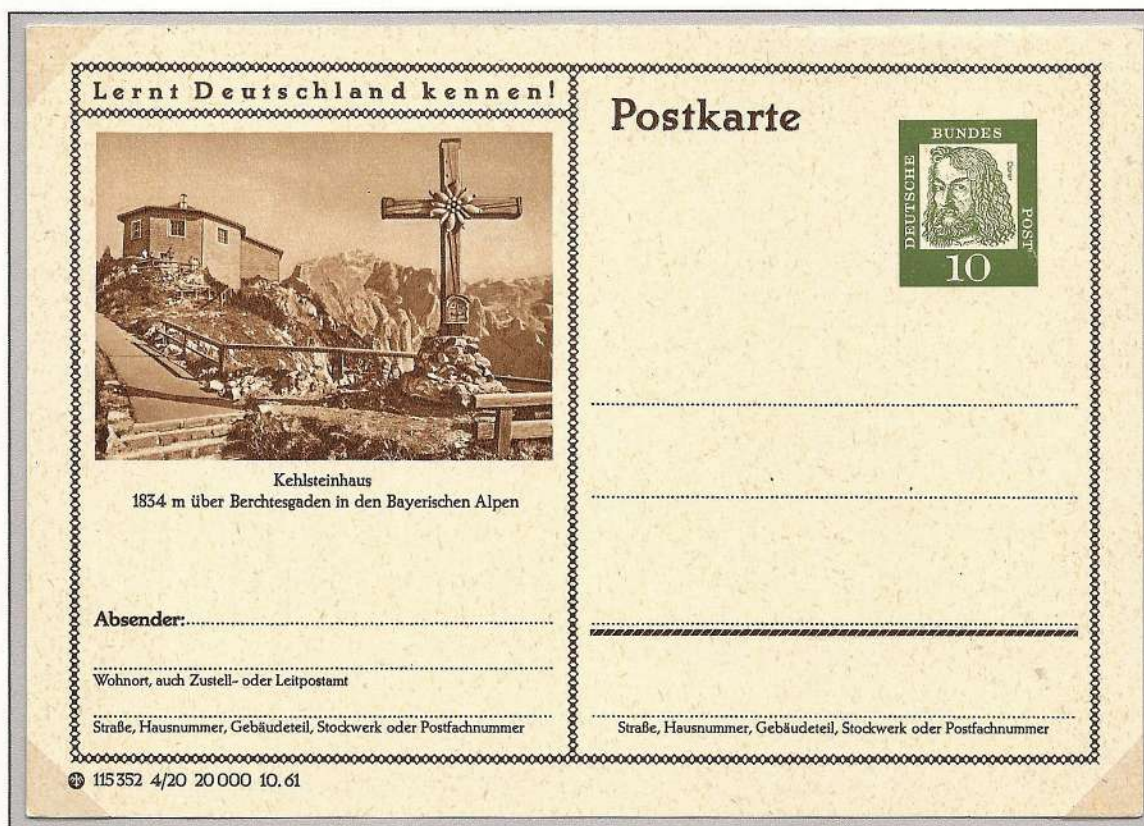
Postcard printed to order (Munich, Bavaria - 1912)

Mountain huts from the Munich area with the edelweiss as their logo.

The edelweiss is symbolically linked to all kinds of tourist sites, events and objects and therefore has great tourist appeal. Yet in the region of Bavaria (Bayern), it has boundless proportions, you come across them on every corner.

For example, a private brewery near Berchtesgaden decorates its crown caps with an edelweiss.

Crown cork Alpenstoff; private alpine brewery  
BÜRGERBRÄU Bad Reichenhall, Bavaria ▶



an edelweiss decorates a 'wooden cross' standing on a mountain peak at the tourist spot Kehlsteinhaus in Berchtesgaden, nearby Adolf Hitler's vacation residence.





▲ Specimen



▲ back printing

depicted the ancient coins of Austria, including the  
1 schilling with the edelweiss (far right).



1 schilling



2 eurocent

(Austria - 1968 & 2002)  
centraal edelweiss

Through their means of payment, they pass  
on their cultural significance and tradition.



