Golden Gate Exposition

A set of four stamps was issued on 12 June 1939 to commemorate the Golden Gate Exposition held in San Francisco.
Golden Gate Exposition
Essay

Tourism Label
Golden Gate Exposition
Proof of 6 cents
Golden Gate Exposition
Proof of 9 cents
Golden Gate Exposition
Proof of 23 cents
The Mot Cot Pagoda, which means "pagoda on a pillar," comprised the central element of the design for the Golden Gate Exposition issue.
Golden Gate Exposition Brochure for Indochinese Pavilion

On 18 February 1939, the Golden Gate International Exposition opened in San Francisco. The San Francisco-Oakland Bay Bridge opened on 12 November 1936 and the Golden Gate Bridge opened on 28 May 1937. To celebrate its pride, San Francisco hosted a world's fair called the Golden Gate International Exposition.

The event was held on Treasure Island, an artificial 400-acre island constructed from the sand of San Francisco Bay during 1936-37. Along the shores of the Lakes of the Nations on Treasure Island was the Pacific Area – a group of buildings representing 20 nations around the Pacific Rim. The pavilions presented culture, history and customs of their peoples. The Pacific Area was a focus for visitors as the theme of the exhibition was “Pageant of the Pacific.”

French Indochina was one of the lands represented by its own pavilion. To mark the event, Indochina issued a set of 4 commemorative stamps on 12 June 1939. The Golden Gate International Exposition closed on 29 September 1940.
Golden Gate Exposition

A colored postcard shows the interior of the Indochinese pavilion. The five political subdivisions (Laos, Annam, Tonkin, Cambodia and Cochinchina) are identified on the courtyard wall.
Golden Gate Exposition
Postmarks on 6 cents

HAIPHONG
TONKIN

PHAT-DIEM
TONKIN

TOURANE
ANNAM

SAIGON-CENTRAL
COCHINCHINE
Golden Gate Exposition
Postmarks on 9 cents

BATTAMBANG
CAMBODGE

HAI-PHONG
TONKIN

HANOI R.P.
TONKIN

HANOI ENTREPOT P.T.T.
TONKIN

HANOI B.
TONKIN

HANOI - E
TONKIN

HANOI R.P. BIS
TONKIN

SAIGON-CENTRAL
COCHINCHINE

LONGMY
COCHINCHINE
Golden Gate Exposition
Postmarks on 23 cents

NHATRANG
AN Nam

PHONGTHANH
COCHINCHINE

PHU-LY
TONKIN

THUDAUMOT
TONKIN

TOURANE
BUU DIEN CUC

VIETTRI
TONKIN

VINH-YEN
TONKIN

TOURANE
ANNAM

YEN-BAY
TONKIN
Golden Gate Exposition
Postmarks on 23 cents

BAC-KAN
TONKIN

HAI-PHONG
TONKIN

PAQUEBOT

SAIGON-CENTRAL
COCHINCHINE
Golden Gate Exposition
Saigon-Central Postmarks
Golden Gate Exposition
Usage

The complete set franked this specially printed envelope sent to the United States in 1940. The envelope, whose imprint promoted the Golden Gate Exposition, was prepared specifically for first day covers.
Golden Gate Exposition
Use of 6 cents

The lowest value in the series paid the internal letter rate. A slogan marking was applied to this cover by the post office to publicize an exhibition in Paris.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 26-8 39
slogan handstamp
REVERSE
VINHLONG COCHINCHINE 27-8 39
Golden Gate Exposition
Use of 9 cents

Between June and December 1939, the letter rate to France was 9 cents.
Golden Gate Exposition
Use of 9 cents

In 1940, a 9-cent commemorative stamp overpaid the local mailing fee of 6 cents.

POSTAL MARKINGS
HANOI R.P. TONKIN  4-4 40
REVERSE
HANOI R. P. TONKIN  5-4 40
HANOI R.P. bis TONKIN  5-4 40
Golden Gate Exposition
Use of 9 and 39 cents

Here two stamps from the Golden Gate Exposition series paid for airmail delivery to India.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 19-8 39
REVERSE
CALCUTTA G.P.O. 20 AUG. 39
KILASAVA'LPAITTI 24 AUG. 39
Golden Gate Exposition
Use of 23 cents

The 23-cent denomination from the Golden Gate Exposition set paid the surface letter rate to foreign countries.

POSTAL MARKINGS
HANOI R P. TONKIN 27-1 40
censor resealing band and markings

REVERSE
HANOI R P. bis TONKIN 27-1 40
HAIPHONG TONKIN 28-1 40
CINCINNATI, OHIO MAR 6 1940
Soon after the Golden Gate Exposition set was issued, the letter rate to France and colonies increased to 9 cents effective 1 July 1939. The airmail fee remained at 30 cents. The high value of the commemorative set satisfied the new airmail letter rate.

POSTAL MARKINGS
HANOI R. P. TONKIN 31-8 39
Golden Gate Exposition
Usage

Three of the Golden Gate Exposition values contributed to the franking on this airmail cover to the United States.

POSTAL MARKINGS
MYTHO COCHINCHINE 12-3 40 airmail label
REVERSE
SAIGON-CENTRAL COCHINCHINE 13 MARS 40
VICTORIA HONG KONG 20 MR 40