

Slogan Postal Markings of French Indochina

Indochina's slogan markings served an array of commemorative, economic, charity and political purposes. The format and size of the markings also varied. In some cases, the slogan marking was an integral part of the circular date stamp (called "Daugin" markings in honor of the inventor of these devices). However, in most cases, the marking consisted of a simple handstamp. Consequently, these latter types of markings are found on the reverse of mailings as well as on the front sides.

While many markings were the approximate size of a circular date stamp postmark, some markings were so large that they would have interfered with reading the information on the front of an envelope. Consequently, the largest markings were most struck on the reverse side of envelopes.

While markings typically utilized French, other languages were employed to reach the target audience. For instance, some messages were aimed at the largest audience possible. Some markings asking the public to buy government bonds carried messages in French, Chinese, Khmer and Vietnamese.

In this presentation, markings are arranged geographically and temporally as follows

Pre-World War II

- General – used across geographic areas

- Tonkin

- Annam

- Cambodia

- Cochinchina

World War II –Vichy Period

- Expositions

- Political

Japanese Period

Independence Movement

Period prior to Return of Bao-Dai

Post-1950

- Vietnam

- Cambodia

- Laos

Buy Government Bonds

Around the time of World War I, the Indochinese government realized that applying slogan handstamps on mail was an effective means for promoting official viewpoints.

The first of these markings consisted of a message in three languages in a large format encouraging citizens to support the Treasury by buying government bonds.



A-1

| | | |
|------------------|-------------------------------------|------------------|
| 附 借 國 債 | SOUSCRIVEZ A L'EMPRUNT NATIONAL | 義 民 必 宜 |
| | Nghĩa-dân nên mua giấy quốc-trái | |

"Buy Government Bonds"

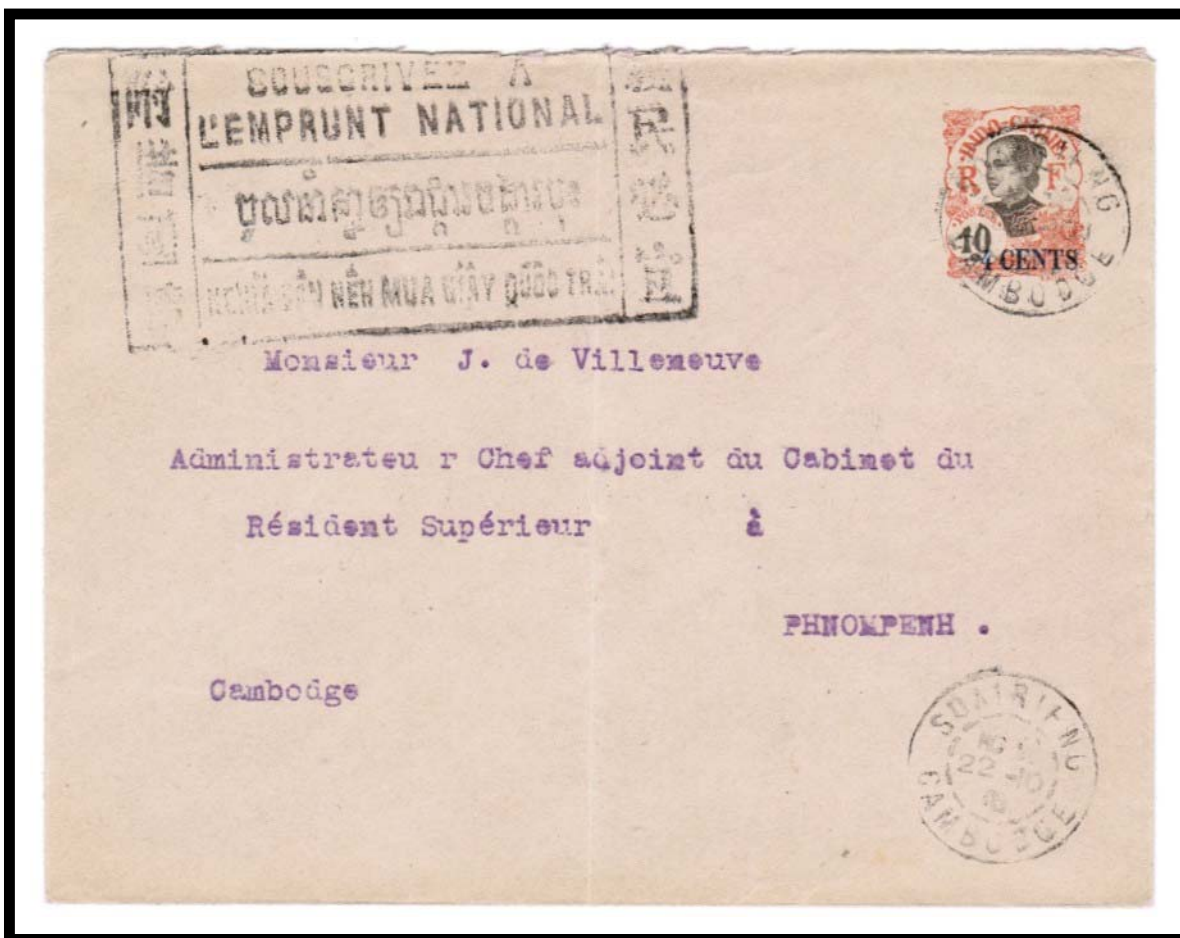
POSTAL MARKINGS
 HANOI TONKIN 11-10 13
 slogan handstamp
 REVERSE
 HANOI A HAIPHONG 1^o 11 OCT 13
 HAIPHONG TONKIN 11-10 13

Buy Government Bonds

Similar to the previous marking, this slogan handstamp goes it one better by using four languages for the message (Chinese, French, Cambodian and Vietnamese). Posted from Soairieng, Cambodia in 1916, this marking was undoubtedly the version employed in Cambodia during the same time that other markings were used elsewhere.



"Buy Government Bonds"



POSTAL MARKINGS

SOAIRIENG CAMBODGE 22-10 16
slogan handstamp

REVERSE

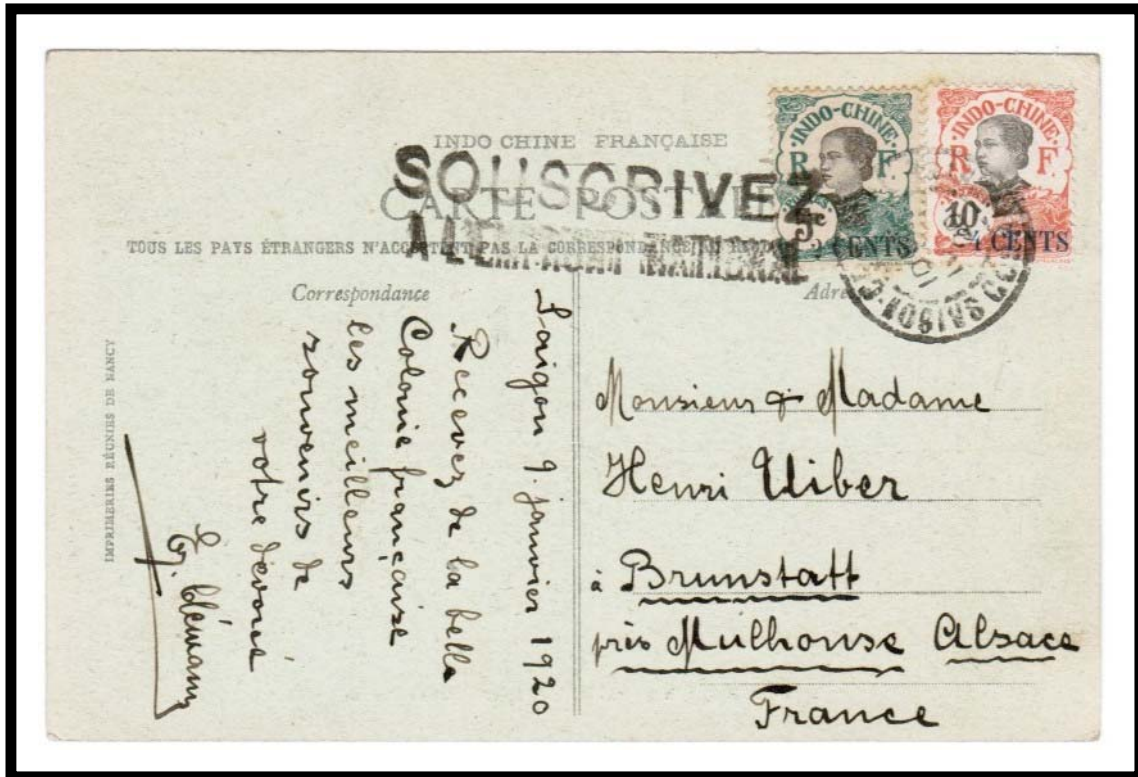
PHNOMPENH CAMBODGE 22-10 16

Buy Government Bonds

In 1920, a simple slogan marking from Saigon exhorted the public to support the National Fund. It consisted of two lines of text without a frame.

SOUSCRIVEZ A L'EMPRUNT NATIONAL

"Buy Government Bonds"



POSTAL MARKINGS

SAIGON-CENTRAL COCHINCHINE 10-1 20
slogan handstamp

Buy Government Bonds

A second, two-line slogan marking from 1920 appeared on notepaper pasted onto a soldier's envelope. Posted through the rural post at La-Phu in Phu-Tho Province, the letter was addressed to an occupant of the Annamite Infirmary at Laval, but forwarded to another hospital at Le Mans.

SOUSCRIVEZ A L'EMPRUNT

"BUY GOVERNMENT BONDS"



UNL

POSTAL MARKINGS

LA-PHU POSTE RURALE PROVINCE DE PHU-THO

HONG-HOA TONKIN 29 JANV 20

slogan handstamp

REVERSE

HANOI TONKIN 30-1 20

Buy Indochinese Bonds

In 1922, a four-language appeal asks the public to buy Indochinese bonds. To increase acceptance, the handstamp notes that the bonds are denominated in piasters, the local currency.



“Buy Indochinese bonds – in piasters”

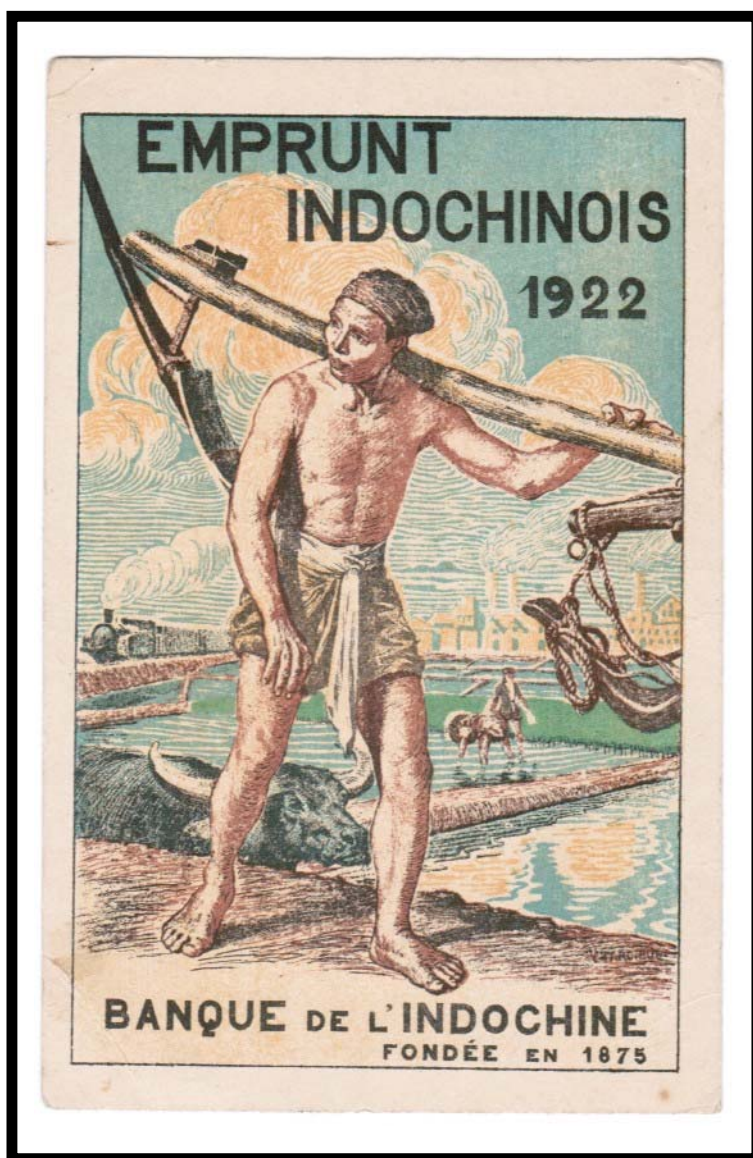


UNL

POSTAL MARKINGS
HAIPHONG TONKIN 2-3 22
slogan handstamp
HONG KONG 6 MAR 22
REVERSE
HANOI TONKIN 1-3 22

Buy Government Bonds 1922

In addition to slogan handstamps on the mail, the government promoted sales of bonds with direct advertising. This example from 1922 depicts images that suggested the potential benefits that could result from investment in national bonds.



Buy Government Bonds

The small format marking that promoted the sale of government bonds is recorded used at Haiphong and Phnompenh in 1938.

SOUSCRIVEZ
À
L'EMPRUNT

"Buy Government Bonds"



A-2

POSTAL MARKINGS
HAIPHONG TONKIN 1-7 38
slogan handstamp
REVERSE
HANG-KENH TONKIN 2-7 38

Lottery for Student Aid

This early handstamp encourages support of students through participation in a lottery. Here a black handstamp was applied in Cambodia to a postcard sent to Tonkin in 1928.

AIDEZ LA FOUNDATION D'UNE MAISON
-DES ETUDIANTS DE L'INDOCHINE-
PRENEZ des BILLETS de la LOTTERIE S.A.M.I.P.I.C

“HELP ESTABLISH A HOUSE FOR INDOCHINESE STUDENTS
- BUY TICKETS FOR THE S.A.M.I.P.I.C.”



A-3

POSTAL MARKINGS

ANGKOR-LES-RUINES CAMBODGE 26-8-28

slogan handstamp

HAIPHONG TONKIN 4 SEPT 28

TAMDAO TONKIN 5-9-28

Lottery for Student Aid

The student aid handstamp was frequently applied with black ink. With this example from Hanoi in 1929, the handstamp was struck with blue ink.

AIDEZ LA FOUNDATION D'UNE MAISON
-DES ETUDIANTS DE L'INDOCHINE-
PRENEZ des BILLETS de la LOTTERIE S.A.M.I.P.I.C

“HELP ESTABLISH A HOUSE FOR INDOCHINESE STUDENTS
– BUY TICKETS FOR THE S.A.M.I.P.I.C.”



A-3

POSTAL MARKINGS

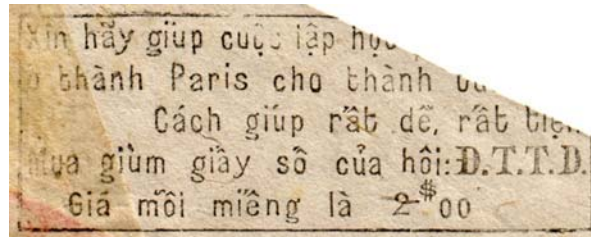
HANOI R.P. TONKIN 30-5 29
slogan handstamp

REVERSE

SAINTE-COLOMBE RHONE 7-7 29

Lottery for Student Aid

A lengthy appeal on a 1929 slogan handstamp appeals for purchasers to participate in a lottery.



“Please help to establish
at the city of Paris give city [...missing...]
A way to assist, very easy, very convenient
Purchase lottery aid from association: D.T.T.D.
Price each piece is 2\$00”



A-4

POSTAL MARKINGS

LANG-SON TONKIN 3-9 29

HAIPHONG TONKIN 4-9 29

slogan marking

REVERSE

LUNGCHOW

Student Aid

One of the principal ways of assisting Indochinese students studying in France was to provide housing thus enabling students with a shared cultural background to benefit from a mutually supportive environment. This postcard depicts the Indochinese Students Housing in the University City section of Paris.



Rice and Coffee

By promoting the colony's agricultural products, the government hoped to strengthen the local economy. The three-line handstamp exhorting citizens to consume local rice and coffee was applied at various locations through the 1930s.

CONSUMMEZ
LE RIZ ET LE CAFÉ
D'INDOCHINE

"CONSUME INDOCHINESE RICE AND COFFEE"



A-12

POSTAL MARKINGS

VIENTIANE LAOS 9-2 33
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 17-2 33
BESANCON DOUBS 6 • III 1933

Malaria Control

With one of the more practical messages on public health, this marking encourages avoiding mosquitoes as the best practice for preventing contracting malaria.

ANOPHELES DETRUIES
PALUDISME EVITE
Chữ muỗi ít khi
mắc bệnh sốt rét

"DESTROY MOSQUITOES
AVOID MALARIA "



A-13

POSTAL MARKINGS
HANOI R.P. TONKIN 2-10 31
expedited service label
slogan handstamp
REVERSE

Rabies Vaccination

A public service message urges owners to get their pet dogs vaccinated against rabies. The unframed style differs from other markings of the period, which usually had a rectangular border.