5 Sfr (Switzerland - 2010)  
left edelweiss



Gold coin  
Vreneli 10 Sfr  
(Switzerland - 1932)  
Necklace edelweiss  
(enlarged see next ►)



Block reproduction Vreneli with certified gold manufactured (Switzerland - 2013)

The Swiss 20 fr Vreneli gold coin is the only significant gold coin produced by the Swiss government. Designed by Fritz Landry of Neuchâtel in the 19th century. Each Vreneli contains about 5.8 grams of gold. The gold Vreneli owes its name to Verena, which is the female personification of freedom. The coin pictures Verena's face and around her neck a necklace of edelweiss. (10 Sfr exist too; see left)



Coin from Kirghistan with an edelweiss.  
Mention of "AKMADAI LEONTO-PODIUM".  
These silver coins issued on the occasion of  
the 'year of the mountains'.

It is often used as a tribute to the natural beauty and challenging  
environment of the mountainous regions where the flower grows.



The new (as well  
as the old)  
Romanian  
banknotes of  
50(,000) lei with





◀ echo-card (Japan, regino Hokkaido - 1982) limited edition.

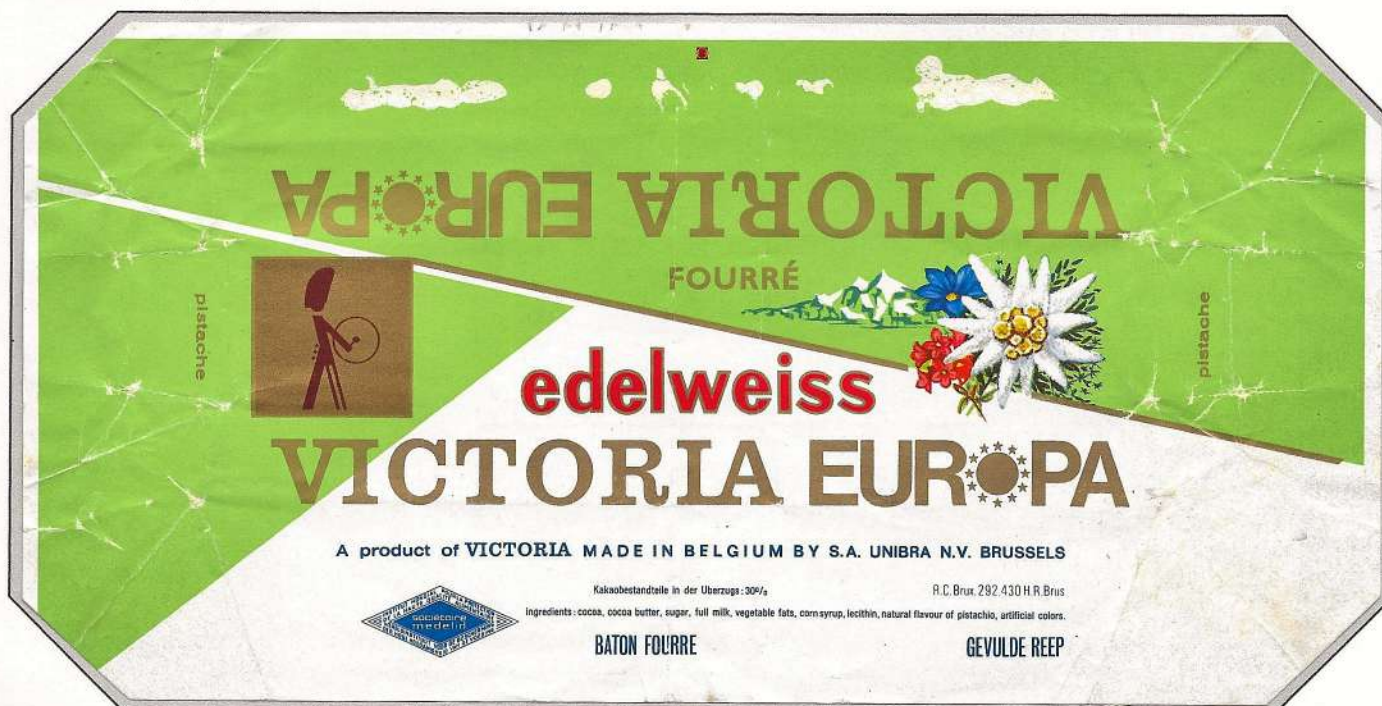
The sponsor is famous white chocolate maker "Rokkatei" from Hokkaido, white chocolate made from Obihiro's milk. Using the edelweiss to decorate the cover of the chocolate.



