

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.

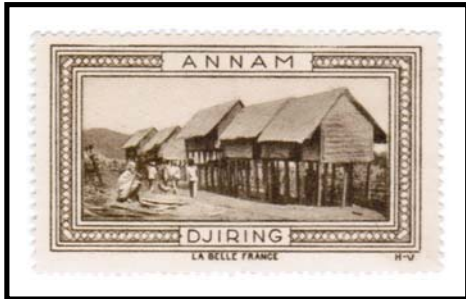


A multicolor label is more crudely drawn, but does capture a sense of adventure with a person sitting in a rickshaw in the foreground of a sculpture.



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.



ANNAM
DJIRING



ANNAM
HUE



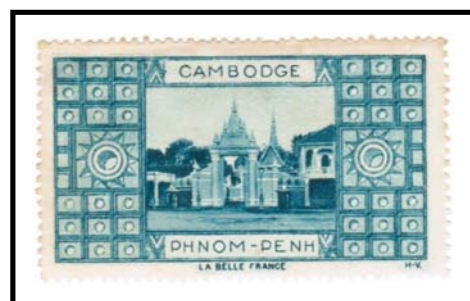
CAMBODGE
ANGKOR-THOM



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.

LUTTE ANTI CANCEREUSE



TONKIN
HANOI



COCHINCHINE
RIZIÈRES



TONKIN
HANOI

Tourism Labels
La Belle France
Overprints

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

Au bénéfice des Déportés de la
France combattante **5^{fr}**

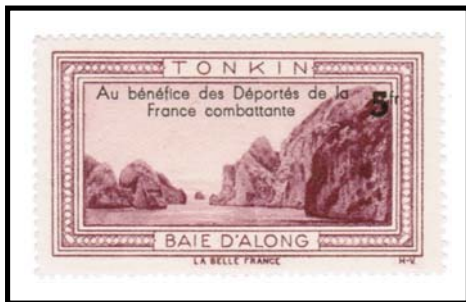
The price for the booklet was 100 francs.



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 5^{fr}



TONKIN
BAIE D'ALONG



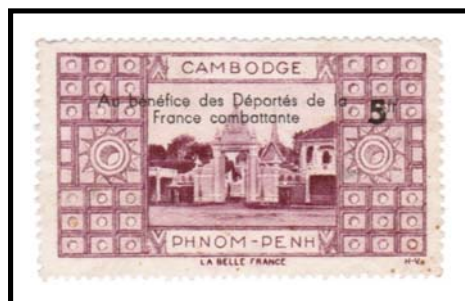
TONKIN
HANOI



ANNAM
HUE



CAMBODGE
ANGKOR-WATH



CAMBODGE
PHNOM-PENH

Tourism Labels La Belle France Overprints

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

Au bénéfice des Déportés de la
France combattante **5^{fr}**

As the examples in this block of four demonstrate, the placement of the “1” varied significantly.

CAMBODGE
PHNOM-PENH

ANNAM
DJIRING



CAMBODGE
PHNOM-PENH

ANNAM
HUE

Tourism Labels La Belle France Overprints

A second format with larger lettering has four words in the top line.

Au bénéfice des Déportés 5 fr.
de la France combattante



COCHINCHINE
RIZIÈRES



COCHINCHINE
SAIGON



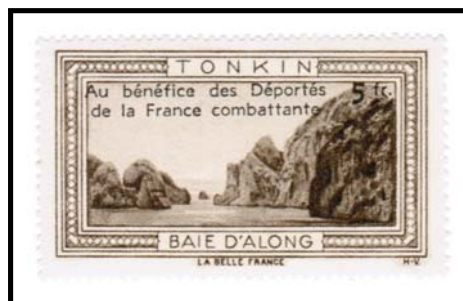
CAMBODGE
ANGKOR-WATH



TONKIN
HANOI



CAMBODGE
ANGKOR-THOM



TONKIN
BAIE D'ALONG

Tourism Labels La Belle France Overprints

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

ŒUVRES SOCIALES DE LA
FRANCE COMBATTANTE 5 fr.