FAITES VACCINER VOS CHIENS
CONTRE LA RAGE

"GET YOUR DOGS VACCINATED AGAINST RABIES"



A-14

POSTAL MARKINGS
CHAUDOC COCHINCHINE 16-8 35
slogan handstamp

Visit Indochina

Slogan markings were used to promote tourism for the colony in general as well as for specific areas. The framed marking touting Indochina's beauty was used from Tonkin and Cambodia during 1935-36.

VISITEZ
NOTRE
BELLE
INDOCHINE

"VISIT OUR BEAUTIFUL INDOCHINA"



A-21

POSTAL MARKINGS
HANOI R.P. TONKIN 19-9 36
slogan handstamp
airmail label

Indochina Awaits You

Advertising markings were not limited to Indochina. In 1936, a Parisian roller postmark included a message promoting tourism to Indochina.

PAYS SPLENDIDE
L'INDOCHINE
VOUS ATTEND !

“THE BEAUTIFUL COUNTRY OF INDOCHINA AWAITS YOU”



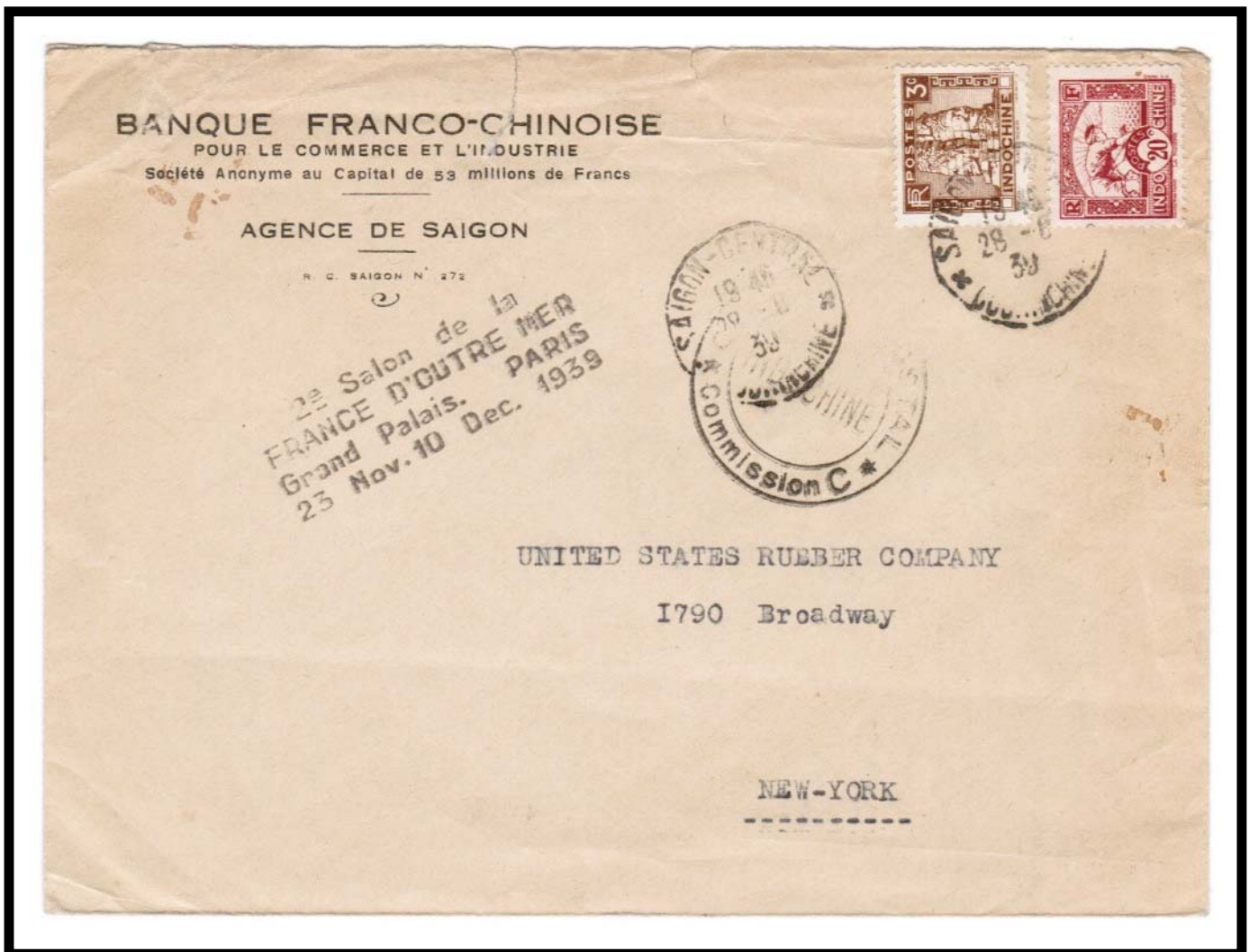
POSTAL MARKINGS
PARIS 30 BOULEDIDEROT 8.IX.36

Paris Art Exhibit
1939

In 1939, the Saigon post office handstamped covers with a marking promoting the second art exhibit for French overseas territories. Unlike other markings of the period, this one lacks the usual rectangular frame surrounding the text.

2^e Salon de la
FRANCE D'OUTRE MER
Grand Palais. PARIS
23 Nov. 10 Dec. 1939

"2nd French Overseas Territories
Art Exhibit Grand Palace, Paris
23 Nov. to 10 Dec. 1939"



POSTAL MARKINGS

SAIGON-CENTRAL COCHINCHINE 28-8 39
CONTRÔLE POSTAL Commission C INDOCHINE
slogan handstamp

Paris Art Exhibit
1939

The 1939 Art Exhibit was promoted well beyond Saigon as this example posted from Phnompenh, Cambodia in August 1939 testifies.

2^e Salon de la
FRANCE D'OUTRE MER
Grand Palais. PARIS
23 Nov. 10 Dec. 1939

"2nd French Overseas Territories
Art Exhibit Grand Palace, Paris
23 Nov. to 10 Dec. 1939"



A-22

POSTAL MARKINGS
PNOMPENH CAMBODGE 23-8 39

Paris Art Exhibit
1940

Evidently, the Overseas France Art Exhibition scheduled for 1939 had been postponed. A new marking, similar to the one from the previous year, presented the revised exhibition dates as 25 April - 12 May 1940.

2^e Salon de la
FRANCE D'OUTRE MER
Grand-Palais. PARIS
25 Avr. 12 Mai 1940

"2nd French Overseas Territories
Art Exhibit Grand Palace. Paris
25 Apr. to 12 May 1940"

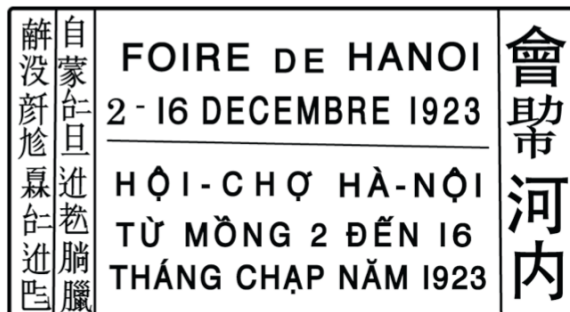


A-23

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 17-1 40
slogan handstamp

Hanoi Fair 1923

The first of many markings to advertise fairs at Hanoi appeared for the 1923 event. The message promoting the fair was given in three languages — French, Vietnamese and, along the sides, in Chữ nôm, which was a Chinese script variation formerly used to write Vietnamese. Writing in Chữ nôm disappeared around this time.



“Hanoi Fair 2 -16 December 1923”



POSTAL MARKINGS

B-2

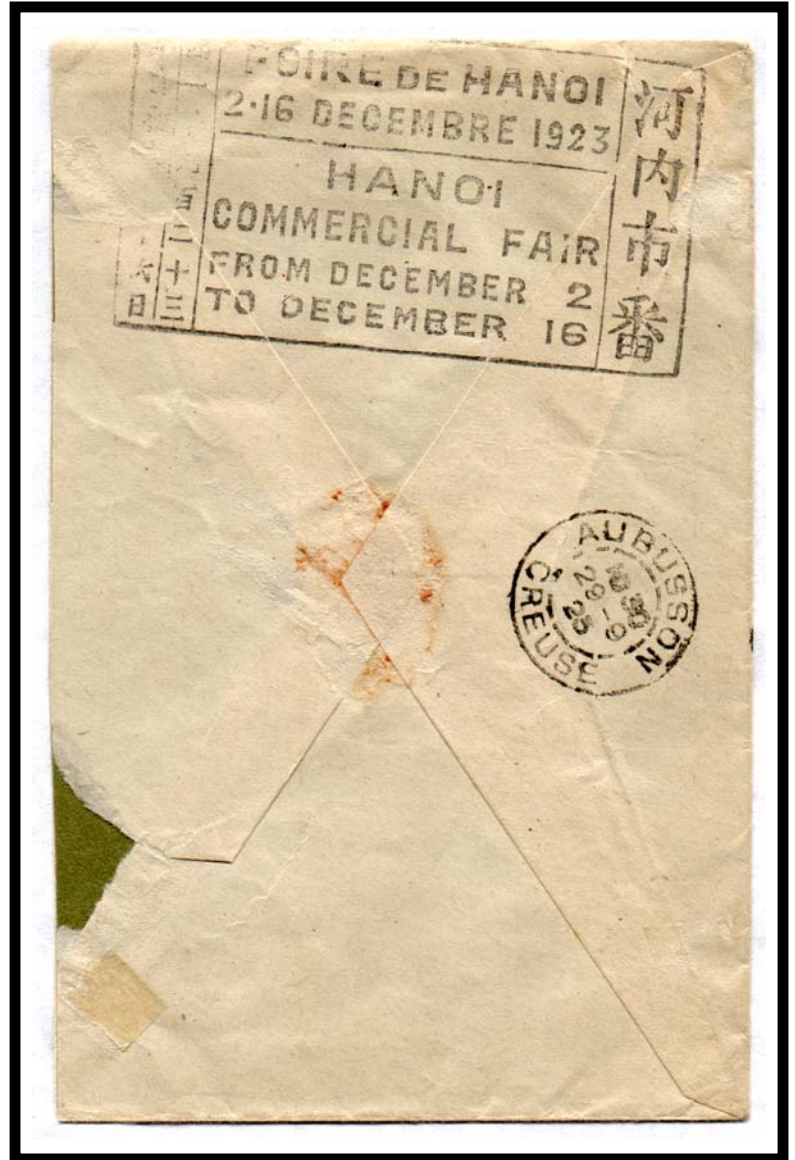
HANOI TONKIN 28-10 23
slogan handstamp

REVERSE

BACNINH TONKIN 26-10 23

Hanoi Fair
1923

In a variation of the 1923 Hanoi Fair slogan handstamp, English was placed below the French instead of Vietnamese. With this version, Chinese is at the sides instead of Chũ nôm characters.



POSTAL MARKINGS
AUBUSSON CREUSE 29-9 23
REVERSE
HANOI TONKIN 20-3 23

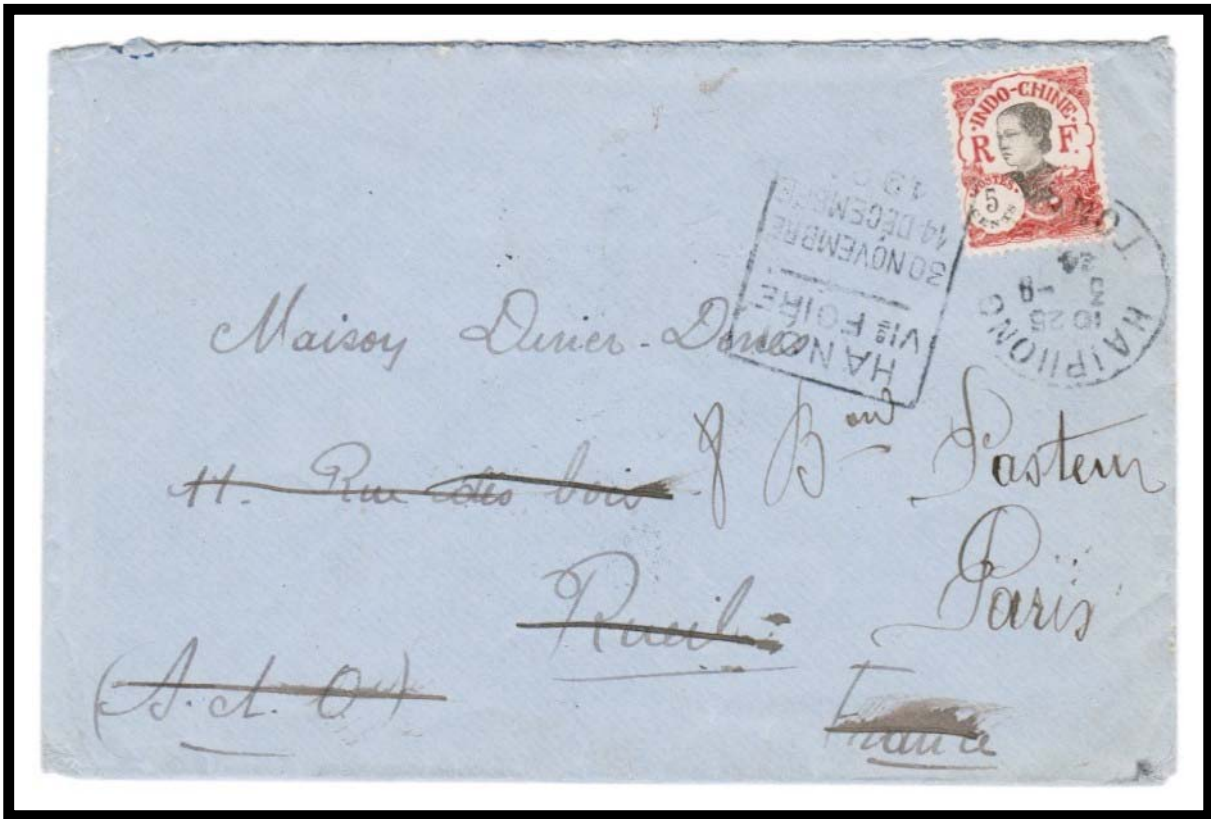
B-1

Hanoi Fair
1924

In 1924, post offices across Indochina employed a framed marking to advertise the Hanoi Fair. The vertical format was unique to this marking.



"HANOI TOWN FAIR
30 NOVEMBER 14 DECEMBER 1924"



B-3

POSTAL MARKINGS
HAIPHONG TONKIN 3-9 24
slogan handstamp
REVERSE
HUEVE SEINE ET OISE 3-10 24

Hanoi Fair
1924

Publicity for the 1924 Hanoi Fair was widespread. Here the promotional slogan was applied to a letter posted from Pnompenh, Cambodia on 27 November 1924, just a few days before the fair's opening.

HANOI
VI^e FOIRE
30 NOVEMBRE
14 DÉCEMBRE
1924

“HANOI TOWN FAIR
30 NOVEMBER 14 DECEMBER 1924”



B-4

POSTAL MARKINGS
PNOMPENH CAMBODGE 27-1 24
slogan handstamp

Hanoi Fair 1932

The Hue post office began advertising the 1932 Hanoi Fair as early as August of that year. However, this marking gave the dates of the fair as 15 November - 25 December, a month-long event. Evidently, the schedule was compressed as all later markings give the dates for the fair as 27 November - 11 December.

FOIRE DE HANOI
15 Nov_25 Déc
1932

“HANOI FAIR 15 Nov_ 25 Dec 1932”



POSTAL MARKINGS

B-11

HUE ANNAM 29-8 32

slogan marking

SAIGON-CENTRAL COCHINCHINE 2-9 32

REVERSE

HUE ANNAM 29-8 32

slogan marking

Hanoi Fair
1932

For the 1932 Hanoi Fair, the layout for the post office's advertising marking changed to a horizontal rectangle. This was to become one of the most popular formats.

FOIRE DE HANOI
27 Nov - 11 Déc
1932

"HANOI FAIR 27 Nov - 11 Dec 1932"



POSTAL MARKINGS

B-12

HAI-PHONG TONKIN 5-10 32
slogan handstamps
SAIGON-MARSEILLE route marking

REVERSE

HANOI R.P. TONKIN 6-10 32
SAIGON-CENTRAL COCHINCHINE 10-10 32
PARIS VIII DISTRIBUTION • X 1932

Hanoi Fair 1932

The 1932 Hanoi Fair was promoted far and wide. This example shows that the Indochinese post office advertised the event with a commemorative marking even as far away as Pnompenh, Cambodia.

FOIRE DE HANOI
27 Nov - 11 Déc
1932

"HANOI FAIR 27 Nov - 11 Dec 1932"



B-12

POSTAL MARKINGS

PNOMPENH CAMBODGE 30-9 32

slogan handstamp

airmail label and PAR AVION JUSQU'A MARSEILLE airmail routing instruction

REVERSE

MARSEILLE-GARE-AVION BCHES DU RHONE 10 • X 1932

Chapa

Because Indochina's population was concentrated in its agriculturally productive tropical regions, the mountains were regarded as popular vacation places. Their appeal lay with the scenery as well as the cooler climate. Chapa was a mountain town in a location nicknamed the Alps of Indochina.

CHAPA
LES ALPES
D'INDOCHINE
ΔLT. 1500^m

“CHAPA – THE ALPS OF INDOCHINA 1,500 meters”



B-15

POSTAL MARKINGS

CHA-PA TONKIN 26-1 39
slogan handstamp

REVERSE

HANOI R.P. TONKIN 21-1 39
PARIS VII RUE CLER 4 • II 1939

Haiphong Fair
1935

A large handstamp in three languages advertised Haiphong's fair at the end of 1935. This was the first Haiphong fair that earned a slogan marking from the Indochinese post office.

