

Costa Rica Coffee Promotion Issues from 1921 to 1945

Scope

This collection presents the stamps, overprints on previous issues and postcards that were printed with the objective of promoting Costa Rican coffee during the period between 1921 and 1945. It is presented in 1921, when the formal cultivation of coffee turns 100 years old, and the government decides to issue the first commemorative stamp for that occasion.

Methodology

The exhibit is presented in chronological order. The collection shows continuity of the history of coffee promotion as is developed and displayed in the introduction of each of the issues according with the following order. In red frames the most important pieces.

1- Centenary of Coffee Cultivation issue. 1921

Authorized by decree 17 of June 1921. 25,000 stamps printed commemorating the production of coffee in Costa Rica. The use of this stamp was voluntary and limited to eight days before and after June 29, 1921. **This was the first stamp printed in Costa Rica locally. The lithographic stones were made by Antolin Chinchilla in plates of 50 (5x10) TETE BECHE.** Plate proofs with and without vignette, perforated and imperforated are presented including the **rare proofs printed in pink paper**, varieties and postal use as well.

2- Coffee Bags overprint. 1922

Decree #486 of January 11, 1922. Overprint typo-graphed by Imprenta Nacional in panes of 100 in stamps of 1910 and 1921, engraved by American Bank Note. Perf 12. The series presents the essays of the overprint dated 1921, the proofs without the date 1921 printed on newsprint, varieties and postal use.

3- Overprint “Compre Ud. Café de Costa Rica” round printing (Buy Costa Rica Coffe). 1923

January 13, 1923. Decree #6. Overprint typo-graphed by Imprenta Nacional in panes of 100 on 1910 definitive issue, stamp engraved by American Bank Note. Perf. 12. The plates present three important compositions that generate constant varieties among which stands out “Compre Vd. Café de Costa Rica” **An exchange of the “U” for the “V” in the stamp position #72.** Also, postal use is presented.

4- Harvesting coffee. The 2 centimos stamp. 1923

August 8, 1923 and September 21, 1923. Engraved by American Bank Note in sheets of 200 divided in panes of 100 separated by gutter. Perf 12. This stamp is part of the issue printed in commemoration of the First Pan-American Postal Congress. **The only reported essay and large proof used by the General Engraving Department in May 8, 1923** is presented along with the small progressive die, plate proof in the color that was ordered, block of 12 in gutter with the overprint “specimen” in diagonal, varieties and postal use can be seeing as well.

5- Costa Rica post cards of 1923 (Canalías) of coffee promotion. 1923

Decree #143 of May 8, 1923, the government agreed with Mr. Jorge A. Lines the printing of postcards with an impression of a coffee theme stamp and advertising slogans in three languages on the back side of the postcards. The printing house of Antonio Canalías carried out the impression of the coffee plant and the phrases: “Tome Café de Costa Rica – El Mejor del Mundo”, “Drink Costa Rican Coffee – The Finest in the World” and “Prennez du Café de Costa Rica – Le plus fin du Monde”. **This is the only collection reported to have all twenty-four views of the postcards.** Proof of the coffee plant printed in black, red and blue are presents, as well as varieties divided in Type 1, Type 2 and Type 3 of the phases.

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6- The coffee oxcart. 10 centimos stamp of the National Exposition issue 1937.

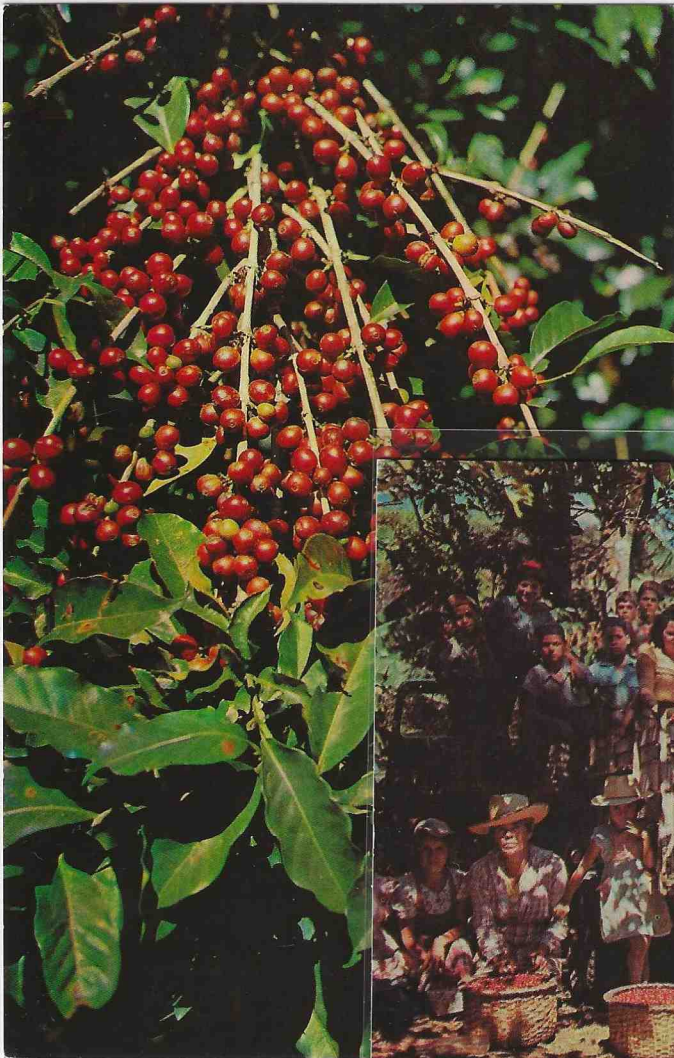
Decree #25 of December 1937. Engraved by American Bank Note in panes of 100. Perf 12. Die proof of the vignette, plate proofs and postal use is presented.

7- Coffee Promotion Issue of 1945. The coffee oxcart.

Decree #38 of October 8, 1945. Engraved by American Bank Note in panes of 100. Perf. 12. For the three values, 5 centimos, 10 centimos y 20 centimos, it is presented: Die proof of the vignette, Die proofs of each value, blocks with "specimen" overprint and with "Muestra" overprint. Also, postal use and the fiscal use of the 20 centimos stamp.

Contributions to Research

The effort of a small country like Costa Rica to print its first stamp in 1921 is a fact that should be highlighted. The appearance of the only reported test that the American Bank Note made from the use of a postcard and the study of routes and rates used for a very short period, in some of the issues, are recognized as an important contribution.



The left postcard represents a plant with coffee berries and the one at the right are coffee berries being transported to oxcart.