ANNAM
DJIRING



ANNAM
HUE



CAMBODGE
ANGKOR-WATH



TONKIN
HANOI



COCHINCHINE
SAIGON



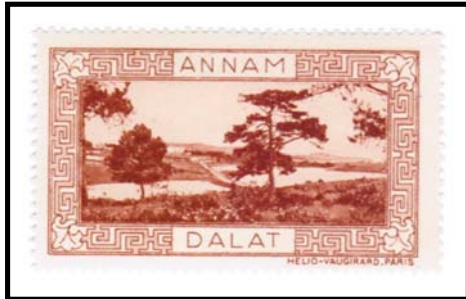
TONKIN
BAIE D'ALONG



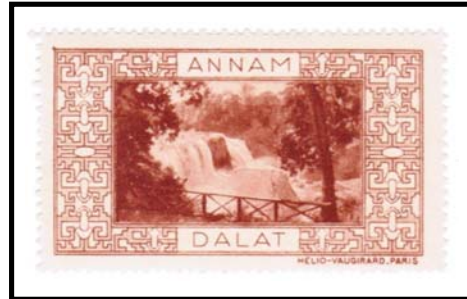
LAOS
MUONG-SIN

Tourism Labels Indochinese Scenes

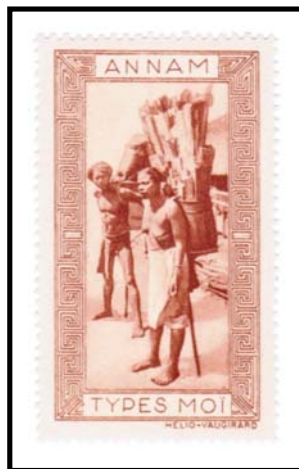
A Helio-Vaugirard booklet of 40 labels in two sheets portrayed the scenery and peoples of Indochina.



