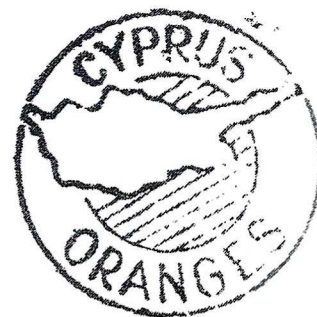


GYPRUS

ORIGINAL PUBLICITY
HANDSTAMPS
1934 -1940 & 1950

THE PURPOSE of this exhibit is to show examples of all the varieties of a series of Publicity Handstamps which were introduced in Cyprus to help publicize two features of the island—it's attraction to tourists and its main agricultural commodity, oranges. These handstamps were assigned in 1934, but only to the main post offices in the three largest centers: Nicosia, Larnaca and Limassol, and withdrawn in 1940. They were produced with three messages: **CYPRUS FOR A HOLIDAY** (Type H), **VISIT CYPRUS** (Type V) and **CYPRUS ORANGES** (Type O). Within each of these three types there were three sub-types, having been created, mainly, as a result of variations in the drawing of the map of Cyprus which was integral to the design of each handstamp.

THE THREE BASIC TYPES (ENLARGED)



THE PLAN: The exhibit explores the use of each of the design sub-types, on covers from the period, arranged in the order presented in the above paragraph. The handstamps were not used at all times of the year, and the Cyprus Study Circle Study Paper: *Publicity Handstamps 1934—1940* and its updates, (use in 1950 included) has identified a total of 41 periods of use for all sub-types, and each is represented in this exhibit. Data from that study paper was used extensively in the preparation of this exhibit, as was information contained in Wilfred T. F. Castle's book: *CYPRUS 1353-1986 History, Postal History and Postage Stamps* - Third Edition, published in 1987.

As with any stamping device, impressions vary from perfect to sloppy, depending on the user, and while every effort has been made to show full representations, a certain number of partials are used to fulfill the various time periods for each type. There are also many covers from this period where the handstamp was not applied, and it appears that there was a policy in place that no registered items were to be stamped. It has been suggested that the reason for this could stem from the fact that these items were "handled" at the front counters where the Publicity Handstamps were not available. There are examples in the exhibit of items that originated in post offices which didn't have access to the handstamps but never-the-less received the marking. This would occur if the particular item passed through one of the offices that was using the handstamps, and where it had been applied "in transit". **THESE ARE HIGHLIGHTED WITH A BLUE BORDER.**

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CYPRUS FOR A HOLIDAY Page 02; **VISIT CYPRUS** Page 15;

CYPRUS ORANGES Page 21

ITEMS OF PARTICULAR INTEREST ARE GIVEN A RED BORDER.