Tourism Labels
Angkor Theme

Labels depicting iconic Indochinese scenes are grouped under “Tourism Labels.” Although the actual purpose purposes may have varied (e.g., fund raising), the net effect was that people were attracted to this faraway place with its exotic Eastern culture. Although none of the labels was likely printed in Indochina, examples did make their way there and ended up adorning the envelopes of tourists and others.

A favorite topic for labels was the temple complex at Angkor. This label with an overview of Angkor Wat is attributed to “Édition International Express à Cherbourg, M. Blance Architects.” Perhaps the label was a means of advertising architectural services.

A multicolor label is more crudely drawn, but does capture a sense of adventure with a person sitting in a rickshaw in the foreground of a sculpture.
Tourism Labels
La Belle France

Helio-Vaugirard’s Series XXV, depicting French foreign territories from the 1930s, includes twelve tourism labels with images from Indochina.

ANNAHM
DJIRING

ANNAHM
HUE

CAMBODGE
ANGKOR-THOM

CAMBODGE
ANGKOR-WATH

CAMBODGE
PHNOM-PENH

CAMBODGE
PHNOM-PENH
Tourism Labels
La Belle France

All five geopolitical subdivisions were represented on the labels.

COCHINCHINE
SAIGON

COCHINCHINE
RIZIÈRES

TONKIN
BAIE D’ALONG

TONKIN
HANOI

TONKIN
HANOI

LAOS
MUONG-SIN
Tourism Labels
La Belle France
Overprints

Labels were overprinted in support of various causes. The anti-cancer overprint’s tiny lettering was applied with red ink.
Tourism Labels
La Belle France
Overprints

This booklet contains 20 tourism labels with the overprint noting that funds collected benefit French Soldiers:

\[ \text{Au bénéfice des Déportés de la France combattante} \]

The price for the booklet was 100 francs.
Tourism Labels
La Belle France
Overprints

This overprint with a surcharge of 5 francs benefited French soldiers. Two formats were used. This format with smaller lettering has six words in the top line.

Au bénéfice des Déportés de la France combattante 5f

TONKIN
BAIE D’ALONG

TONKIN
HANOI

ANNAM
HUE

CAMBODGE
ANGKOR-WATH

CAMBODGE
PHNOM-PENH
Evidently, there was an attempt to increase the surcharge from 5 francs to 15 francs. It appears that the increase was achieved by handstamping a “1” in front of the “5” in the original overprint.

As the examples in this block of four demonstrate, the placement of the “1” varied significantly.
A second format with larger lettering has four words in the top line.

Tourism Labels
La Belle France
Overprints

COCHINCHINE RIZIERS

COCHINCHINE SAIGON

CAMBODGE ANGKOR-WATH

CAMBODGE ANGKOR-THOM

TONKIN HANOI

TONKIN BAIE D’ALONG
Tourism Labels
La Belle France
Overprints

This overprint added a surcharge of 5 French francs to each label.

ANNAHM DJIRING

ANNAHM HUE

CAMBODGE
ANGKOR-WATH

COCHINCHINE
SAIGON

TONKIN
HANOI

TONKIN
BAIE D’ALONG

LAOS
MUONG-SIN
Tourism Labels
Indochinese Scenes

A Helio-Vaugirard booklet of 40 labels in two sheets portrayed the scenery and peoples of Indochina.
Tourism Labels
Indochinese Scenes

ANAM
CAP VARELLA

ANAM
PÊCHEURS

ANAM
TOURS CHAM

ANAM
HUE

ANAM
HUE
Tourism Labels
Indochinese Scenes

COCHINCHINE
SAIGON

COCHINCHINE
SAIGON

COCHINCHINE
BACLIEU

COCHINCHINE
THUDUC

COCHINCHINE
SAIGON

COCHINCHINE
SAIGON
Tourism Labels
Indochinese Scenes

The labels were laid out in horizontal and vertical formats.
Tourism Labels
Indochinese Scenes

CAMBODGE CAMBODGIENNE
CAMBODGE DANSEUSES
CAMBODGE ANGKOR THOM
CAMBODGE OUDONG

CAMBODGE ANGKOR VAT
CAMBODGE ANGKOR VAT
CAMBODGE PHNOM PENH
CAMBODGE PHNOM PENH
Tourism Labels
Indochinese Scenes

TONKIN
HANOI

TONKIN
HANOI

TONKIN
HANOI

TONKIN
THONKINOISE

TONKIN
PONT DOUMER

TONKIN
HAIPHONG
Tourism Labels
Indochinese Scenes

- TONKIN RIZIÈRES
- TONKIN HONGAY
- TONKIN TYPE MAN
- TONKIN FEMME MEO
- TONKIN CAMPHA
English text on the booklet’s cover indicates that the labels were a means of targeting the interests of tourists. The message on the reverse is “FOR ANY INFORMATION WANTED APPLY TO OFFICIAL TOURIST BUREAU SAIGON, FRENCH INDO-CHINA.”
Tourism Labels
Indochinese Scenes
Use of Cham Towers

