

**ADVERTISING ON
INDOCHINESE
COVERS**

RON BENTLEY

NAPEX

4 JUNE 2022

ADVERTISERS HAD MANY REASONS TO WANT TO BE KNOWN

- Retail Establishments
- Lines of Business
- Products
- Services

PERHAPS THE SIMPLEST ADVERTISEMENT IS A SELF-ADDRESSED ENVELOPE



VERTICAL
FORMAT, WINDOW
AND
TRANSLUCENT
PAPER
STIMULATED
ADDRESSEE'S
CURIOSITY ABOUT
THE CONTENTS



EMBOSSING MAKES YOU STAND OUT



DÉPOT CENTRAL USED FOUR LANGUAGES TO SPREAD ITS MESSAGE



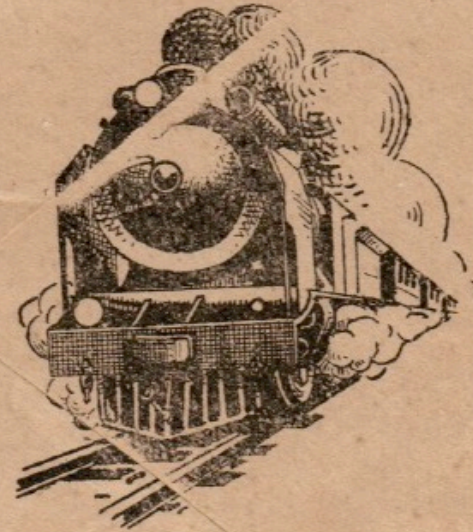
TAKE THE TRAIN!

Pour aller loin

Pour payer moins

Pour être bien

Prenez le Train



CHEMINS DE FER DE L'INDOCHINE "RÉSEAUX NON CONCÉDÉS"

NOTHING BEATS PROMINENTLY PICTURING YOUR PRODUCT



INTERESTINGLY, COMPANY USED FRENCH-ENGLISH NAME

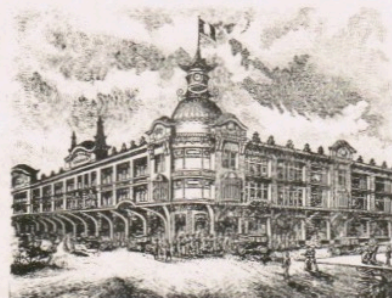


LABEL FROM
CHAFFANJON
COMPANY
PROMOTES
“TEA FROM
TONKIN”



COMPETING WITH TEA FROM TONKIN WAS
TEA FROM ANNAM





Adr. Télégr.
Magasins Charner Saigon



Téléphone
140 - 543

Même Maison à HANOÏ
GRANDS MAGASINS RÉUNIS

DIRECTION

LOYAUTÉ FAIT NOTRE FORCE
Grands Magasins Charner

Société Coloniale des Grands Magasins
au Capital de 30 000 000 de francs.

SIÈGE SOCIAL A PARIS

Saigon, le 4 JUIN 1931

Monsieur BOITARD

Commis Principal des T. P.

Expédition 8333

NHAT

Monsieur,

Nous vous accusons réception
de votre lettre du 29 Mai dernier
que du mandat poste joint.

Nous vous expédions par
le tulle noustiquaire que vous av
voulu nous commander.

Vous trouverez, inclus, 1
N° 072.

A vous lire et toujours d
vos ordres, nous vous prions d'ag
Monsieur, nos salutations empressées

