

Although I have not had any correspondence sent in about this article, by coincidence there was a two page article on this topic in The Perfins Bulletin (USA) of February 1992, which I received just a week after our own Bulletin was issued.

The following, quoted from The Perfin Bulletin, is a comprehensive answer to the query posed by Rolf Nievergelt in our April issue.

URUGUAY- ADVERTISING LABELS WITH PERFINS FOR FRANKING LETTERS.

By Walter B.L.Bose (Bueno Aires) & Diego Capandegui (Montevideo)

In the beginning of our century some postal administrations allowed the use of stamps for private advertising purposes. Several countries used the reverse of their stamps for advertisements, as we see in France, Great Britain and New Zealand.

A forerunner for the type we describe here existed in Germany. About 1912, the General Post Office authorized a label or sticker for the FIRST FLIGHTS "BORGBRUCK". These labels consisted of an ordinary 10 Pf."Germania" stamp, with "GR" perforated through the stamp and label. (See MICHEL catalogue - Semiofficial Airmail stamps).

In Uruguay, the General Postmaster, by decree of 5 August 1932, No.3837, authorised the firm "R.PEREZ-SARMIENTO-COMPANIA INTERNACIONAL DE AUUNCIOS" to sell special advertising labels, with stamps attached at the centre, surrounded by 5-6 different advertising texts. These labels were sold as reduced postal dues to the public, at half the value of the stamp.

They were sold by a "private stand" in the postal office at Montevideo (Central Post Office and Suboffices No.2 and No.31). The Postal Director received a "commission" for this concession: ¼ centesimo for each stamp sold by the firm. The monies received were given to the "Consejo de Salud Publica" (Council for Public Health).

By a second decree, No.3840 of 10 August 1932, the firm was authorised to perforate their labels and stamps with the initials CI-DA of the firm. This perforation may be described as CI/DA 7,8/9,8 5mm. The perfin exists in four positions: normal and inverted - as seen from front and rear.

We have seen the following stamps (Scott Catalog numbers):

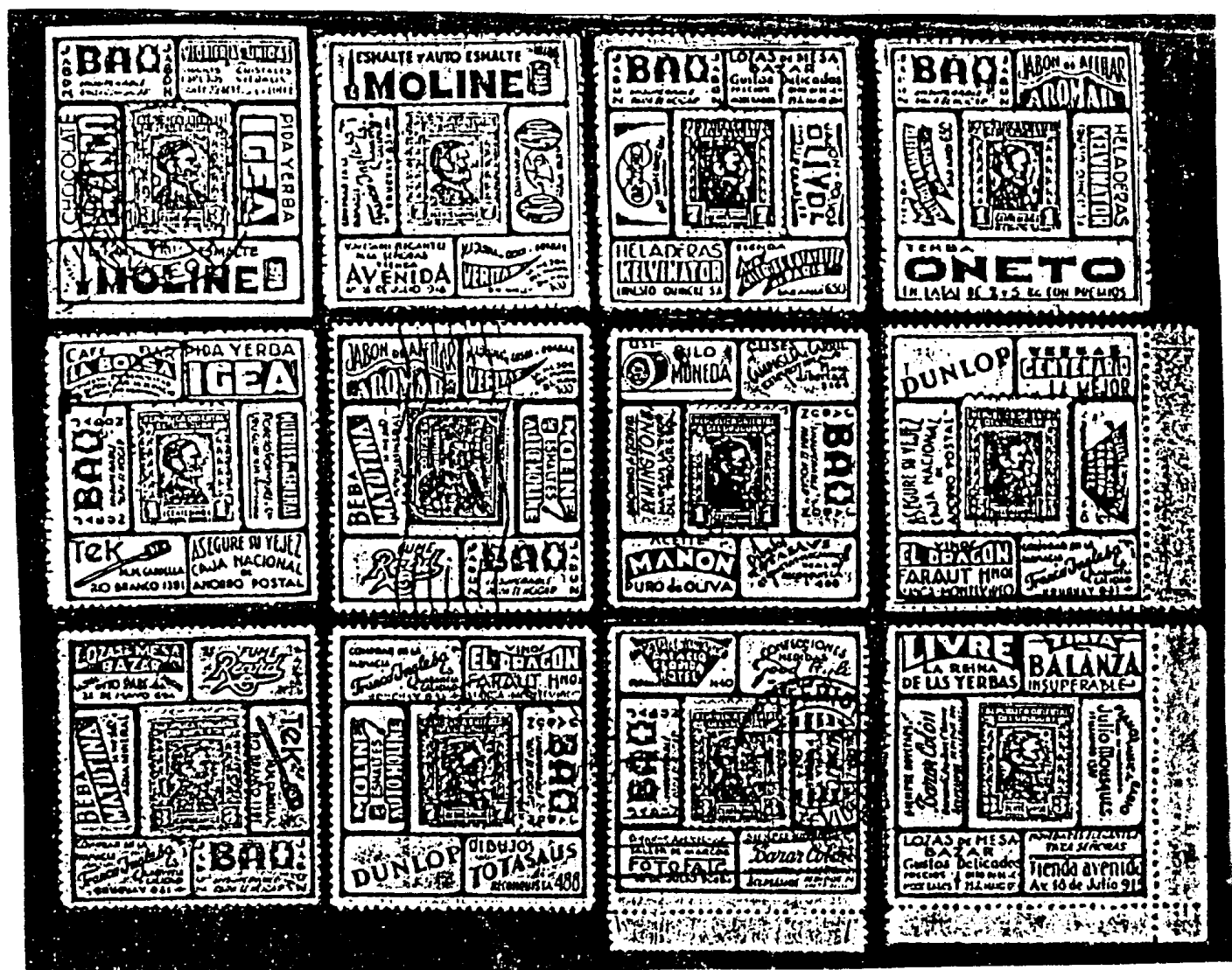
- a) Head of General Artigas (engraved) #352, 1c., lilac; #355, 3c, green; #358, 7c, red.
- b) Head of the poet Zorilla de San Martin, #416, 7c., grey-blue.
- c) Head of General Artigas (lithographed) #421,1c., lilac grey; #422,15 millesimo (1½c) grey.

The advertising labels were printed on common white paper without watermark. The text was printed in carmine and the frames were in dark blue. We do not know the form of the label sheets. Most of the labels that we have seen were singles. Only two pairs and a single horizontal strip of three with the same advertising text are known. No pairs with differing text are known to us. We have seen less than 80 pieces; only 14 on cover. These issues were first reported by Harry Rickard in TPB March 1989, p.58 and TPB May 1990,p.108.

There are twenty four different combinations of forty-three advertisements: six have five advertisements and eighteen have six advertisements.

The time of usage began in September 1932, and the last date known to us is about May 1933. Quantities of each stamp are unknown; but there exists the same advertising label with different stamps. If any member can provide any additional information, please contact Walter B.L. Bose, Casiilla de Correos 67, Buenos Aires (1426), Argentina Republic.

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Editor's notes: (USA)

Bob Schwerdt, the Perfins Club Foreign Catalog Editor, notes that according to the Scott Catalog #352 and #421 were not issued until 1934; therefore, usage had to extend beyond 1933. It is assumed that the author's statement, "...the last date known to us is about May 1933." relates to copies on cover with readable postmark.

In addition. Bob Schwerdt also noted that after checking his files and the World Perfins Catalog, "In ASC #8, I have listed a slight change in the company name - ANUNCIOS to AVISOS - both words mean about the same - advertising = announcement. Perhaps this was a change in the company name. (Ed. M.R.S. - This last paragraph is printed exactly as in the Perfins Bulletin).