VISITEZ LA FOIRE DE HAI-PHONG
DU 21 AU 31 DECEMBRE 1935
Nên xem Hội Chợ HAI-PHONG
Từ 21 đến 31 tháng Chạp Tây 1935
月二十西自會市防海覽宜
止日一十三至日一廿

“VISIT THE HAIPHONG FAIR FROM 21 TO 31 DECEMBER”



POSTAL MARKINGS

HANOI R.P. TONKIN 15-11 35
slogan handstamp

REVERSE

FONTAINEBLEAU SEINE ET MARNE 20. XII 35

B-21

Haiphong Fair
1937

The large size of the promotional marking for the 1937 Haiphong Fair deviated from the norm. Because of its large dimensions, it is difficult to see how it could have been applied to the front side of an envelope without obliterating the address.

VISITEZ LA FOIRE DE HAIPHONG
DU 16 AU 31 DECEMBRE
MỜI CÁC NGÀI ĐẾN XEM HỘI-CHỢ HÀIPHÔNG
TỪ 16 CHO ĐẾN 31 THÁNG CHẠP

“VISIT THE HAIPHONG FAIR FROM 16 TO 31 DECEMBER”



B-22

POSTAL MARKINGS

slogan handstamp

LIMOGES HIE VIENNE 9 • X 1937

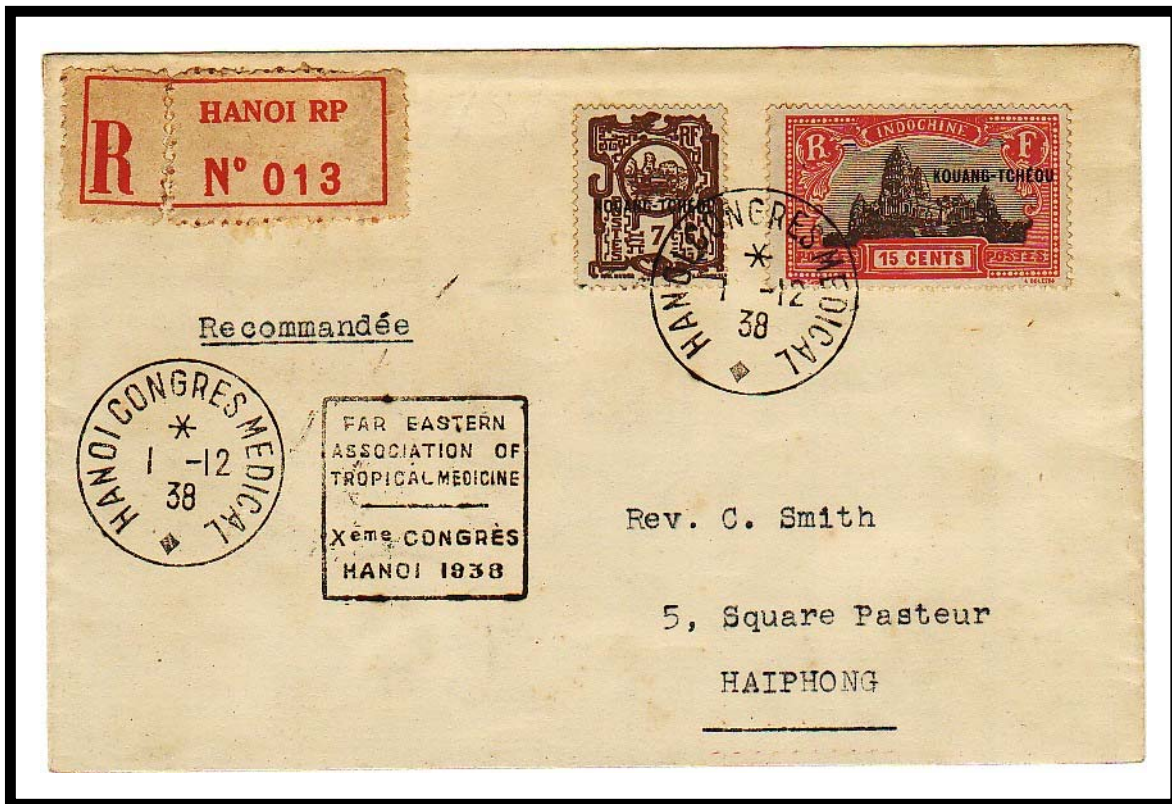
REVERSE

HAIPHONG TONKIN 27-9 37

Tropical Medicine Conference
Hanoi, 1938

The Far Eastern Association of Tropical Medicine held its Tenth Congress in Hanoi in 1938. The event was commemorated with a special postmark as well as a slogan marking, one of the few markings that employed English.

FAR EASTERN
ASSOCIATION OF
TROPICAL MEDICINE
X^{eme} CONGRÈS
HANOI 1938



B-31

POSTAL MARKINGS

HANOI CONGRES MEDICAL 1-12 38
slogan handstamp
registration label

REVERSE

HANOI R.P. TONKIN 1-12 38
HAI-PHONG TONKIN 2-12 38

Tropical Medicine Conference
Hanoi, 1938

The slogan marking for the Tropical Medicine Conference was usually struck on letters originating in Hanoi. Here the commemorative handstamp was applied to a letter in transit from Dong-Hoi, Annam to French India.

FAR EASTERN
ASSOCIATION OF
TROPICAL MEDICINE
—
X^{eme} CONGRÈS
HANOI 1938



POSTAL MARKINGS

DONG-HOI ANNAM 15-8 38
slogan handstamp

REVERSE

HANOI R.P. TONKIN 16-6 38
CALCUTTA G.P.O. D.F.N. 19 JUN. 38
PONDICHERRY 22 JUN. 38

Tropical Medicine Conference
Hanoi, 1938

Although the slogan handstamp was used for many months, the event itself lasted only a week. The imprint at the top of this stationery identifies 24-30 November 1938 as the dates of the Tenth Congress of the Far Eastern Association of Tropical Medicine.



POSTAL MARKINGS
HANOI R.P. TONKIN 15-11 38
REVERSE
HAI-PHONG TONKIN 16-11 38

Tropical Medicine Conference
Hanoi, 1938

Picture postcards were prepared as souvenirs for the conference. At the lower right is the wording:

University of Indochina at Hanoi
Tenth Congress F.E.A.T.M.
November 1938

The abbreviation F.E.A.T.M. stands for Far Eastern Association of Tropical Medicine.



REVERSE

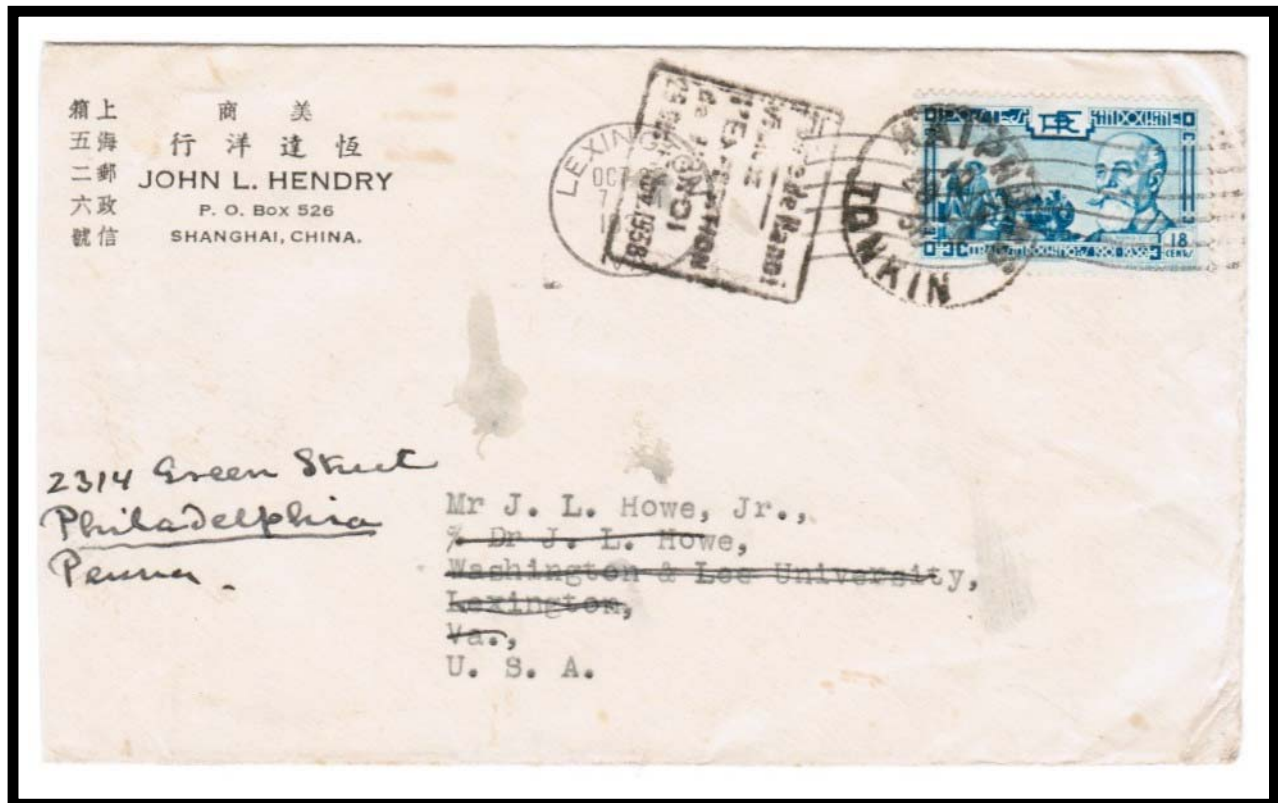
HANOI CONGRES MEDICAL 24-11 38
slogan handstamp

Hanoi Fair
1938

In 1938, the format for the Hanoi Fair advertising marking changed again — this time to a square format.

Foire de Hanoi
Visitez
l'EXPOSITION
de HANOI
29 Oct 13 Nov 1938

"Hanoi Fair – Come to the Hanoi Exposition 29 Oct. 12 Nov. 1938"



B-32

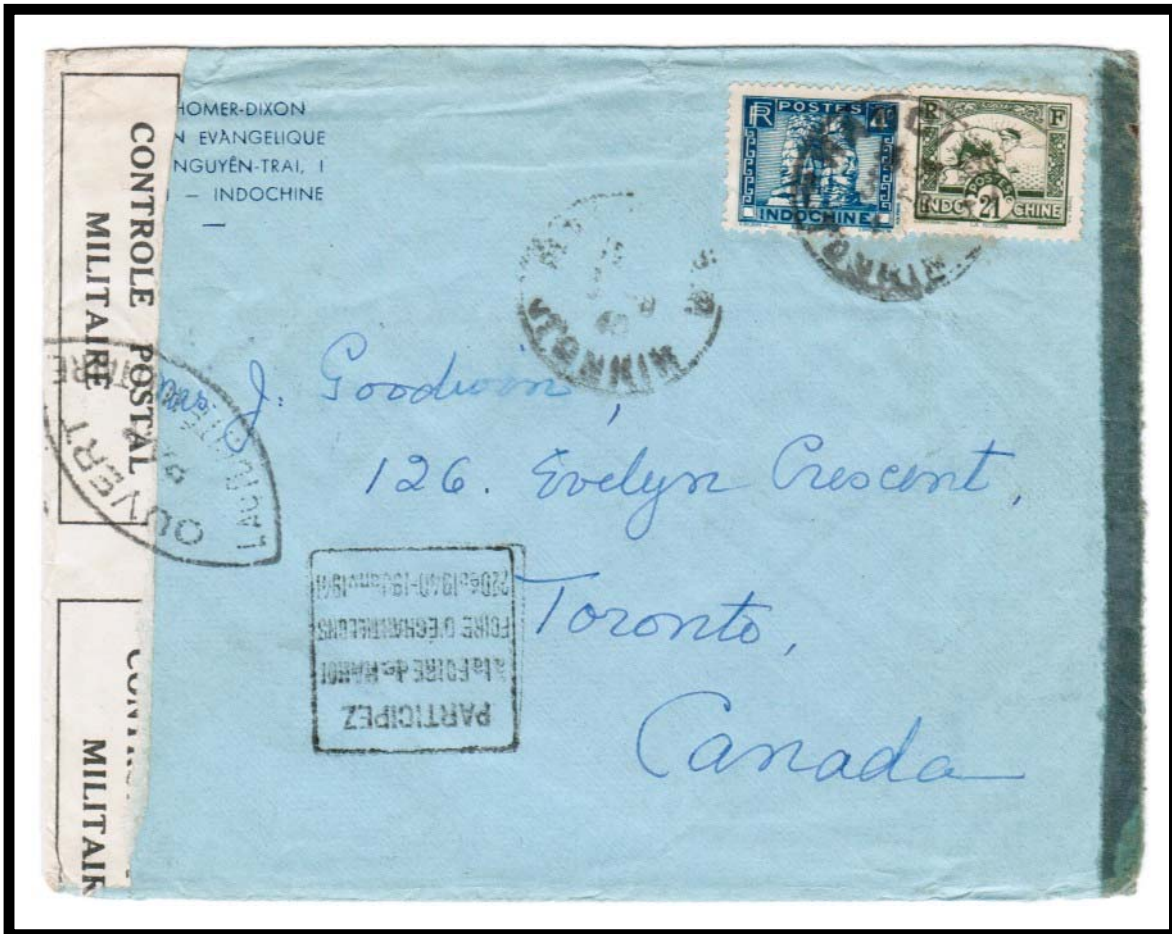
POSTAL MARKINGS
HAIPHONG TONKIN 28-9 38
slogan handstamp
LEXINGTON VA. OCT 21938

Hanoi Fair 1940

The 1940-41 Hanoi Fair spanned the Christmas - New Year holiday season. The post office's promotional marking specified the dates as 22 December 1940 through 19 January 1941.

PARTICIPEZ
à la FOIRE de HANOI
FOIRE D'ÉCHANTILLONS
22 Déc 1940 - 19 Janv. 1941

“TAKE PART IN THE
HANOI HOLIDAY FAIR
22 Dec 1940 - 19 Jan 1941”



POSTAL MARKINGS

HANOI R.P. TONKIN 3-8 40
slogan handstamp
censor's resealing tape and Military Authority football

Hanoi Fair
1941

The 1941 Hanoi Fair was widely promoted outside of Hanoi using the same slogan marking as this example from Cholon demonstrates. Curiously, in the lettering of the marking, triangles were used in place of the capital "A's."

VENEZ VISITER
LA FOIRE
EXPOSITION DE
HANOI
30 Novembre-
29 Décembre 1941

"COME VISIT THE HANOI FAIR 30 November 28 December 1941"



B-34

POSTAL MARKINGS

CHOLON COCHINCHINE 30-9 41
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 30-9 41
SADEC COCHINCHINE 1-10 41

Hanoi Fair 1941

With its slogan marking, the Indochinese postal service continued to promote the 1941 Hanoi Fair as far away as Cambodia. Based on this example, the marking remained in service even after the 7 December 1941 attack on Pearl Harbor.

VENEZ VISITER
LA FOIRE
EXPOSITION DE
HANOI
30 Novembre-
29 Décembre 1941

"COME VISIT THE HANOI FAIR 30 November 28 December 1941"



B-34

POSTAL MARKINGS

PNOMPENH CAMBODGE 16-12 41
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 16 DEC 41

Bana

Bana's attributes were not only advertised locally by the post office, but also by the Hue post office with a promotional marking in the familiar square format.

ALLEZ A BANA
SAINÉ STATION
D'ALTITUDE
DE L'INDOCHINE

"GO TO BANA ... INDOCHINA'S HEALTHFUL HIGHLAND RETREAT"



C-2

POSTAL MARKINGS

HUE ANNAM 2-10 30
expedited service label

REVERSE

SAIGON-CENTRAL COCHINCHINE 6-10 30
LE MANS SARTHE 8 • XI 1930

Bana

Not to be outdone by other towns, Bana's post office also promoted its image as a mountain resort with a framed, large (66 x 18 millimeter) rectangle.