LE DIRECTEUR P

Handwritten signature

Handwritten initials

STATIONERY CARRIED CONSISTENT IMAGERY



*Grands Magasins
Charner*



Monsieur BOITARD

Commis Principal des Travaux Publics

à NHATRANG

-:-

Annam

VERSION OF CHARNER ENVELOPE FROM 1934 HAS THE STYLE OF A DRAWING



ALTHOUGH CHARNER UPDATED ITS
STATIONERY IN 1950, IMAGE WAS SAME



EVIDENTLY DEPARTMENT STORES FELT COMPELLED TO SHOW THEIR FACADES



(SOCIÉTÉ DES AFFRÉTEURS INDOCHINOIS) DISPLAYED THEIR FLAG



ROADSIDE SWIMMING POOL WAS LIKELY ASSOCIATED WITH A HOTEL



WITH MULTIPLE LOCATIONS, THIS WINE COMPANY HAD WIDE PRESENCE



SOLA CATERED TO A WIDE RANGE OF TASTES IN WINE



SENDER USED BATA STATIONERY FOR A MAILING TO DR. BATA



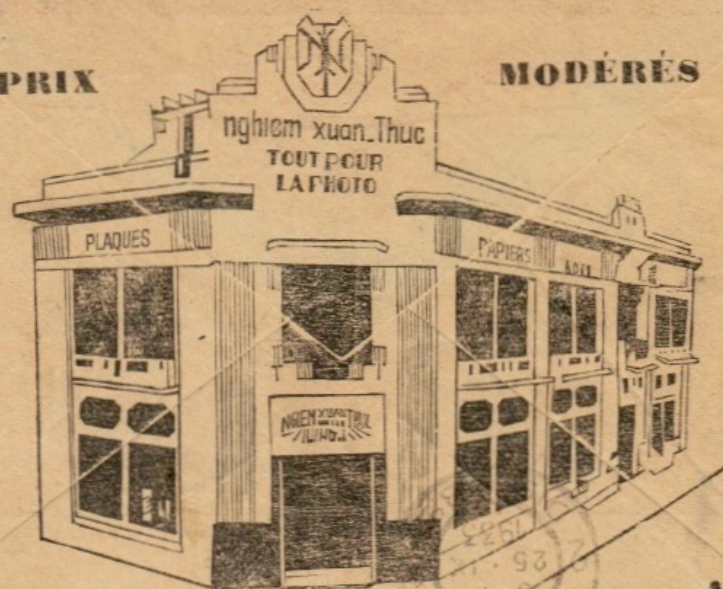
PHOTOGRAPHIC ARTS COMPANY DISPLAYED ITS STOREFRONT TO CUSTOMERS

NGHIEM-XUAN-THUC TOUT POUR PHOTO
10, RUE LAMBLLOT, 10 **HANOI** TÉL. 866

Portraits Artistiques
TRAVAUX D'AMATEURS

PRIX

MODÉRÉS



HIỆU ẢNH TÂN THỜI
— giá rất hạ —

ANGLE
RUES LAMBLLOT 10, 12
LAGISQUET 1
HANOI
Tél : 866 12

PHOTOGRAPHIC ARTS COMPANY

101V

Directeur
Etablissement Dunmore
Augustin
elle
Lamb (2°)