Chocolate coin manufacturer Goldkenn (Switzerland)  
Repro of Swiss 5 FR - left edelweiss

Goldkenn chocolate known for their Gold Collection, made with the finest Swiss milk chocolate with a range of flavours and creations, including Gold coins; milk chocolate with a gold silver paper in the shape of a Swiss coin.

Belgian chocolate company "Victoria" gave the name edelweiss to a certain successful production involving chocolate bar filled with pistachio.



Chocolate bar wrapper manufacturer Victoria (Belgium - 1960) bar with pistachio filled called Edelweiss





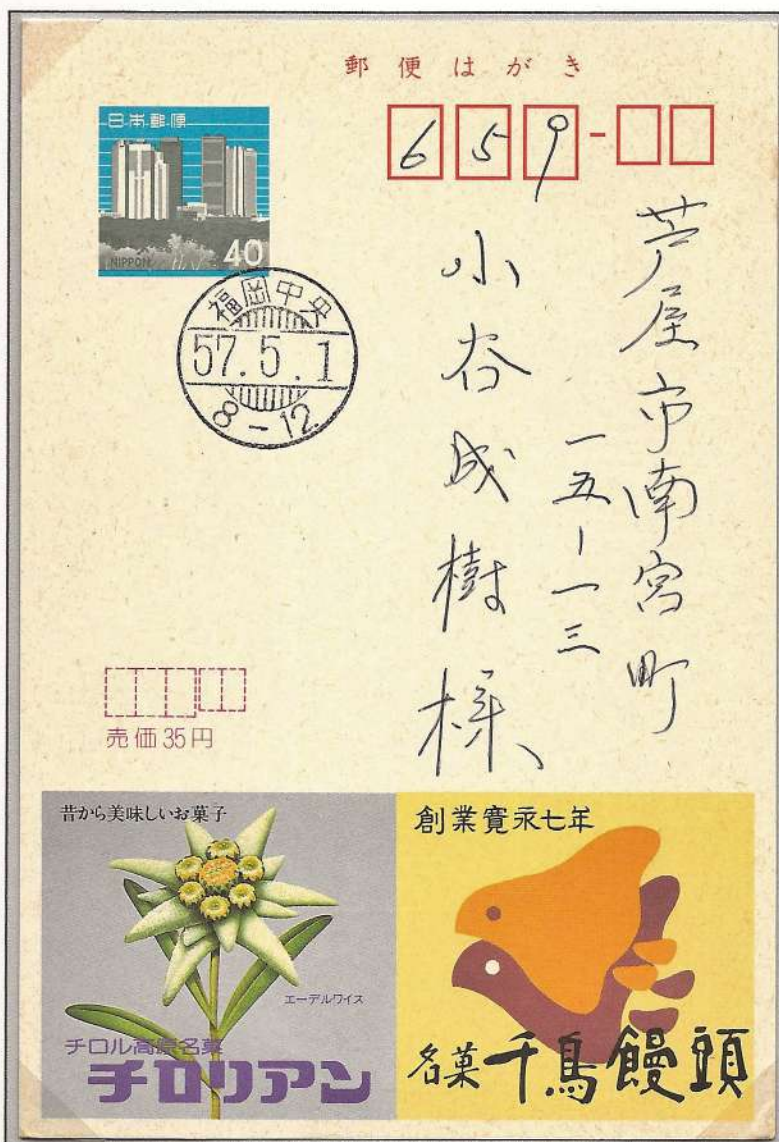
Model Francotyp "C" (Germany - 1938)

W&amp;R stands for Wolf und Ruhland

W&R stands for 'Wolf und Ruhland', the names of their founders, a cigar factory (which still exists today) from southern Germany near Munich. Like many southern German companies, this company also has an edelweiss in its logo, referring to the region. On their website, they also state and I quote: 'The company logo "Edelweiss" still stands for quality handcraft!'

Brand Edelweiss Filtro (Italy - 1960) ►

20 pieces with filter in hinged box  
with cellophane; producer: State monopoly in Italy



Echo-card (region Fukuoka, Japan - limited edition - 1982)



The sponsor is the food company Chidori-ya (bold print), which calls one of their biscuit products "Tirolian". They use the edelweiss to link their product with the Tirol region in Austria.