"BANA ... INDOCHINA'S HIGHLAND RETREAT"



C-3

POSTAL MARKINGS

BA-NA ANNAM 5-7 37
slogan handstamp

REVERSE

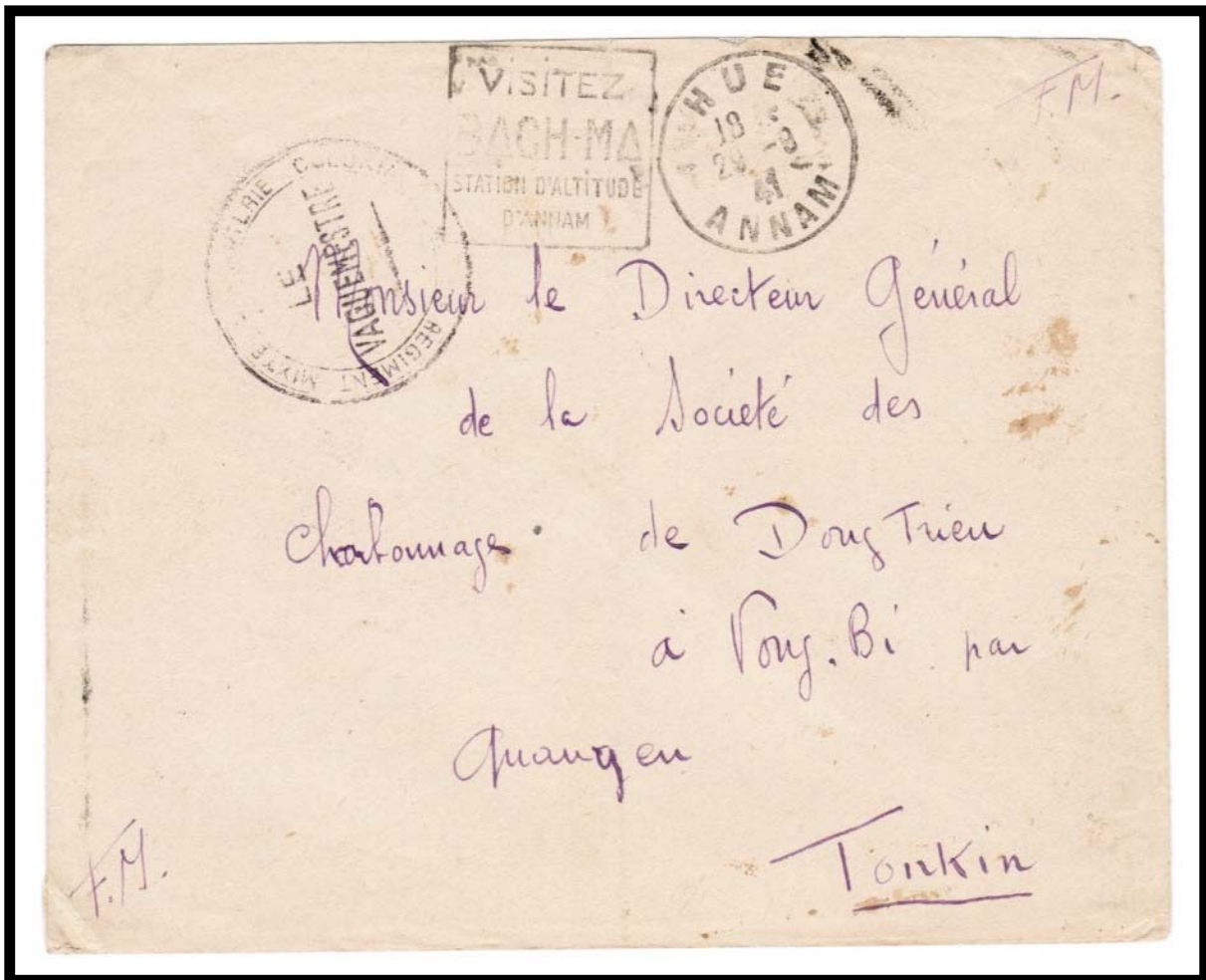
TOURANE ANNAM 6-7 37
QUI-NHON ANNAM 7-7 37

Bach-Ma

The Hue post office extolled the virtues of Bach-Ma's distance from sea-level with a marking that promoted it as Annam's high altitude retreat.



"VISIT BACH-MA ... ANNAM'S HIGHLAND RETREAT"



C-4

POSTAL MARKINGS

HUE ANNAM 29-9 41
slogan handstamp

REVERSE

HAIPHONG TONKIN 1-10 41
UONG-BI TONKIN 2-10 41

Dalat
Queen of the Highland Retreats

Used at both Dalat and Saigon, a square handstamp identified Dalat as the "queen of Indochina's highland retreats."

VISITEZ DALAT
REINE DES STATIONS
D'ALTITUDE
DE L'INDOCHINE

"VISIT DALAT – QUEEN OF INDOCHINA'S HIGHLAND RETREATS"



C-5

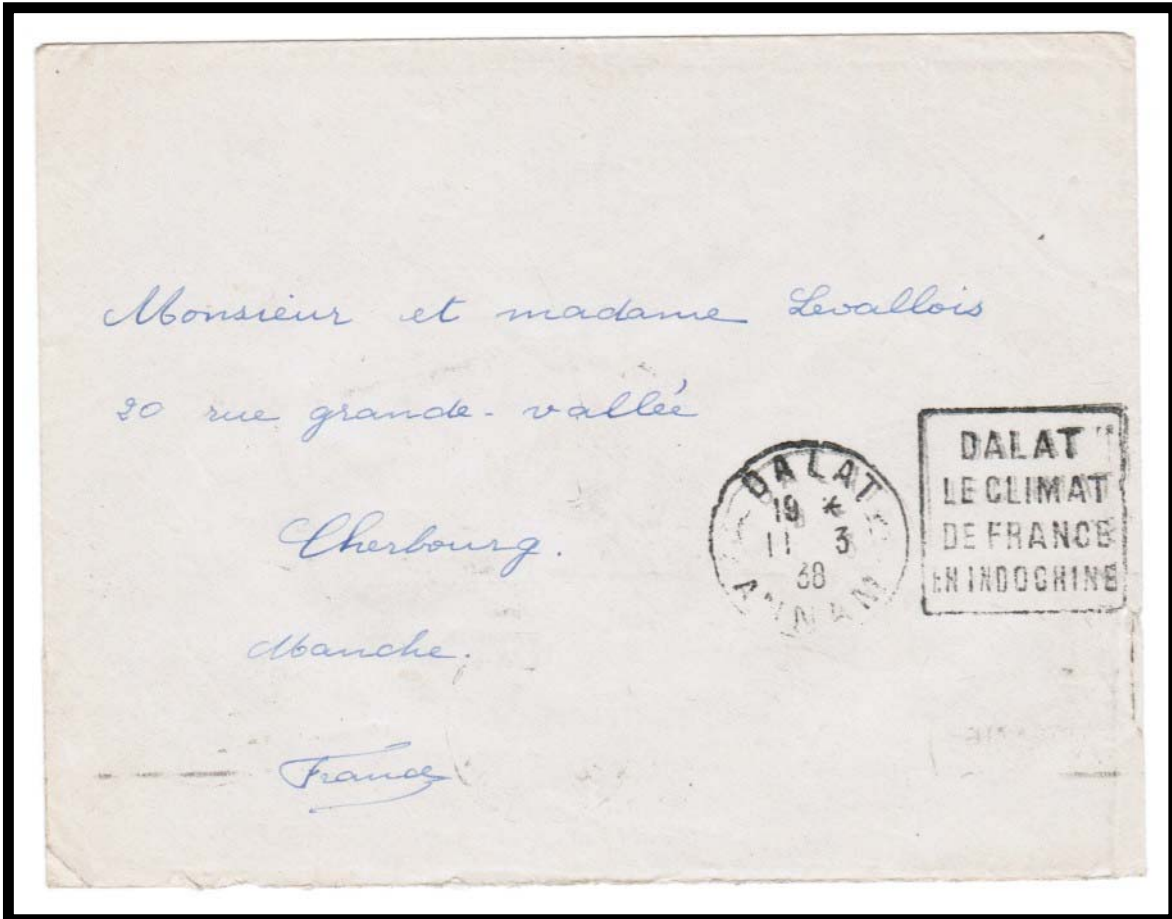
POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 2-1 40
slogan handstamp

Dalat Climate

During a trip to Indochina, Alexandre Yersin, a Swiss biologist, founded a village on the high plateau. The hamlet became a recreation center for Europeans and developed into the town of Dalat.

DALAT
LE CLIMAT
LE FRANCE
EN INDOCHINE

"DALAT - THE CLIMATE OF FRANCE IN INDOCHINA"



POSTAL MARKINGS

C-7

DALAT ANNAM 11-3 38
slogan handstamp

REVERSE

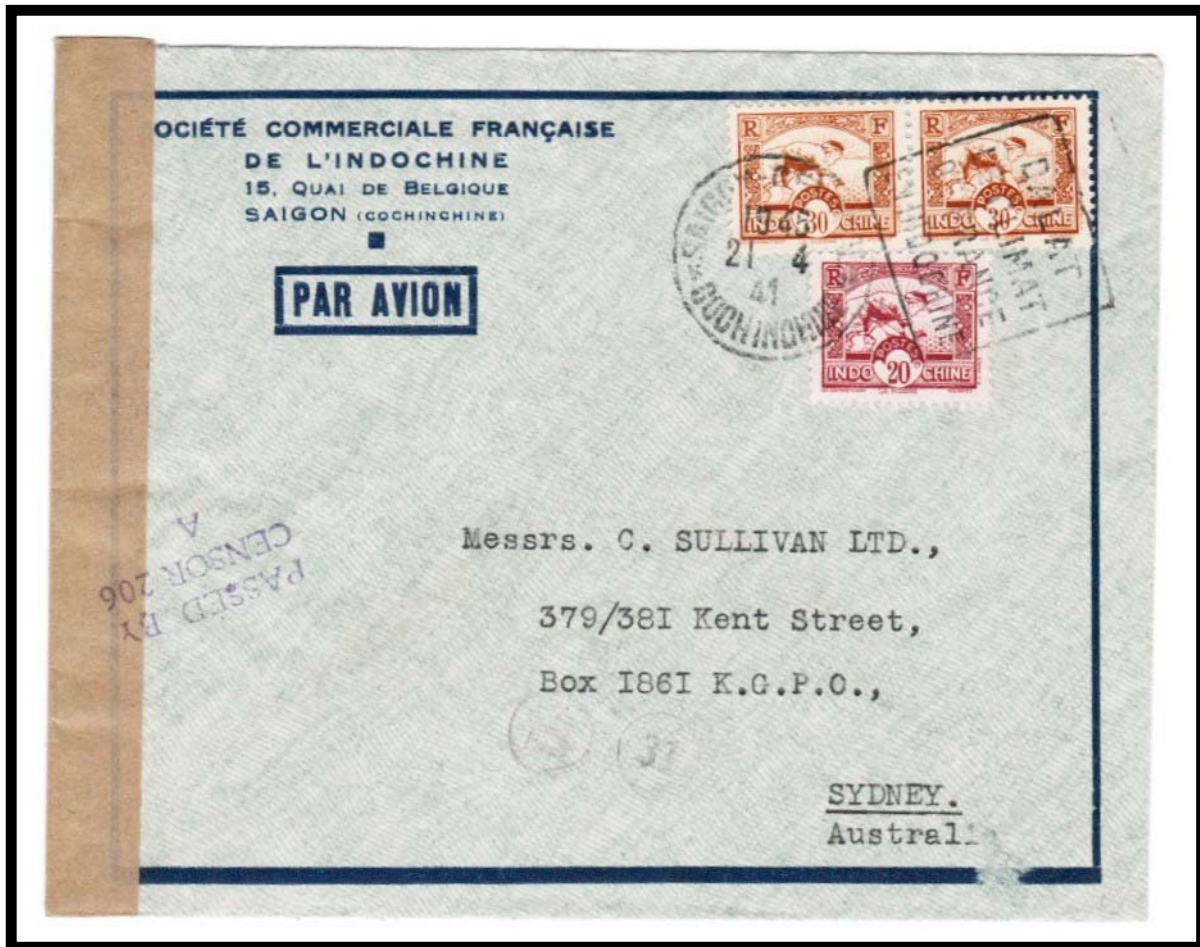
DALAT ANNAM 11-3 38
slogan handstamp
SAIGON-CENTRAL COCHINCHINE 12 MARS 38
CHERBOURG MANCHE 9 IV 38

Dalat Climate

Use of Dalat's promotional marking was not restricted to the Dalat post office. In this example, the Dalat tourism marking was applied to a mailing from Saigon to Australia.

DALAT
LECLIMAT
LE FRANCE
EN INDOCHINE

"DALAT - THE CLIMATE OF FRANCE IN INDOCHINA"



C-7

POSTAL MARKINGS

SAIGON-CENTRAL COCHINCHINE 21-4 41

slogan handstamp

PASSED BY CENSOR 206 A (Singapore)

B and 31 in circles (Singapore)

REVERSE

PASSED BY CENSOR 206 A (Singapore)

Samson
Beach

A three-lined handstamp proclaimed "SAMSON – the most beautiful BEACH in Indochina." This is the only known example of this marking for this seaside town in Annam.

SAMSON
la plus belle **PLAGE**
de l'Indochine

"SAMSON – the most beautiful BEACH in Indochina"



UNL

POSTAL MARKINGS

THANH-HOA ANNAM 12-12 34
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 15-12 34

Kep Beach

An early slogan marking promoted tourism for the beach town of Kep, Cambodia.



“GO TO KEP – Cambodia’s Pretty Beach”



D-1

POSTAL MARKINGS

KEP CAMBODGE 9-8 31
slogan handstamp

REVERSE

PNOMPENH CAMBODGE 12-8 31

Kep Beach

At Phnompenh, an attractive marking boosted Kep as a place ideally suited for children. Departing from the traditional simple line frame, this marking employed stylized tropical trees reminiscent of a beach scene.



"HEALTH AND HAPPINESS
FOR YOUR CHILDREN...
COME TO THE BEACH AT KEP"



D-2

POSTAL MARKINGS

PHNOMPENH CAMBODGE 11-12 44
slogan handstamp

REVERSE

PHNOMPENH CAMBODGE 11-12 44

Le Bokor

Le Bokor was one of the few towns in Cambodia to ever employ a slogan handstamp. Used in the early 1930s, the rectangular handstamp promoted Le Bokor as a mountain retreat.

ALLEZ AU BOKOR
Station d'Altitude
du Cambodge

“GO TO BOKOR – Cambodia’s Highland Retreat”



D-3

POSTAL MARKINGS

LE BOKOR CAMBODGE 26-5 33
Saigon-Marseille route instruction
by air as far as Marseille instruction

REVERSE

PNOMPENH CAMBODGE 26-5 33

Pnom-Penh
Palace and Pagodas

Pnompenh touted its palace and pagodas with its promotional making for tourism.

VISITEZ
PNOM-PENH
Son Palais
Ses Pagodes

"VISIT PNOM-PENH ... Its Palace ... Its Pagodas"



D-4

POSTAL MARKINGS
PNOMPENH CAMBODGE 19-3 31
slogan handstamp

Angkor Monuments

The Angkor-Siemreap post office promoted the famous temple complex located there with a special marking.

VISITEZ
ANGKOR
Ses Monuments
Admirables

"VISIT ANGKOR ... Its Wonderful Monuments"



D-5

POSTAL MARKINGS

SIEMREAP-ANGKOR CAMBODGE 2-2 37
slogan handstamp

REVERSE

PNOMPENH CAMBODGE 4-2 37
SAIGON-CENTRAL COCHINCHINE 5 FEV 37

Angkor Ruins

One type of promotional marking for Angkor was only used at Phnompenh. The wording differs slightly from Angkor's marking with "Ruines" replacing "Monuments."

VISITEZ
ANGKOR
Ses Ruines
Admirables

"VISIT ANGKOR ... Its Wonderful Ruins"



D-6

POSTAL MARKINGS

PNOMPENH CAMBODGE 22-4 33
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 22-4 33
MARSEILLE-GARE-AVION BCHES DU RHONE 31 • IV 1933

Angkor Ruins

One type of promotional marking for Angkor was only used at Phnompenh. The wording differs slightly from Angkor's marking with "Ruines" replacing "Monuments."

VISITEZ
ANGKOR
Ses Ruines
Admirables

"VISIT ANGKOR ... Its Wonderful Ruins"



D-6

POSTAL MARKINGS
PNOMPENH CAMBODGE 3-6 33
slogan handstamp
REVERSE
SAIGON-CENTRAL COCHINCHINE 4 JUIN 33

Pnom-Penh Fair

During 1936, the post office in the Cambodian capital promoted the Pnompenh Fair with a slogan marking that highlighted the Cambodian water dancers.

VISITEZ LA FOIRE DE PHNOM-PENH
FÊTE DES EAUX DANSES CAMBODGIENNES
DU 29 OCTOBRE AU 11 NOVEMBRE 1936

“VISIT THE PNOM-PENH FAIR
Cambodian Water Festival Dances
FROM 29 OCTOBER THROUGH 11 NOVEMBER 1936”



D-11

POSTAL MARKINGS

PNOMPENH CAMBODGE 7-11 36
slogan handstamp

REVERSE

BORDEAUX R.P. GIRONDE 3 • XII 1936

Coronation of Norodom Sihanouk

When a young Norodom Sihanouk was crowned King of Cambodia, Indochina issued commemorative stamps and the event was marked with a special handstamp.



"CELEBRATION OF THE CORONATION OF HIS MAJESTY NORODOM SIHANOUK"
"25-30 OCTOBER 1941"



D-12

POSTAL MARKINGS

PNOM-PENH CAMBODGE 25-10 41
slogan handstamp

REVERSE

PNOM-PENH CAMBODGE 25-10 41

Cap Saint Jacques

In Cochinchina, only Cap Saint Jacques employed slogan handstamps to promote tourism. Two different handstamps were typically used in tandem. The markings are known used from the late 1930s to 1948, but were absent during the war years.

POUR LEUR SANTE
ENVOYEZ VOS
ENFANTS AU
CAP S^tJACQUES

CAPS^tJACQUES
SA PLAGE
SON AIR PUR

"FOR THEIR HEALTH,
SEND YOUR CHILDREN TO
CAP ST. JACQUES"

"CAP ST. JACQUES... ITS BEACH
...ITS PURE AIR"



E-1, E-2

POSTAL MARKINGS

CAP SAINT-JACQUES COCHINCHINE 26-4 37
slogan handstamps

REVERSE

SOCTRANG COCHINCHINE 27-4 37

Cap Saint Jacques

With this example from the town of Cap Saint Jacques, only one of the two slogan markings that promoted it as a tourist destination was struck on a favor-canceled envelope. Perhaps, the single slogan marking was as a result of the small size of the envelope.