PHOTO NADAL WAS A MAJOR PRINTER AND DISTRIBUTOR OF PICTURE POSTCARDS



PHOTO-NADAL USED POSTCARDS FOR DIRECT ADVERTISING



EXPORT-IMPORT COMPANY ADVERTISED ITS DYES TO CHINESE USERS

FREXOR-SAIGON

2, Rue Mac-Mahon et 43, Quai de Belgique

Téléphone 233

Boite Postale 51

SERVICE ACCELERÉ

RECOM

SAIGON

信煩交

大寶號收啓



Monsi
des C

POINS

Haiph

埠

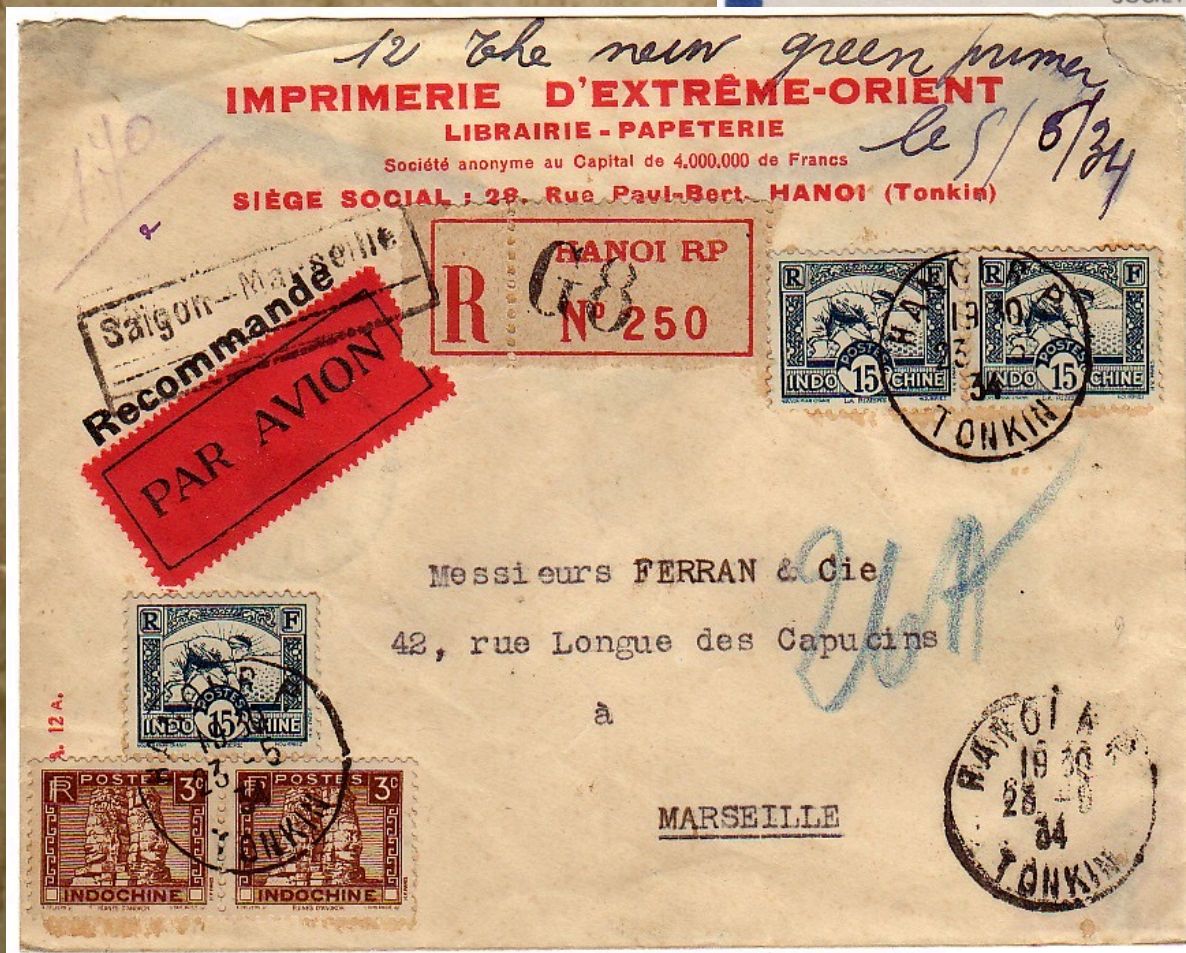
三角嘜爲記



上等染料

西貢咖啡梳總代理

IDEO HOLDS AN IMPORTANT PLACE IN THE PRODUCTION OF INDOCHINA'S STAMPS



SAIGON-BASED PRINTER ADVERTISED ITS DIFFERENT PRINTING METHODS



BENTRE PHARMACY PROMOTED ITS “MAJICTONIC”



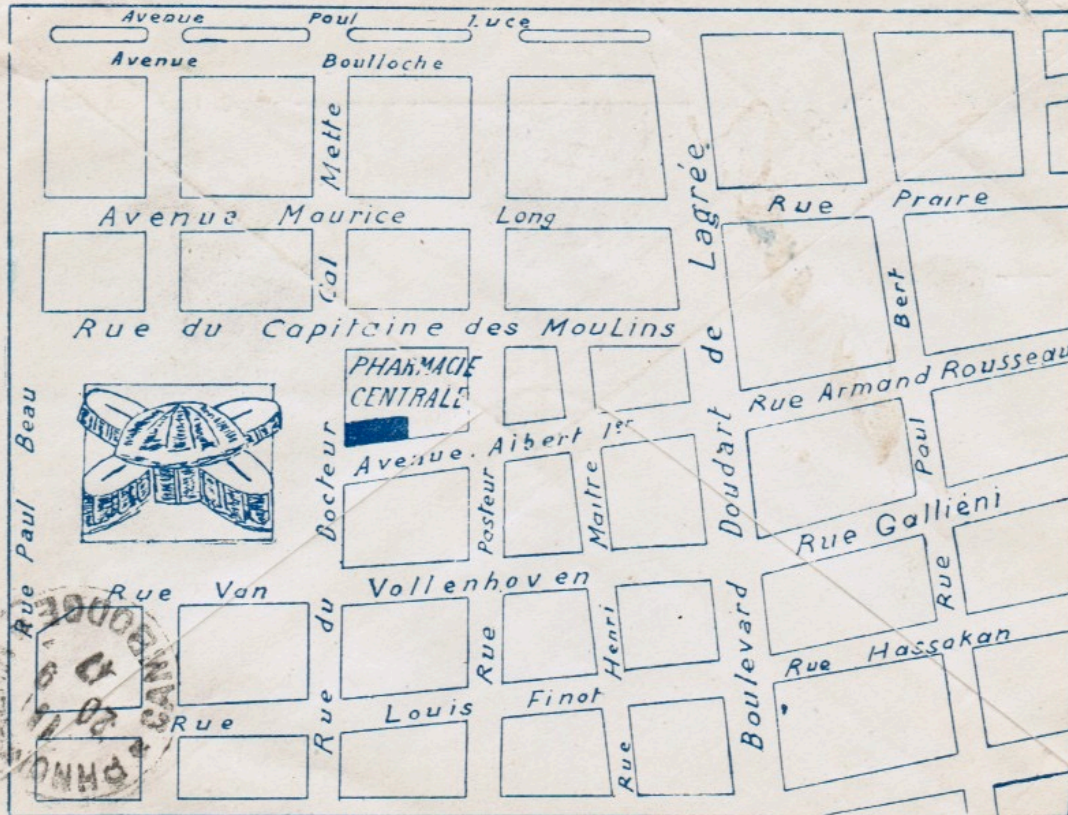
CENTRAL PHARMACY WANTED ITS CUSTOMERS TO BE ABLE TO FIND IT

PHARMACIE CENTRALE

HOANG - XUAN - HA

Pharmacie de 1^{re} Classe

Avenue Albert 1^{er}



Monsieur Le Directeur
Caoutchouc Alpha
Rue des Ecoles à
Santon (Seine)

EXTERNAL COMPANIES ALSO ADVERTISED LOCAL CONNECTIONS



Bibendum en Indo-Chine.