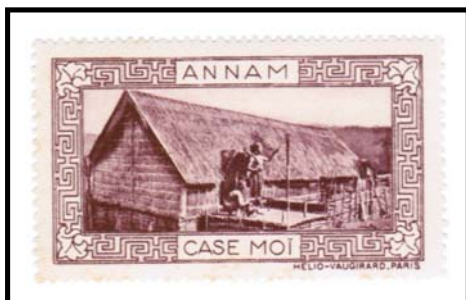
ANNAM
DALAT



ANNAM
DALAT



ANNAM
TYPES MOI



ANNAM
CASE MOI

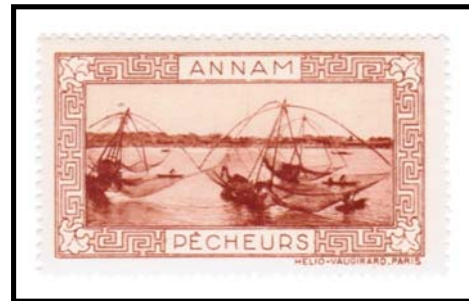


ANNAM
NORIA

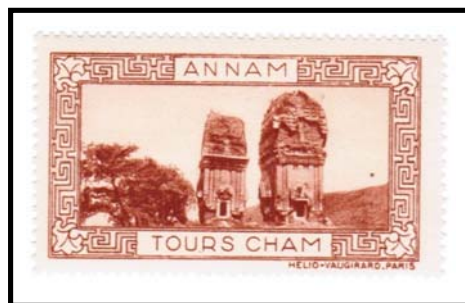
Tourism Labels Indochinese Scenes



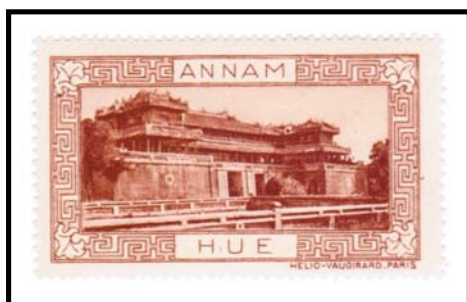
ANNAM
CAP VARELLA



ANNAM
PÊCHEURS



ANNAM
TOURS CHAM



ANNAM
HUE



ANNAM
HUE

Tourism Labels Indochinese Scenes



COCHINCHINE
SAIGON



COCHINCHINE
SAIGON



COCHINCHINE
BAC LIEU



COCHINCHINE
THUDUC



COCHINCHINE
SAIGON



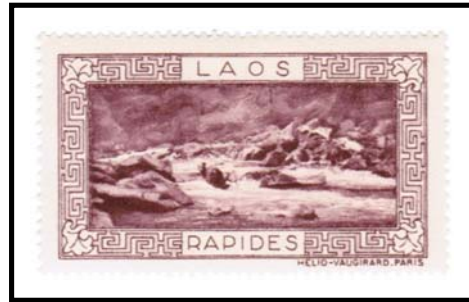
COCHINCHINE
SAIGON

Tourism Labels Indochinese Scenes

The labels were laid out in horizontal and vertical formats.