CAP S^tJACQUES
SA PLAGE
SON AIR PUR

“CAP ST. JACQUES – ITS BEACH – ITS PURE AIR”



E-1

POSTAL MARKINGS
CAP SAINT-JACQUES COCHINCHINE 27-5 47
slogan handstamp

Cap Saint Jacques

In somewhat unusual fashion, the town postmark, as well as the slogan handstamps, were applied with blue ink on this postcard in 1939.

POUR LEUR SANTE
ENVOYEZ VOS
ENFANTS AU
CAP ST JACQUES

CAP ST JACQUES
SA PLAGE
SON AIR PUR

"FOR THEIR HEALTH, SEND YOUR
CHILDREN TO
CAP ST. JACQUES"

"CAP ST. JACQUES... ITS BEACH
... ITS PURE AIR"



E-1, E-2

POSTAL MARKINGS

CAP SAINT-JACQUES COCHINCHINE 17-7 39 (blue)
slogan handstamps (blue)

REVERSE

CAP SAINT-JACQUES COCHINCHINE 17-7 39 (blue)

Pnom-Penh Fair
1942

The major cities of Indochina promoted each other's fairs and expositions. Here a slogan marking applied at Saigon promotes Pnom-Penh's wartime fair.

ASSUREZ LE
SUCCEZ DE
LA FOIRE DE
PNOM-PENH
NOVEMBRE 1942

“ENSURE THE SUCCESS OF THE PNOM-PENH FAIR NOVEMBER 1942”



G1-S

POSTAL MARKINGS
SAIGON CENTRAL COCHINCHINE 20-8 42

Saigon Fair 1942

The Saigon Fair was held starting in December 1942 during the height of World War II. Although similar messages were used in the South and North of Indochina, the formats differed. In the North, the frames were rectangular and lower case letters were often employed.

Assurez le succès de
l'EXPOSITION DE SAIGON
Décembre 1942

"Ensure the success of the SAIGON FAIR
December 1942"



G2-N

POSTAL MARKINGS
HANOI R.P. TONKIN 42
slogan handstamp

Saigon Fair
1942

In the South of Indochina, slogan markings were printed in capital letters surrounded by a square frame.

This cover was canceled with the special postmark on the opening day of the Saigon Fair.

VISITEZ LA
FOIRE
EXPOSITION
DE SAIGON
20 DEC. 1942
20 JANV. 1943

"VISIT THE SAIGON FAIR
20 DEC. 1942 20 JAN. 1943"



POSTAL MARKINGS

G2-S

SAIGON FOIRE-EXPOSITION 20-12 42
slogan handstamp

Saigon Fair
1942

The straight-line handstamp applied to this favor-canceled cover was in addition to the square promotional marking used in combination with the commemorative postmark.

SAIGON FOIRE EXPOSITION

"SAIGON FAIR EXPOSITION"



UNL

POSTAL MARKINGS

SAIGON FOIRE-EXPOSITION 20-12 42
slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 21-12 42

Saigon Fair
1942

This example of an envelope from the stationery of the Office of the Commissioner General was postmarked at the fair on both 20 and 21 December – the first two days of the exposition.

VISITEZ LA
FOIRE
EXPOSITION
DE SAIGON
20 DEC. 1942
20 JANV. 1943

"VISIT THE SAIGON FAIR
20 DEC. 1942 20 JAN. 1943"



G2-S

POSTAL MARKINGS

SAIGON FOIRE-EXPOSITION 20-12 42

SAIGON FOIRE-EXPOSITION 21-12 42

slogan handstamp

REVERSE

SAIGON FOIRE-EXPOSITION 20-12 42

United Behind the Marshall

A slogan postmark used on a letter from Saigon to Hue in 1942 promotes the unity of the French and Indochinese peoples behind Marshall Petain.

FRANÇAIS ET
INDOCHINOIS
TOUS UNIS
DERRIÈRE LE
MARECHAL

“THE FRENCH AND THE PEOPLES OF INDOCHINA
- ALL UNITED BEHIND THE MARSHALL”



H-1

POSTAL MARKINGS

SAIGON-CENTRAL COCHINCHINE 19-6 42
slogan affixed to postmark

REVERSE

HUE ANNAM 22-5 42

Honor Guardian

This wartime marking evokes another patriotic theme – namely that the honor of the French Empire was in safe hands

LÉGION
Garde d'honneur
de l'Empire

“LEGION ... Honor Guard of the Empire”



H-3

POSTAL MARKINGS

HANOI R.P. TONKIN 10-3 43

slogan handstamp

Military Authority football and censor's resealing tape

REVERSE

HAI-PHONG TONKIN 11-3 43

G-3 in circle censor's signature handstamp

Social Revolution

Postal workers applied two slogan handstamps to this mailing from Dalat, Annam to Fort Bayard, Kwangchowan. The political handstamp openly addresses revolution and how it should be carried out.

LA REVOLUTION
NATIONALE
SERA SOCIALE
OU NE SERA PAS

“THE NATIONAL REVOLUTION WILL BE SOCIAL
... OR IT WILL NOT BE”



POSTAL MARKINGS

H-4

DALAT ANNAM 26-12 42

REVERSE

HAI-PHONG TONKIN 27-12 42

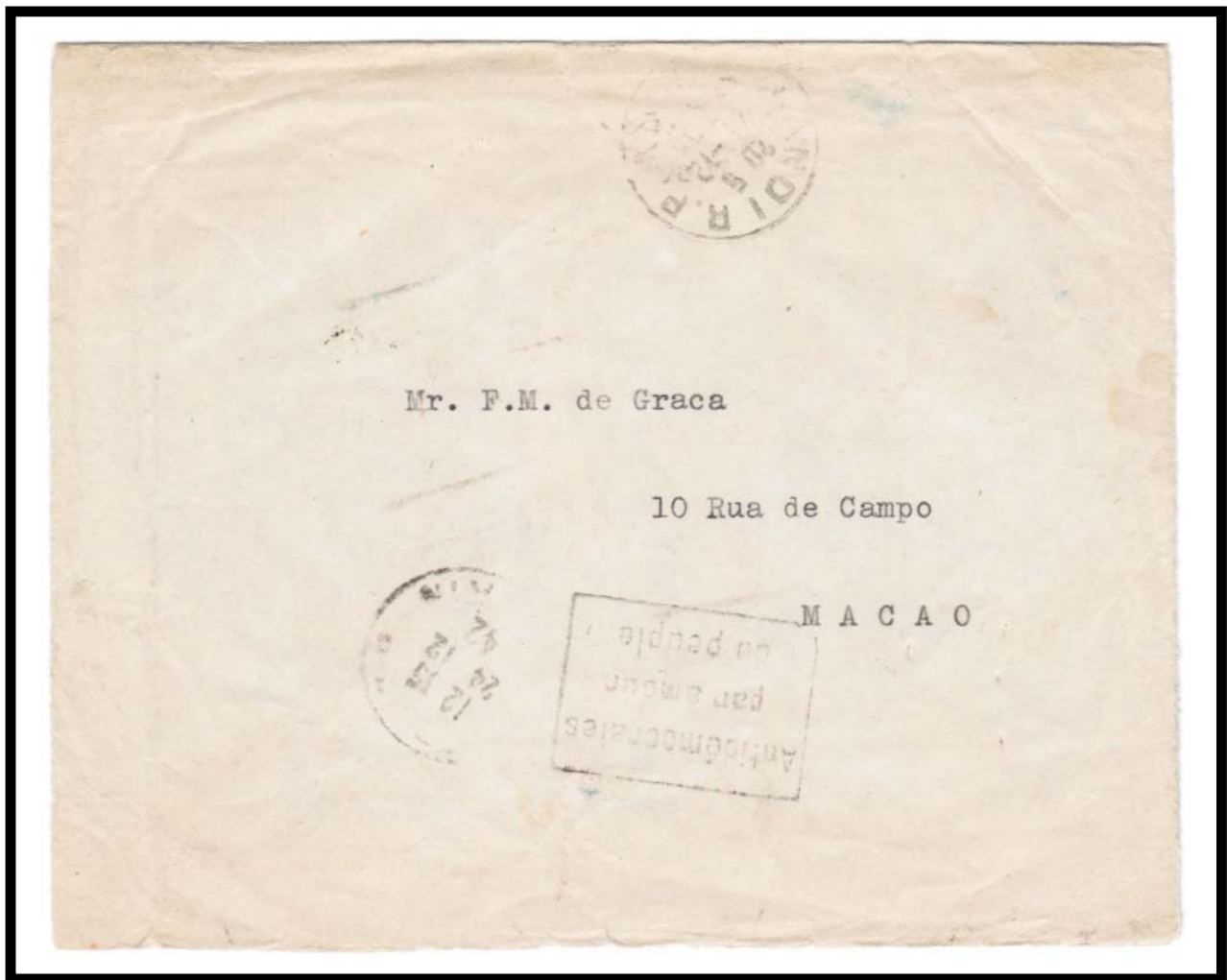
FORT-BAYARD KOUNG CHO WAN 4-1 43

Anti-Democrats

Another political messages declared that the [people's welfare depended on the "anti-democrats."

Antidémocrates
par amour
du peuple

"Anti-democrats for the sake of the people"



POSTAL MARKINGS

H-7

HANOI R.P. TONKIN 24-12 42
slogan handstamp

REVERSE

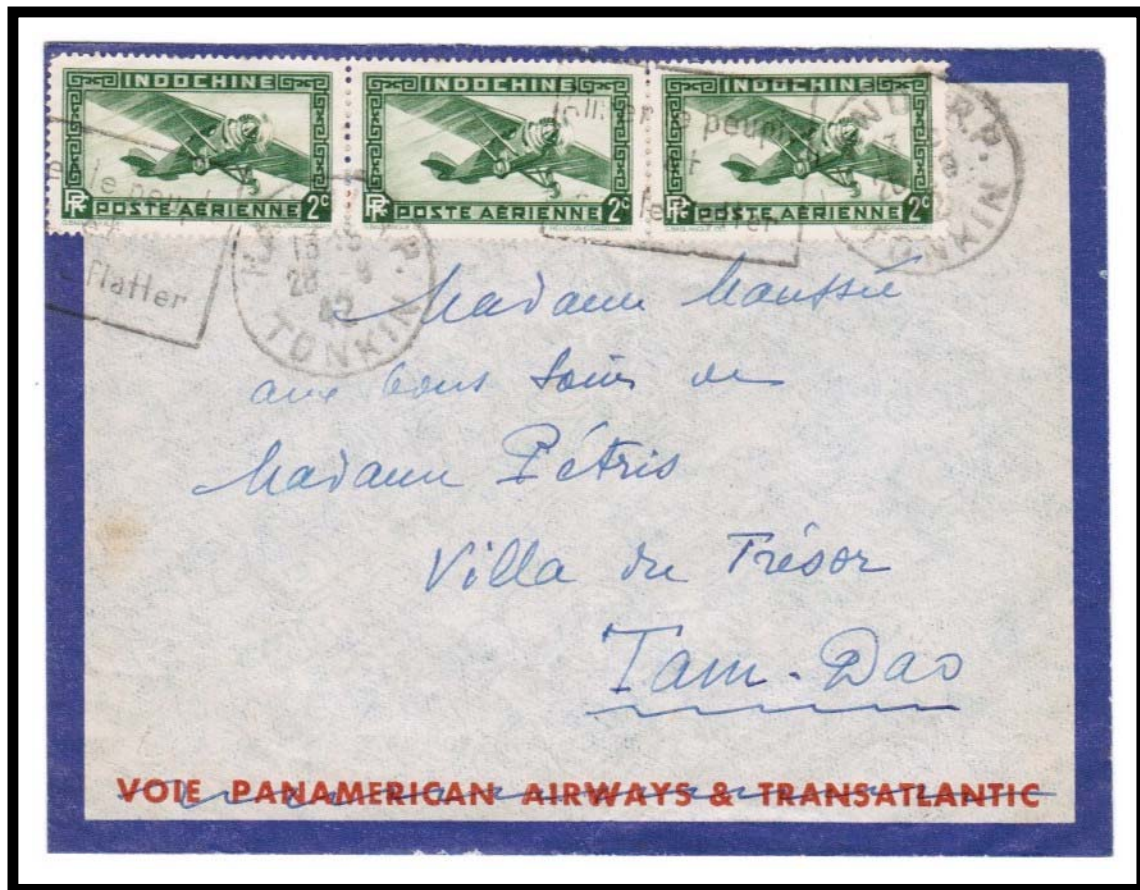
HANOI R.P. TONKIN 24-12 42
HANOI R.P. BIS TONKIN 24-12 42
HAI-PHONG TONKIN 25-12 42
MACAU 20-1 43

Love the People

This curious marking had its origin with Indochinese patriotism. False allegiance, in the form of flattery, was discouraged.

Aimer le peuple
et
non le Flatter

“Love the people
and don't Flatter them”



H-9

POSTAL MARKINGS

HANOI R.P. TONKIN 28-8 42
slogan handstamp

REVERSE

HANOI BIS TONKIN 28-8 42
TAM-DAO TONKIN 28-8 42

Unity and Discipline

Another of the patriotic slogans identified unity and discipline as needed ingredients for independence.

UNION ET
DISCIPLINE
CONDITIONS
NECESSAIRES
DE L'UNITE

“UNITY AND DISCIPLINE – NECESSARY CONDITIONS FOR UNITY”



H-11

POSTAL MARKINGS

CHOLON COCHINCHINE 30-9 44
slogan handstamp

REVERSE

SADEC COCHINCHINE 2-10 44

Party, Class and Race

The patriotic message of this marking exhorted Indochina's citizens to, above all else, unite in the cause of France. As shown here, the Cholon post office used this marking despite the fact that the local population was largely Chinese.

LA FRANCE
EST AU DESSUS
DES PARTIS
DES CLASSES
ET DES RACES

"FRANCE IS ABOVE PARTY, CLASS OR RACE"



H-17

POSTAL MARKINGS

CHOLON COCHINCHINE 6-4 43
slogan handstamp

Party, Class and Race

The same marking that asks the populace to unify in its stand for France, was used as part of a receipt marking applied by the Pnompenh post office on the back of this mailing from Hanoi in 1942.

LA FRANCE
EST AU DESSUS
DES PARTIS
DES CLASSES
ET DES RACES

"FRANCE IS ABOVE PARTY, CLASS OR RACE"



H-17

POSTAL MARKINGS
PNOMPENH CAMBODGE 6-6 42
slogan handstamp
REVERSE
HANOI R.P. TONKIN 2-6 42

French-Indochinese Unity

By linking France and Indochina, this patriotic handstamp conveyed the message that strength lay in unity of purpose. This mailing to Thailand in the middle of World War II is unusual in that, under the watchful eyes of the Japanese occupation force, letters were seldom allowed to leave the country

Collaboration
FRANCO-INDOCHINOIS
Force de la Union

"FRANCO-INDOCHINESE Collaboration
... Strength of the Union"



H-19

POSTAL MARKINGS

HAIPHONG TONKIN 25-1 43

slogan handstamp

REVERSE

SAIGON-CENTRAL COCHINCHINE 1 FEVR 43

Franco-Annamite Renewal

The idea of renewal between the French and Vietnamese was an overt attempt to suppress nationalistic feelings among the local population.

RÉNOVATION
FRANCO-
ANNAMITE
PHÁP VIỆT
PHỤC HƯNG

“FRANCO-ANNAMITE RENEWAL”



H-21

POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 9-8 42

Vietnamese Language

During July-August 1945, the Japanese promoted Vietnamese independence by encouraging use of the local language as opposed to French with two similar handstamps. With this variety, the second word in the third line is capitalized as “Đùng.”



“Vietnamese need to use the Vietnamese language.”



POSTAL MARKINGS
PHAT-DIEM TONKIN 15-8 45
REVERSE
HANOI R.P. TONKIN 21-8 45

Vietnamese Language

Another variety of the Vietnamese language handstamp used a lower case “dung” as the second word in the third line.

Người
VIỆT-NAM
Phải dùng-Tiếng
VIỆT-NAM

“Vietnamese need to use the Vietnamese language.”