The use of a tourism label on an early airmail cover shows that the labels were in circulation as early as June 1932.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 24-6 32
airmail label
REVERSE
MARSEILLE-GARE-AVION BôCHES DU RHONE 6 VII 1932
In 1935, a “TYPES MOI” label was used at the upper right alongside postage stamps for a mailing to Paris,
A roller-canceling device tied the Hue Temple label to a cover posted from Saigon to Switzerland in 1935.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 9 NOV 35
Tourism Labels
Indochinese Scenes
Use of Noria

A noria is a machine for lifting water into a small aqueduct, usually for the purpose of irrigation.

POSTAL MARKINGS
TONG TONKIN 7-7 32
airmail label and routing instruction

REVERSE
HANOI R.P. TONKIN 7-7 32
SAIGON-CENTRAL COCHINCHINE 8-7 32
MARSEILLE-GARE-AVION BÜCHES DU RHONE 17 • VII 1932
Tourism Labels
Indochinese Scenes
Use of Arthross Temple at Oudong

In addition to French postage stamps, this internal 1932 mailing bears a label depicting the Arthross Temple at Oudong, Cambodia.

POSTAL MARKINGS
L’SLE ADAM MOSELLE NORD  25-6 32
REVERSE
NEIULLY PLAISANCE BANLIEU EST  25-6 32
Tourism Labels
Indochinese Scenes
Use of That Long Temple

Use of the tourism labels to decorate mail was not limited to Indochina. Here an example of the That Long label was added to the franking for an internal French mailing in 1932.

POSTAL MARKINGS
ARCHEIL-CACHAN BANLIEUE-S..O.  5-1 32
REVERSE
NEUILLY PLAISANCE BANLIEU EST  6-1 32
Tourism Labels
Indochinese Scenes
Use of Temple du Souvenir

The Saigon roller canceller tied the Saigon-theme label to the cover for this mailing to France in 1933.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE  2 JUIN 33
REVERSE
CHERBOURG MANCHE  2-7 33
Tourism Labels
Indochinese Scenes
Use of That Long Temple

This mailing demonstrates relatively late use of a tourism label in 1939. The label was postmarked in the same manner as the postage stamps.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 22-7 39
REVERSE
PAIMPOL COTES DU NORD 26-7 39
A Saigon-Central postmark ties a Type Man label to an internal mailing in 1933.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 9 DEC 33
REVERSE
PHAN-TIET ANNAM 10-12 33
In August 1939, the censorship authority in Cochinchina applied its handstamp to a letter addressed to a prominent religious leader in France.
Twenty labels depict different aspects of the Angkor temple complex. The conditions prompting the creation of the labels are obscure. The labels may have been distributed at one of the major French exhibitions associated with the colonies. Perhaps the labels were part of a fund raising efforts supporting restoration activities at Angkor. Based on the “HIVÉLIO” imprinted at the base of each label, it is clear that they were printed Hélio-Vaugirard in Paris.

The labels were sold in panes of 4 high by 5 wide in booklets with both French and English text. The message focused on easy access to Angkor hints that the labels may have been distributed to tourist hotels in hopes of stimulating outings to the site.
Tourism Labels
Angkor Wat – Black

VUE GÉNÉRAL

VUE D’ENSEMBLE

ROI LEPREUX

TEVADA DANSANT

BANTEAI-KÉDEI: Tête de Civa

DANSEUSES
Tourism Labels
Angkor Wat – Black

PRAH-KHAN : LES GÉANTS

CHAUSSEE DES GEANTS

BANYON: TOUR A VISAGES

PORTE NORD

BANTEAI-SREI : Sanctuaire Sud

BANTEAI-KEDEI: CIVA ET UMA
(ANGKOR at top)

BANTEI-KEDI ÇIVA : ET UMA
(ANGKOR-THOM at top)
Tourism Labels
Angkor Wat – Black

TAKÉO: FAÇADE EST

Ille ÉTAGE

VISHNU

BANTEAI-SREI: APSARA

VISHNOU

SRAH SRANG: TERRASSE
(ANGKOR at top)

PRAH-KHAN : TERRASSE
(ANGKOR-THOM at top)
Tourism Labels
Angkor Wat – Brown

PRAH-KHAN : LES GÉANTS

VUE D'ENSEMBLE

BANTEAI-KÉDEI: Tête de Civa

VISHNOU

BANTEAI-KÉDEI: Tête de Civa

PRAH-KHAN : TERRASSE
Tourism Labels
Angkor Wat
Usage

Because the address is partially obstructed, the two Angkor labels appear to have been added after arrival of this cover from Saigon to Marseille.

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE  6-5 36
REVERSE
MARSEILLE GARE BCHES DU RHONE  12 • V 1936