LAOS
LE MÉKHONG



LAOS
RAPIDES



LAOS
TRANNINH



LAOS
LAOTIENNE



LAOS
LUANG PRABANG



LAOS
VIENTIANE

Tourism Labels Indochinese Scenes



CAMBODGE
CAMBODGIENNE



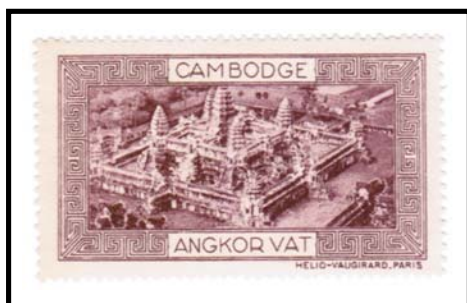
CAMBODGE
DANSEUSES



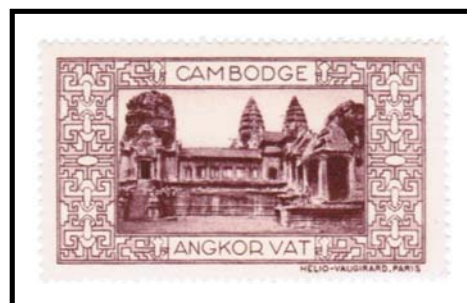
CAMBODGE
ANGKOR THOM



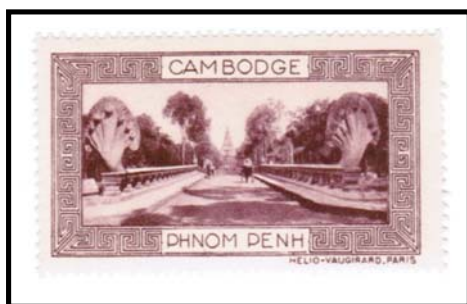
CAMBODGE
OUDONG



CAMBODGE
ANGKOR VAT



CAMBODGE
ANGKOR VAT



CAMBODGE
PHNOM PENH



CAMBODGE
PHNOM PENH

Tourism Labels Indochinese Scenes



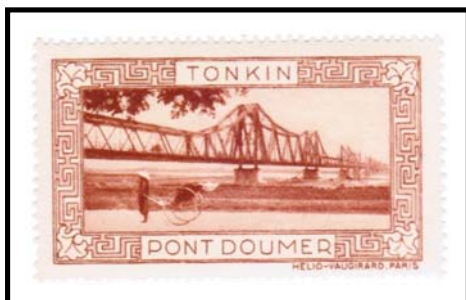
TONKIN
HANOI



TONKIN
HANOI



TONKIN
TONKINOISE

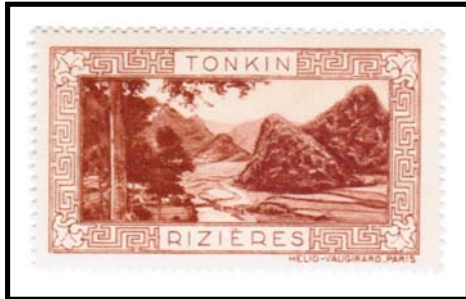


TONKIN
PONT DOUMER



TONKIN
HAIPHONG

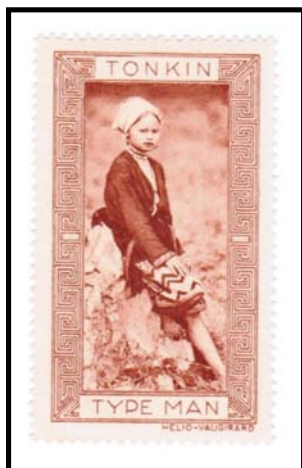
Tourism Labels Indochinese Scenes



TONKIN
RIZIÈRES



TONKIN
HONGAY



TONKIN
TYPE MAN



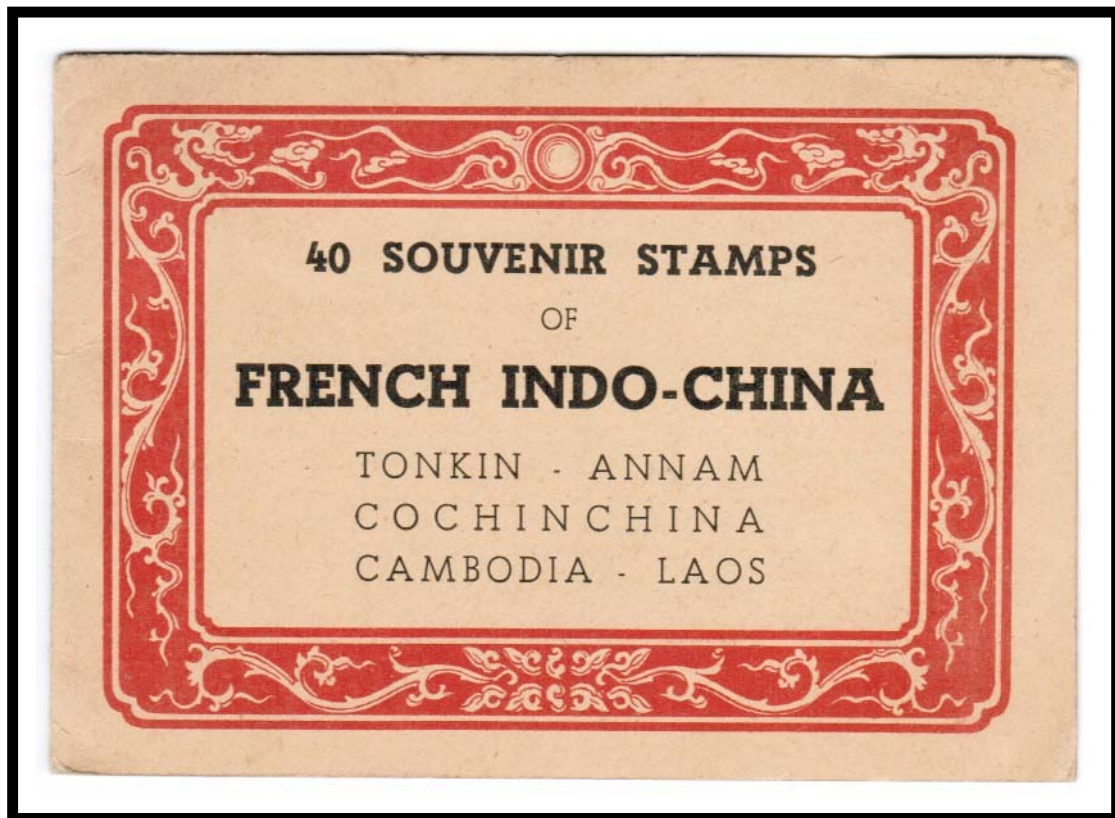
TONKIN
FEMME MEO



TONKIN
CAMPHA

Tourism Labels Indochinese Scenes

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 B^{CHES} DU RHONE 6 • VII 1932

Tourism Labels
Indochinese Scenes
Use of Moi People

In 1935, a "TYPES MOI" label was used at the upper right alongside postage stamps for a mailing to Paris,



POSTAL MARKINGS
SAIGON-CENTRAL COCHINCHINE 1-10 35

Tourism Labels
Indochinese Scenes
Use of Hue Temple

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 BCHES 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

Tourism Labels
Indochinese Scenes
Use of Type Man

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

Tourism Labels
Indochinese Scenes
Use of Pont Doumer

In August 1939, the censorship authority in Cochinchina applied its handstamp to a letter addressed to a prominent religious leader in France.