J2

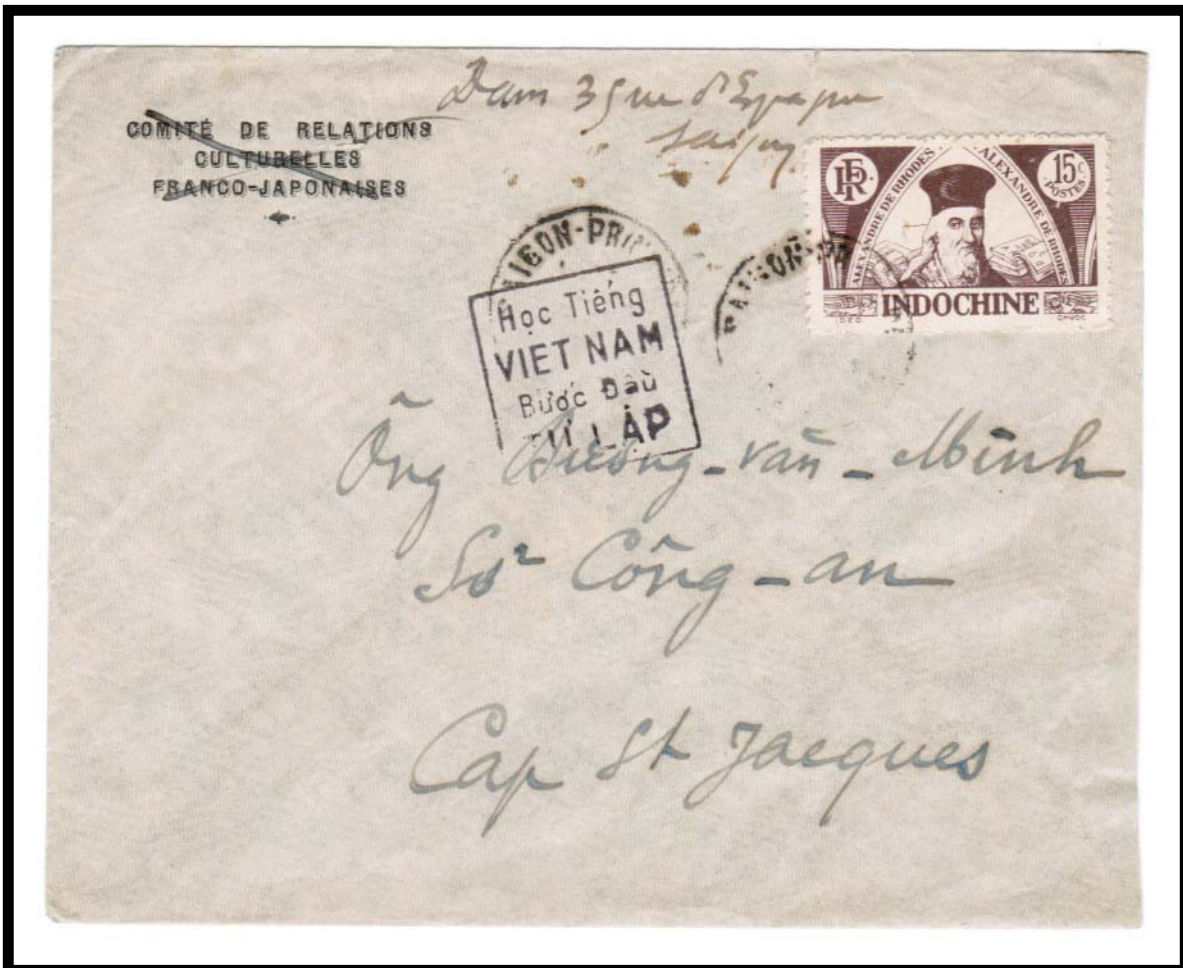
POSTAL MARKINGS
SAIGON-PRINCIPAL COCHINCHINE 31-7 45
slogan handstamp

Vietnamese Language and Independence

After the Japanese seizure of power in March 1945, slogan markings disappeared. In July 1945, they reappeared with distinctly nationalistic messages. This one encourages citizens to learn Vietnamese as a step toward independence.

Học Tiếng
VIET NAM
Bước Đầu
TỰ LẬP

“Study Vietnamese to start making it on your own.”



J1

POSTAL MARKINGS
SAIGON-PRINCIPLE
slogan handstamp

Down with the Oppressors

Ho Chi Minh declared Vietnamese independence on 2 September 1945. Around that time, a straight line marking appeared with an outright call for revolution. Curiously, the message was presented in French and Chinese but not in Vietnamese. The translation from the Chinese has a somewhat different message: "Death before slavery."

國隸奴為再不死寧
A BAS LES OPPRESSEURS

"DOWN WITH THE OPPRESSORS"



J15

POSTAL MARKINGS

BADON ANNAM 18-8 45

slogan handstamp

Unity and Solidarity

Shown here are two unrecorded markings on a letter posted on 21 August 1946 from Haiphong to Hanoi. Unfortunately, the framed marking on the right is illegible. However, the words comprising the elongated marking at the left are legible.

Thống nhất, đoàn-kết, phấn đấu !
Việt Nam Độc-Lập và thống-nhất muôn năm!

“ Struggle for unity and solidarity!
Long live the independent and unified Vietnam! “



UNL

POSTAL MARKINGS

HAI-PHONG BUU DIEN CUC 21-8 46
slogan handstamps

REVERSE

HANOI CHAU-THAU-CUC BAC BO 22-8 46

Liberty or Death

Handstamped on the right side of the cover is a four-line message. The first two lines translate as "Independence or death!" As an integral part of the handstamp, a large "X" obliterates these first two lines. The last two lines state "Determined to live in order to realize independence." In combination, the slogan's words convey the message "Don't die for your country. Live to make it free."



UNL

~~MỘT LÀ ĐỘC LẬP~~
~~HAI LÀ CHẾT~~
QUYẾT SỐNG
ĐỂ THỰC HIỆN ĐỘC LẬP

POSTAL MARKINGS
HANOI TONKIN 11-10-48
slogan handstamp
REVERSE
SAIGON RP COCHINCHINE 12-10-48

Liberty or Death

Posted from Haiphong to Paris in September 1949, the reverse of a printed envelope carried the Liberty or Death patriotic message in two languages. At the top, is the French version of Liberty or Death message obliterated with a red "X." Below the crossed out wording is the message "Choose to live in order to realize independence." The Vietnamese message, in the same style as the French message, has the same wording as the postal handstamp.



POSTAL MARKINGS

HANOI R.P. NORD VIET NAM 7-9 1949

REVERSE

HANOI R.P. NORD VIET NAM 7-9 1949

Act Practically

This four-line handstamp, found only on letters from Tonkin in 1948, offers guidance in a time of turmoil.

KHÔNG CHÁNNÀN
KHÔNG HOÀI NGHĨ
KHÔNG BÀN TÁN SUÔNG
THIỆT THỰC HÀNH ĐỘNG

“ DON'T BE DISCOURAGED, DON'T BE SUSPICIOUS
DON'T TALK IDLY - ACT PRACTICALLY “



L-4

POSTAL MARKINGS
HANOI TONKIN 4-10 48
slogan handstamp

Civilian Training

Besides military training, the government encouraged its citizens to participate in civilian training as part of the revolutionary movement.

HÃY THAM GIÃ DÂN HUẤN VỤ

“ TAKE PART IN CIVILIAN TRAINING AFFAIRS ”



L-5

POSTAL MARKINGS
HANOI TONKIN 7-10 48
slogan handstamp
REVERSE
HAIPHONG TONKIN 8-10 48

First National Congress

The large format handstamp was used in conjunction with a special circular date stamp to commemorate the new country's first assembly of delegates. The handstamp reads "DINH-BANG, First National Congress of Delegates, DEMOCRATIC REPUBLIC OF VIET NAM."

ĐÌNH-BẢNG
Toàn-Quốc Đại Biểu Đại-Hội
Lần thứ nhất của Nước
VIỆT-NAM DÂN-CHỦ CỘNG-HÒA



POSTAL MARKINGS

J-25

QUỐC-HỘI ĐÌNH-BẢNG 1946 V.N.D.C.C.H 3-3
slogan handstamp

First National Congress

Because of its size, the handstamp occupies a major portion of this small cover. Although the circular date stamps were struck with the usual black ink, the commemorative handstamp was applied with red-purple ink in this case.



ĐÌNH-BẮNG
Toàn-Quốc Đại Biểu Đại-Hội
Lần thứ nhất của Nước
VIỆT-NAM DÂN-CHỦ CỘNG-HÒA



J-25

POSTAL MARKINGS

QUỐC-HỘI ĐÌNH-BẮNG 1946 V.N.D.C.C.H 3-3
slogan handstamp

Physical Education

Ironically, a framed handstamp encouraging physical education appears on the reverse of an envelope opposite a six-sided figure depicting a veteran on crutches.



“ASSOCIATION FOR ASSISTANCE
OF INVALID VETERANS “

TOÀN DÂN TẬP THỂ DỤC!

“THE WHOLE POPULATION SHOULD
PRACTICE PHYSICAL EDUCATION “



POSTAL MARKINGS
HANOI CHANH-THAU-CUC BAC-BO 18-12 46

J-37,40

Support the Revolution

A French soldier likely created this cover when troops captured government buildings in Haiphong at the beginning of the Franco-Viet Conflict. The stationery's imprint indicates that the envelope is from the mayor's residence. The city's coat-of-arms is at the top left. It is "postmarked" HAIPHONG BUU DIEN CUC 24-11 46."

From a postal history perspective, the most interesting aspects of the cover are the various slogan markings. "Triệt để Ủng hộ Chính phủ Hồ-chí-Minh" means "All-out support to the Ho-Chi-Minh Government." "Nam-Bộ là đất Việt Nam" translates as "Cochinchina is the territory of Vietnam." There are corresponding markings in French with these messages. In the square, "CƯƠNG QUYẾT DÀNH QUYỀN ĐỘC LẬP" is "DETERMINED TO WIN THE RIGHT TO INDEPENDENCE." The circular handstamp with the star says (from the top): Democratic Republic of Viet-Nam / Post Service / Hai-Phong / Northern Region (North Viet-Nam).

These markings, usually partially missing, are found only rarely on examples of everyday mail from the period. Having the clear examples on this cover for comparison makes this souvenir an accurate philatelic gauge whose value far surpasses its original purpose.



POSTAL MARKINGS

HAIPHONG BUU DIEN CUC 24-11 46
multiple slogan handstamps

Military Souvenirs

When the French Army captured areas held by the Viet Minh, they confiscated the handstamps found in the post offices and created souvenirs with them. This example of a souvenir includes two postal slogans as well as two administrative markings.

VIỆT NAM ĐỘC LẬP

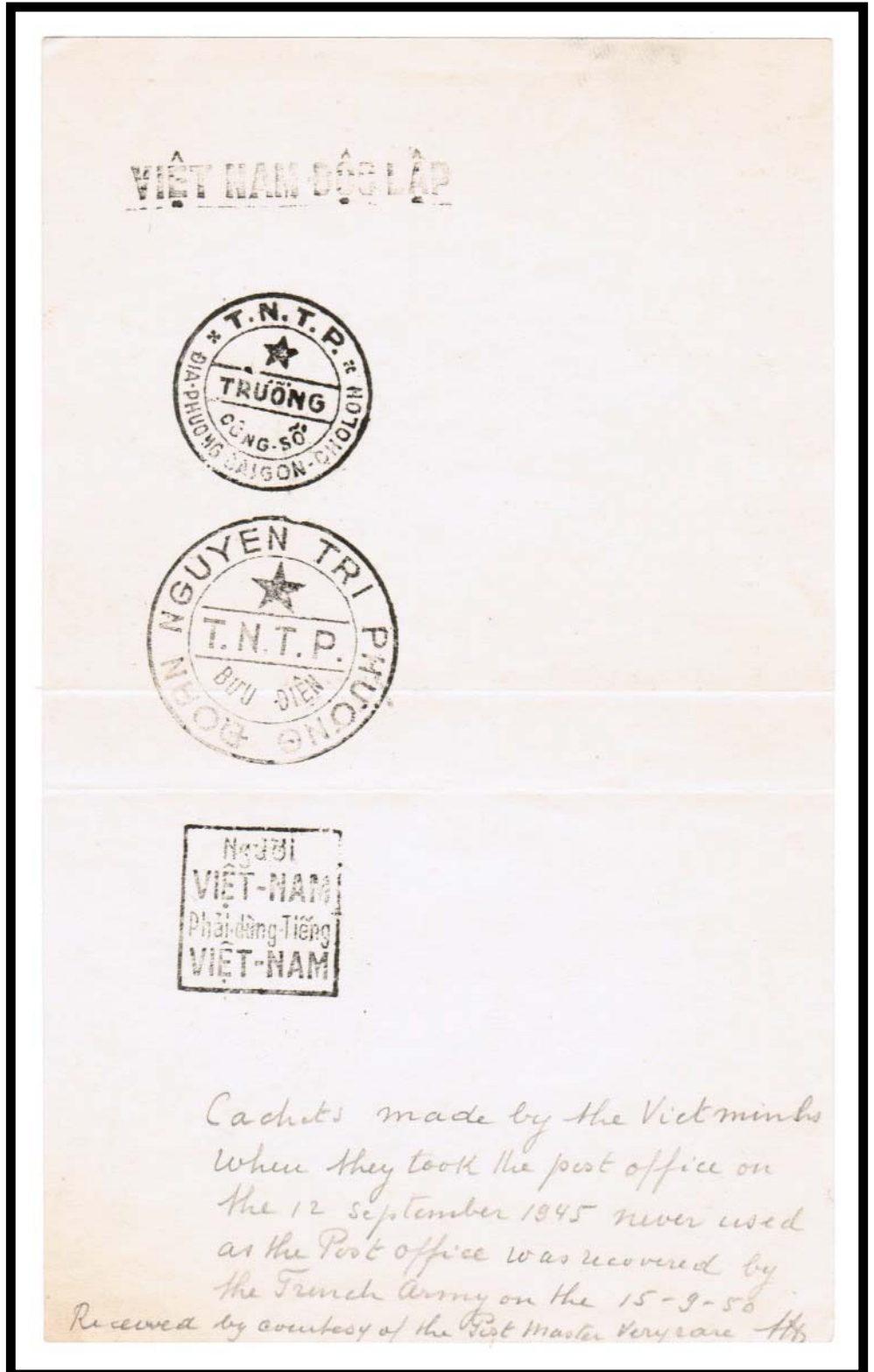
“INDEPENDENT
VIETNAM”

“TNTP | Saigon Cholon
Local Office | School | Public
Building”

“Nguyen Tri Phuong Group |
TNTP | Post Office”

Người
VIỆT-NAM
Phải dùng-Tiếng
VIỆT-NAM

“VIETNAMESE NEED TO
USE THE VIETNAMESE
LANGUAGE”



South Vietnam Exposition
1948

A special circular commemorative marking was applied to mail from the South Vietnam Exposition of 1948, which took place at Saigon.



"SOUTH VIETNAM EXPOSITION 17 APRIL 1948"



K-1

POSTAL MARKINGS

SAIGON R.P. COCHINCHINE 17-4 48
slogan handstamp

REVERSE

SAIGON R.P. COCHINCHINE 17-4 48

Army Allegiance to Bao Dai

A large format slogan handstamp marked Bao Dai's return from exile and resumption of power as Emperor in 1948. This handstamp, used throughout Annam, expressed thanks to the army for its loyalty to Bao Dai.

HOAN-HÔ BỘ-ĐỘI BÌNH-XUYÊN
ĐÃ QUY-PHỤC HOÀNG-ĐẾ BẢO-ĐẠI

“APPLAUDING BÌNH XUYÊN SOLDIERS FOR HAVING
SUBORDINATED THEMSELVES TO EMPEROR BẢO ĐÀI”



K-2

POSTAL MARKINGS

FAIFOO ANNAM 5-10 48
airmail label
slogan handstamp

REVERSE

TOURANE ANNAM 6-10 48

Economic Plan

Backstamped on a 1950 letter from Hanoi to Paris is a previously unreported slogan handstamp.

MUỐN CÙNG CỐ NỀN ĐỘC LẬP
TRIỆT ĐỂ ÁP DỤNG
KẾ HOẠCH KINH TẾ XÃ HỘI

“IN ORDER TO CONSOLIDATE INDEPENDENCE
THOROUGHLY IMPLEMENT
THE SOCIO-ECONOMIC PLAN”



UNL

POSTAL MARKINGS

slogan handstamp

REVERSE

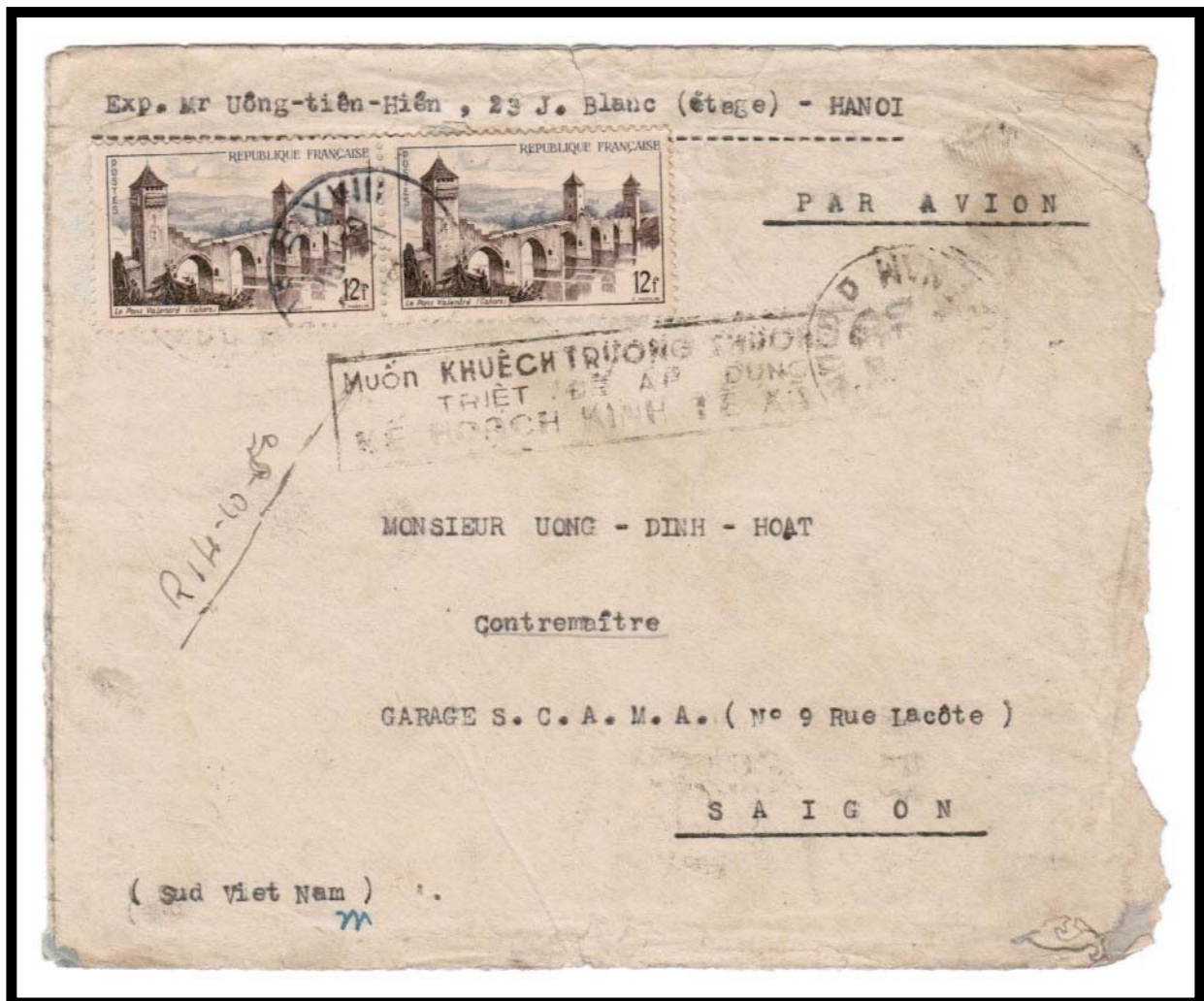
HANOI R.P. NORD VIET NAM 9-8 1950

Socio-Economic Plan

At the end of 1950, an incoming letter to Saigon was struck with a handstamp promoting execution of the nation's economic plan.

Muốn KHUẾCH TRƯỞNG THƯƠNG MẠI
TRIỆT ĐỂ ÁP DỤNG
KẾ HOẠCH KINH TẾ XÃ HỘI

"IN ORDER TO EXPAND TRADE,
THOROUGHLY IMPLEMENT
THE SOCIO-ECONOMIC PLAN"



UNL

POSTAL MARKINGS

SAIGON R. P. SUD VIETNAM 12-10 1950
slogan handstamp

REVERSE

SAIGON R. P. SUD VIETNAM 12-10 1950

Raffle

Raffles were a popular way to raise money for various causes. This dual-language handstamp encourages the public to buy tickets for a particular raffle.

PRENEZ UN BILLET DE LA TOMBOLA
DU SERVICE SOCIAL DE LA ZONE
NÊN MUA VÉ XỔ-SỐ CỦA BAN
CỨU = TẾ = XÃ HỘI

"GET A RAFFLE TICKET FOR THE
SOCIAL SERVICE AREA"



POSTAL MARKINGS

HANOI R. P. NORD VIET NAM 22-9 1950
slogan handstamp

UNL

Reconstruction Lottery

From November 1951 through April 1952, the Hanoi and Haiphong post offices applied handstamps promoting the reconstruction lottery. Both the French and Vietnamese versions appear on this envelope at the end of November 1951.

SOUSCRIVEZ à
A LA LOTERIE DE LA RECONSTRUCTION

NHỚ ĐÓN MUA VÉ
XỔ SỐ KIẾN THIẾT

“PARTICIPATE IN THE
LOTTERY FOR RECONSTRUCTION”

“REMEMBER TO PARTICIPATE IN THE
RECONSTRUCTION LOTTERIES”



M-9F M-9V

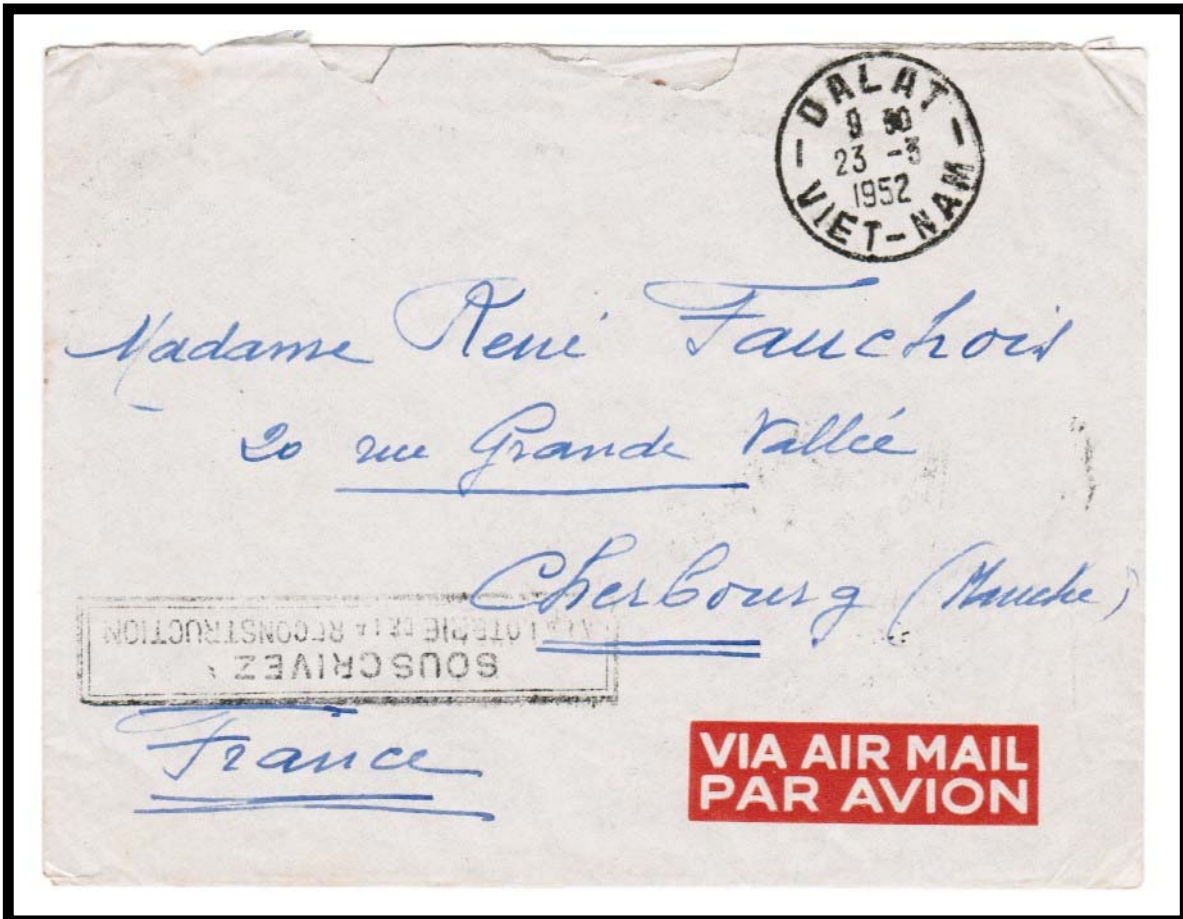
POSTAL MARKINGS
HA-NOI VIET-NAM 27-11 1951
two slogan handstamps

Reconstruction Lottery

Both the Vietnamese and French language slogans were mainly employed at Hanoi and Haiphong from November 1951 until April 1952. This example of the French language slogan handstamp was used at Dalat in March 1952.

SOUSCRIVEZ à
A LA LOTERIE DE LA RECONSTRUCTION

“REMEMBER TO PARTICIPATE IN THE
RECONSTRUCTION LOTTERIES”



POSTAL MARKINGS

DALAT VIET-NAM 23-3 1952
slogan handstamp

REVERSE

DALAT VIET-NAM 23-3 1952

M-9F

Reconstruction Lottery

This Vietnamese language slogan handstamp encourages the purchase of lottery tickets. Since the lottery was run by the state, it could be promoted with an official marking applied by the post office.

NHỚ ĐÓN MUA VÉ
XỔ SỐ KIẾN THIẾT

“REMEMBER TO PARTICIPATE IN THE
RECONSTRUCTION LOTTERIES”



M-9V

POSTAL MARKINGS

HAI-PHONG VIET-NAM 28-3 1952
slogan handstamp

Construction Lumber Conference
1950

An international meeting was held at Dalat in 1950 for the purpose of standardizing lumber used for construction purposes.

CONFERENCE INTERNATIONALE
SUR LA STANDARDISATION
DES BOIS DE CONSTRUCTION
DALAT 3 AU 8 AVRIL 1950

"INTERNATIONAL CONFERENCE FOR
STANDARDIZATION OF CONSTRUCTION LUMBER
DALAT 3 TO 8 APRIL 1950"

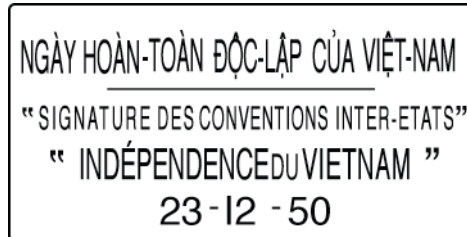


M-1

POSTAL MARKINGS
DALAT PLATEAUX-INDOCHINOIS 6-4 1950
slogan handstamp
REVERSE
SAIGON R.P. SUD VIETNAM 7-4 1950

Independence of Vietnam
1950

Commemorative handstamp markings appeared widely to celebrate Vietnam's independence at the end of 1950. Saigon's message was given in Vietnamese and French and was surrounded by a rectangular frame.



"SIGNING OF THE INTERNATIONAL CONVENTIONS
INDEPENDENCE OF VIETNAM 23-12-50"



M-2S

POSTAL MARKINGS
SAIGON RP SUD VIETNAM 24-12 1950
slogan handstamp

Independence of Vietnam 1950

In the North, handstamps provided the same messages but in different formats. Lacking a border or other ornamentation, this marking uses French and Vietnamese in four simple lines of text to commemorate the signing of agreements for Vietnamese independence. In this example, the promotional marking had been applied to an airmail letter addressed to Switzerland.

NGÀY HOÀN-TOÀN ĐỘC-LẬP CỦA VIỆT-NAM
SIGNATURE DES CONVENTIONS INTER-ETATS
INDEPENDANCE DU VIET-NAM
23 DECEMBRE 1950

"SIGNING OF THE INTERNATIONAL CONVENTIONS
INDEPENDENCE OF VIETNAM 23 DECEMBER 1950"



M-2N

POSTAL MARKINGS

HAIPHONG NORD VIET-NAM 23-12 1950
slogan handstamp

REVERSE

HANOI R.P. NORD VIET-NAM 26-12 1950

Independence of Vietnam
1950

The North's handstamp commemorating independence was not only used on letters originating in Tonkin. Postal clerks also applied the marking to incoming letters as in the case of this mailing from Nice to Haiphong in December 1950.

NGÀY HOÀN-TOÀN ĐỘC-LẬP CỦA VIỆT-NAM
SIGNATURE DES CONVENTIONS INTER-ETATS
INDEPENDANCE DU VIET-NAM
23 DECEMBRE 1950

"SIGNING OF THE INTERNATIONAL CONVENTIONS
INDEPENDENCE OF VIETNAM 23 DECEMBER 1950"



M-2N

POSTAL MARKINGS
NICE R.P. ALPES-MARITIMES 23-12 1950
slogan handstamp
REVERSE
HAIPHONG NORD VIET-NAM 29-1 1950

National Postal and Telecommunication Service
1951

The Indochinese Post and Telecommunications Service had been dissolved effective 1 October 1951. Earlier that year, a large framed handstamp celebrated the new National Post and Telecommunications Service of Vietnam.

Service National
des Postes et Télécommunications
du Viet-Nam
Kỷ-niệm thành-lập sở
Bưu-Điện Quốc-Gia Việt-Nam

"National Postal and
Telecommunications Service of Vietnam"



UNL

POSTAL MARKINGS
SAIGON R. P. SUD VIETNAM 10-1 1951

National Postal and Telecommunication Service
1951

The framed rectangular slogan marking commemorating the national communication service was applied to local letters as well as on letters leaving the country.

Service National
des Postes et Télécommunications
du Viet-Nam
Kỷ-niệm thành-lập sở
Bưu-Điện Quốc-Gia Việt-Nam

"National Postal and
Telecommunications Service of Vietnam"



UNL

POSTAL MARKINGS
SAIGON R. P. SUD VIETNAM 10-1 1951

National Postal and Telecommunication Service
1951

In northern Indochina, a handstamp commemorated the creation of Vietnam's Post and Telecommunications service. Like several other similar markings applied in the North, the variety lacked any frame. Counterparts applied in the southern parts of Indochina incorporated a rectangular frame around the wording.

SERVICE NATIONAL
DES POSTES & TÉLÉCOMMUNICATIONS
DU VIET-NAM

KỶ NIỆM THÀNH LẬP SỞ
BUU-ĐIỆN QUỐC GIA VIỆT-NAM

"NATIONAL POSTAL AND
TELECOMMUNICATIONS SERVICE OF VIETNAM"



UNL

POSTAL MARKINGS

HAI-PHONG VIET-NAM 17-1 1951
slogan handstamp

REVERSE

HAI-PHONG VIET-NAM 17-1 1951

First Day of Issue for Vietnamese Stamps Saigon

The 3-piaster Bao Dai stamp was the first postal issue of Vietnam. A dual-language slogan marking advertised the new stamp to the public.

= 6-6-1951 =
TEM VIỆT-NAM PHÁT HÀNH
LẦN THỨ NHẤT
1^{ÈME} EMISSION DE TIMBRES-POSTE
DU VIỆT-NAM

“6-6 1951 FIRST ISSUE OF POSTAGE STAMPS FOR VIET-NAM”



M-2bis S

POSTAL MARKINGS

SAIGON RP SUD VIET-NAM 6-6 1951
slogan handstamp

Unity of Vietnam Celebration Saigon

On the same day that the first Vietnamese stamp was issued, a slogan marking commemorated Vietnamese unity. As was typical of the period, Saigon's marking was set off with a rectangular frame.

= 6 · 6 · 1951 =
NGÀY LỄ VIỆT-NAM THỐNG NHẤT
FÊTE DE L'UNITE
DU VIỆT-NAM

“UNITY OF VIETNAM CELEBRATION”



POSTAL MARKINGS

M-3S

SAIGON RP SUD VIET-NAM 6-6 1951
slogan handstamp

First Postage Stamps and Unity of Vietnam Celebration
Hanoi

June 6, 1951 was the day that the 3-piaster Bao Dai stamp was issued. The same day was a day of celebration for Vietnamese unity.

= 6-6-1951 =
Tem Việt-Nam phát hành
lần thứ nhất
1^{eme} émission de timbres poste du
Việt-Nam

"First Issue of Vietnam's
Postage Stamps"

= 6-6-1951 =
Ngày lễ Việt - Nam thống nhất
Fête de L'Unité du
Việt - Nam

"Celebration of
the Unity of Vietnam"



POSTAL MARKINGS

M-2bis N & M-3N

HA-NOI VIET-NAM 5-6 1951
slogan handstamps

First Postage Stamps and Unity of Vietnam Celebration
Hanoi

June 6, 1951 was the day that the 3-piaster Bao Dai stamp was issued. The same day was a day of celebration for Vietnamese unity.

= 6 - 6 - 1951 =
Ngày lễ Việt - Nam thống nhất
Fête de L'Unité du
Việt - Nam

"Celebration of
the Unity of Vietnam"

= 6 - 6 - 1951 =
Tem Việt-Nam phát hành
lần thứ nhất
1^{eme} émission de timbres poste du
Việt-Nam

"First Issue of Vietnam's
Postage Stamps"



POSTAL MARKINGS

M-2bis N & M-3N

HA-NOI VIET-NAM 5-6 1951
slogan handstamps

Day of Sale for Complete Issue of Vietnam's Stamps Saigon

Well before the sale date, a French-language promotional marking advertised that the complete series of Vietnam's first stamps would be available for purchase starting on 16 August 1951.

LA SERIE COMPLETE DES
TIMBRES POSTE DU VIET-NAM
SERA MISE EN VENTE A PARTIR DU
= 16-8-1951 =

“THE COMPLETE SERIES OF
VIETNAMESE POSTAGE STAMPS
CAN BE PURCHASED STARTING
16 - 8 - 1951”



POSTAL MARKINGS

M-4SF

SAIGON RP SUD VIET-NAM 10-8 1951
framed "Insufficient franking
T with manuscript amount due

Day of Sale for Complete Issue of Vietnam's Stamps
Saigon

The advance day of sale advisory marking was applied to internal letters as well as letters addressed to external destinations.