POSTAL MARKINGS

PLEI-KU ANNAM 25-8 39
CONTRÔLE POSTALE Commission C INDOCHINE

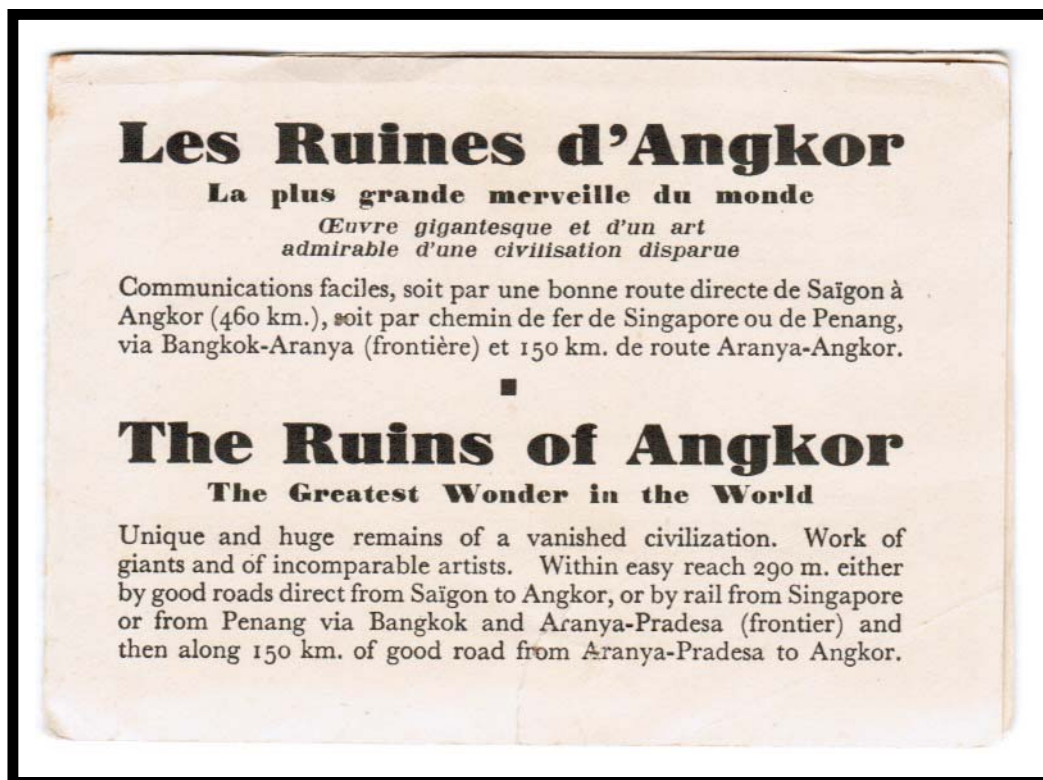
REVERSE

SAIGON-CENTRAL COCHINCHINE 27 AOUT 39

Tourism Labels Angkor Wat Booklet

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



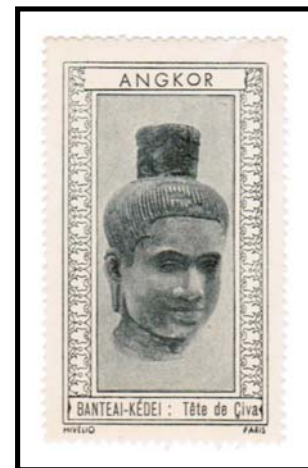
VUE D'ENSEMBLE



ROI LÉPREUX



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



IIIe ÉTAGE



VISHNU



BANTEAI-SREI: APSARA



VISHNOU



SRAH SRANG: TERRASSE
(ANGKOR at top)



PRAH-KHAN : TERRASSE
(ANGKOR-THOM at top)

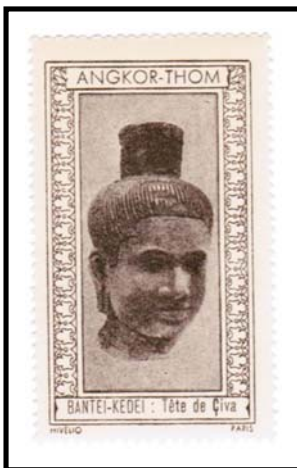
Tourism Labels
Angkor Wat – Brown



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