LA SERIE COMPLETE DES
TIMBRES POSTE DU VIET-NAM
SERA MISE EN VENTE A PARTIR DU
= 16-8-1951 =

“THE COMPLETE SERIES OF
VIETNAMESE POSTAGE STAMPS
CAN BE PURCHASED STARTING
16 – 8 – 1951”



M-4SF

POSTAL MARKINGS

SAIGON R.P. SUD VIETNAM 12-8 1951
slogan marking

REVERSE

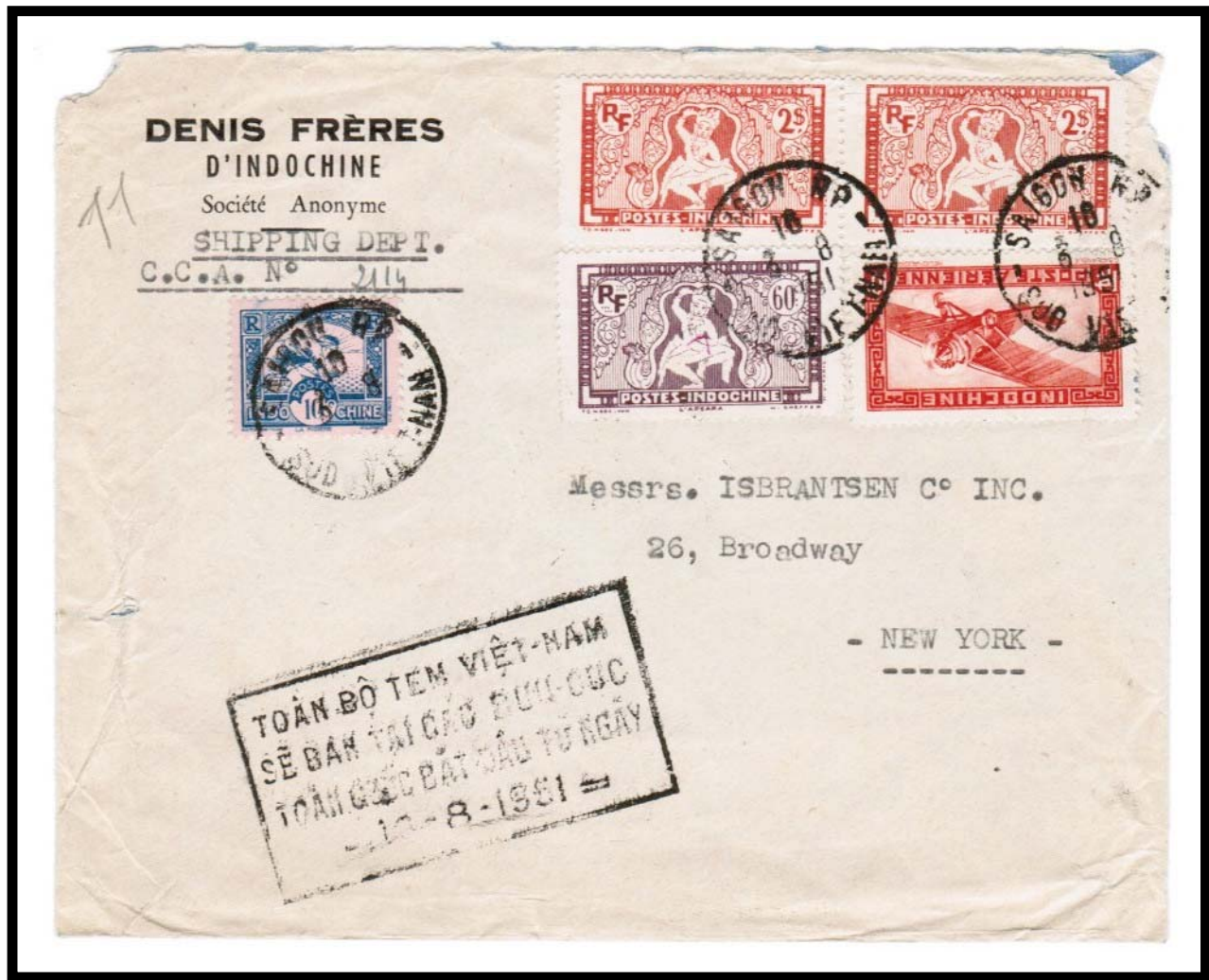
DALAT PLATEAUX-INDOCHINOIS 13-8 1951

Day of Sale for Complete Issue of Vietnam's Stamps Saigon

A Vietnamese language handstamp on a mailing from Saigon announced the availability of Vietnam's new stamps on 16 August 1951.

TOÀN BỘ TEM VIỆT-NAM
SẼ BÁN TẠI CÁC BƯU-CỤC
TOÀN QUỐC BẮT ĐẦU TỪ NGÀY
= 16 - 8 - 1951 =

“ALL VIETNAMESE POSTAGE STAMPS
WILL BE ON SALE AT POST OFFICES NATION-WIDE
STARTING FROM 16 – 8 – 1951”



POSTAL MARKINGS

SAIGON RP SUD VIET-NAM 3-8 1951
slogan handstamp

M-4SV

Day of Sale for Complete Issue of Vietnam's Stamps Hanoi

At Hanoi, the commemorative marking for Vietnam's stamps combined announcements in French and Vietnamese into a single handstamp.

TOÀN BỘ TEM VIỆT-NAM
SẼ BÁN TẠI CÁC BƯU-CỤC
TOÀN QUỐC BẮT ĐẦU TỪ NGÀY
= 16-8-1951 =

LA SERIE COMPLETE DES
TIMBRES POSTE DU VIET-NAM
SERA MIS EN VENTE A PARTIR DU
= 16-8-1951 =



M-4NF&V

POSTAL MARKINGS

DAKAR SENEGAL 8-8 1951
slogan handstamp

REVERSE

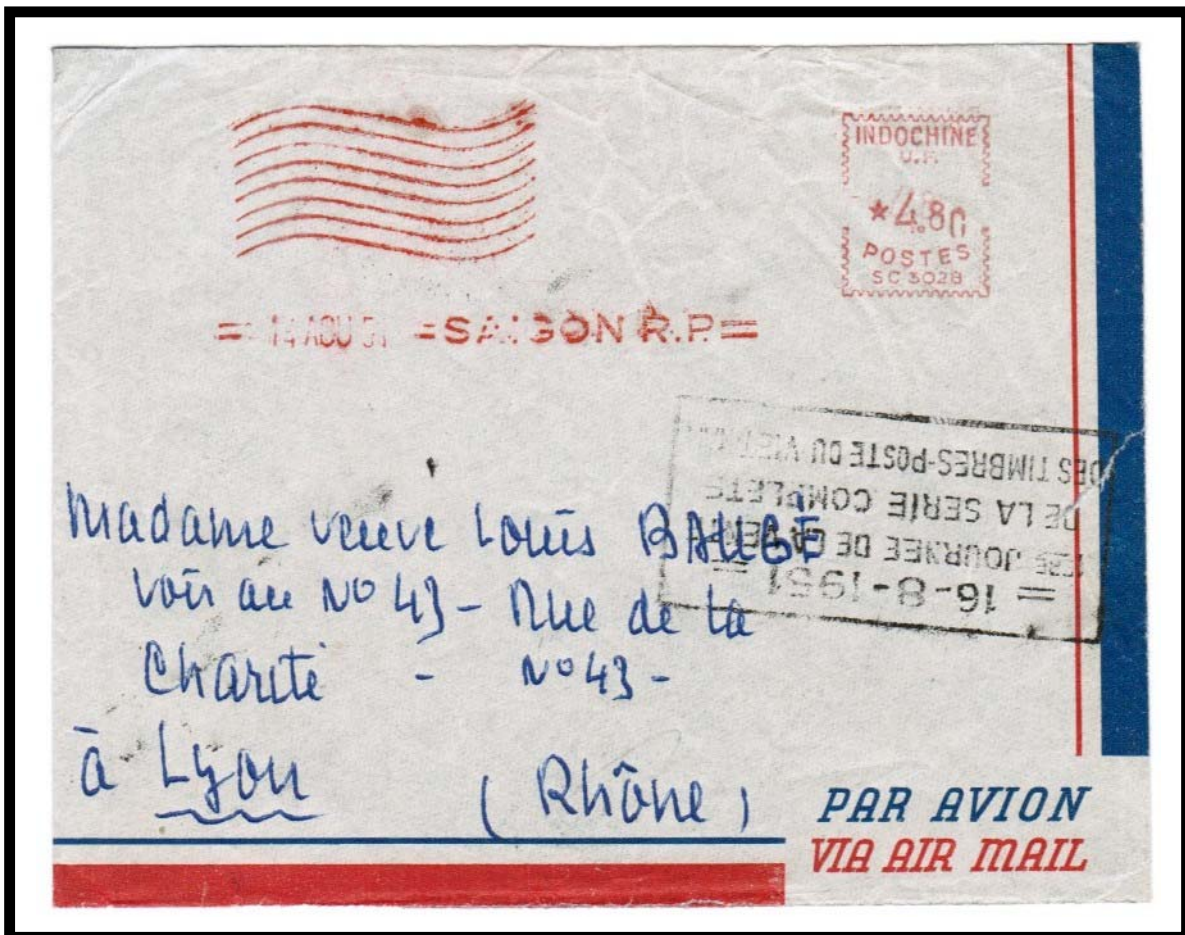
HA-NOI VIET-NAM 6-8 1951
registration label

First Day of Sale for Complete Series of Vietnamese Stamps
Saigon

Curiously, the marking commemorating the first day of Vietnam's complete stamp issue was applied to this metered envelope, which has no stamps at all!

= 16-8-1951 =
1^{ERE} JOURNEE DE LA VENTE
DE LA SERIE COMPLETE
DES TIMBRES POSTE DU VIET-NAM

"16-8-1951 FIRST DAY OF SALE FOR
THE COMPLETE SERIES OF VIETNAMESE STAMPS"



M-5SF

POSTAL MARKINGS

14 AUG 51 SAIGON R.P. meter
slogan handstamp

First Day of Sale for Complete Series of Vietnamese Stamps Saigon

Although normally applied with black ink, the marking commemorating the first day of sale for Vietnamese stamps was also struck with red ink.

= 16-8-1951 =
1^{ERE} JOURNEE DE LA VENTE
DE LA SERIE COMPLETE
DES TIMBRES POSTE DU VIET-NAM

“16-8-1951 FIRST DAY OF SALE FOR
THE COMPLETE SERIES OF VIETNAMESE STAMPS”



M-5SF

POSTAL MARKINGS

SAIGON RP SUD VIETNAM 10 9 1951
slogan handstamp

First Day for Vietnam's Stamps Saigon

In addition to the French language handstamps for the first day of sale, the post office also applied companion handstamps in Vietnamese.

=16-8-1951=
NGÀY ĐẦU TIÊN BÁN
TEM VIỆT-NAM
TOÀN-BỘ

"16-8-1951 FIRST DAY SELLING
THE COMPLETE SERIES OF VIETNAMESE STAMPS"



M-5SV

POSTAL MARKINGS

SAIGON RP SUD VIET-NAM 16-8 1951
slogan handstamp

Air Vietnam System

On 15 October 1951, a special marking advertised the opening of Air Vietnam's national system of airways. The marking was only applied at Saigon on this one day.

15-10-1951
INAUGURATION
DU RESEAU NATIONAL
AIR VIETNAM

"15-10-1951 OPENING OF VIETNAM'S NATIONAL AIRWAYS SYSTEM"



M-8

POSTAL MARKINGS
SAIGON R P SUD VIETNAM 15 10 1951
slogan handstamp

Second Portion of National Unity Stamp Series
Haiphong

The second portion of Vietnam's "National Unity" definitive stamps went on sale on 23 October 1951.

== 23-10-1951 ==
2^{ÈME} JOURNÉE DE VENTE DE LA SÉRIE
"UNITÉ NATIONALE"
DES TIMBRES-POSTE DU VIET-NAM

"SECOND DAY OF SALE FOR THE 'NATIONAL UNITY' SERIES OF VIET-NAM
STAMPS"



M-6N

POSTAL MARKINGS
HAI-PHONG VIET-NAM 23-10 1951
slogan handstamp
REVERSE
slogan handstamps

National Unity Stamps and Bao Dai's Birthday

Bearing four different cachets, this cover commemorates the second day of sale of the National Unity stamp series (in fact, the first day of sale for the second part of the series) and Bao Dai's birthday. Each marking appears in French and Vietnamese.

= 23-10-1951 =
 2^{ÈME} JOURNÉE DE VENTE DE LA SÉRIE
 "UNITÉ NATIONALE"
 DES TIMBRES-POSTE DU VIET-NAM

= 23-10-1951 =
 NGÀY LỄ VẠN-THỌ ĐỨC QUỐC-TRƯỞNG BẢO-ĐẠI
 VỊ LÃNH ĐẠO ĐÃ MANG LẠI
 "THỐNG-NHẤT VÀ ĐỘC-LẬP"
 CHO NƯỚC VIET-NAM

"23-10-51 2ND DAY OF SALE FOR THE
'NATIONAL UNITY' SERIES OF
VIETNAMESE STAMPS"

"BIRTHDAY OF HIS EXCELLENCY,
HEAD OF STATE, BAO DAI, THE
LEADER WHO HAS BROUGHT ABOUT
UNIFICATION AND INDEPENDENCE"



M-6N & M-7N

POSTAL MARKINGS

HAI-PHONG VIET-NAM 23-10 1951
slogan handstamps

Bao Dai's Birthday and National Unity Stamps

With two cachets, this Saigon cover advertises the day of sale for the second part of the National Unity stamp series and commemorates Bao Dai's birthday. The markings appear in two different languages: French and Vietnamese.

= 23-10-1951 =
 ANNIVERSAIRE DE SA MAJESTÉ BAO-DAI
 ARTISAN DE L'UNITÉ ET DE
 L'INDÉPENDANCE DU VIET-NAM

"BIRTHDAY OF HIS EXCELLENCY,
 HEAD OF STATE, BAO DAI, THE
 LEADER WHO HAS BROUGHT ABOUT
 UNIFICATION AND INDEPENDENCE"

= 23-10-1951 =
 NGÀY BÁN LẦN THỨ HAI
 TEM VIỆT-NAM
 LOẠI "QUỐC-GIA THỐNG-NHẤT"

"23-10-51 DAY OF THE SECOND
 OFFERING FOR SALE OF VIETNAMESE
 STAMPS FROM THE 'NATIONAL
 UNIFICATION' SERIES"



M-6S & M-7S

POSTAL MARKINGS

SAIGON RP SUD VIET-NAM 23-10 1951
 slogan handstamps

Independence and National Unity
Saigon



First Day for the "Independence Series"

A commemorative handstamp recognized Vietnam's second series of stamps, the Independence Series, which was issued shortly before Indochinese stamps were demonetized at the end of April 1952.

8. Mars 1952
1^{re} Journée de la vente
de la 2^{eme} Série dite
"SÉRIE INDÉPENDANCE"
des Timbres-Poste du Viet Nam

"8 March 1952 First Day of Sale of Second Series known as the 'Independence Series' of Vietnamese Postage Stamps"



M-12

POSTAL MARKINGS

HAI-PHONG VIET-NAM 8-3 1952
slogan handstamp

Saigon Fair 1953

An unusual use of French Indochinese stamps after demonetization draws suspicion to this cover with markings associated with the 1953 Saigon Fair. Comparison with genuine markings confirms that the markings on this cover are fake.

27-3 AU 12-4-1953
FOIRE-KERMESSE-EXPOSITION
LE VIETNAM NOUVEAU
EN MARCHÉ VERS LA PAIX



Genuine Slogan

Genuine Postmark Type: W
Period of Use: 1953

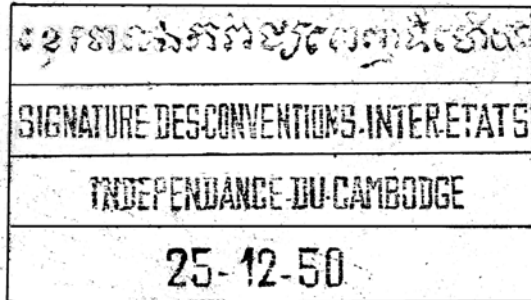


POSTAL MARKINGS

SAIGON-FOIRE-EXPOSITION VIET-NAM 3-4 1953 (fake)
slogan handstamp (fake)

Cambodian Independence

Mirroring the slogan handstamps of Vietnam, Cambodia also used a rectangular handstamp on Christmas Day 1950 to commemorate independence.



“SIGNING OF INTERNATIONAL TREATIES
FOR THE INDEPENDENCE OF CAMBODIA”

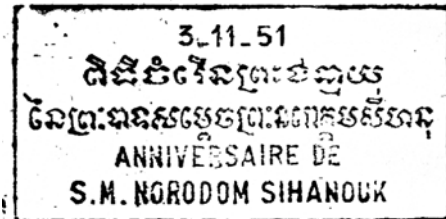


POSTAL MARKINGS

slogan handstamp

Sihanouk's Birthday

A bilingual handstamp in Cambodian and French paid homage to Norodom Sihanouk on his birthday, 3 November 1951.



“BIRTHDAY OF HIS MAJESTY NORODOM SIHANOUK”



POSTAL MARKINGS

PNOMPENH CAMBODGE 3-11 1951
slogan handstamp

Lao Independence

Similar to its counterparts in Vietnam and Cambodia, the Vientiane post office handstamped letters with an announcement of Lao independence at the end of 1950 and the beginning of 1951.

ວັນປະເທສ໌ລາວອັບເອກະຮາດ
~~~~~  
"SIGNATURE DES CONVENTIONS INTER-ETATS"  
"INDEPENDANCE DU LAOS"  
26-12-50

"INDEPENDENCE OF LAOS  
26 - 12 1950"



P-1

POSTAL MARKINGS  
VIENTIANE LAOS 28-12 1950  
slogan handstamp

## That Luong Festival

Until Lao independence, few promotional markings ever employed Lao writing. In the case of the 1951 That Luong Festival promotional marking, both French and Lao text advertised the event.



"PARTICIPATE IN THE THAT LUONG FESTIVAL  
VIENTIANE 12 – 17 NOVEMBER 1951"



P-2

POSTAL MARKINGS  
VIENTIANE LAOS 2-11 51  
slogan handstamp