

**CHAPTER EIGHTY-TWO
PROMOTIONAL ETIQUETTES**

Throughout the years, many organisations have produced promotional labels to be affixed to supporters' mail to promote their cause. This is a preliminary listing of such items recorded on Malayan/Malaysian mail.

1. 1961.

Orient Year 1961.



These etiquettes (nominally 40 x 45mm, but marginal copies were larger as the margins were not rouletted off) promoted Orient Year 1961. At the foot was the text "Come to MALAYA in Orient Year 1961", below an illustration. Eight have been found so far, in a vertical block, in which the positions are listed below. Three have been seen on first day covers of the 17 April 1961 Negri Sembilan issue marking the Installation of the Yang Di-Pertuan Besar, plus another on piece.

- PE1.1. Elephant, tiger, tapir, monkey (R2/1).
- PE1.2. Bullock cart (R1/2).
- PE1.3. Train in forest with high-flying aircraft (R3/1).
- PE1.4. Orchids (R1/1).
- PE1.5. Night beach scene with kelong (R2/2).
- PE1.6. Man and woman with cloth (R3/2).
- PE1.7. Housing block and cars (R4/1).
- PE1.8. Indian, Chinese and Malay children (R4/2).

2. 1962.

PBPK Welfare Fund.

This was a diamond-format (45mm sides) etiquette promoting the Welfare Fund of the Persatuan Bekas Perajuit Kebajikan (PBPK), the Ex-Security Forces Association. It showed a shield with PBPK and a map of Malaya above a ribbon inscribed "MALAYA". An example has been seen used on cover from Kuala Lumpur dated 14 May 1962.

- PE2.1. PBPK label.

3. Malaysian Association for the Prevention of Tuberculosis.

3.1. c.1970.



Each year, the Malaysian Association for the Prevention of Tuberculosis has issued greetings seals free of charge to donors.

An undated issue from the 1970s comprised a horizontal strip of ten 25mm x 31mm labels showing orchids with “BUNGA² MALAYSIA” at top, “UCHAP SELAMAT” at foot and “GREETINGS” at left. They were rouletted c.9.6. and were without watermark.

- PE3.1.1. Vanda “Tan Chin Tuan” (mauve frame).
- PE3.1.2. Vanda “Tan Chay Yan” (orange frame).
- PE3.1.3. Vanda “Hilo Blu Rothschildiana” (brown frame).
- PE3.1.4. Vanda “Josephine van Brero” (pink frame).
- PE3.1.5. Ascocenda pukili (blue frame).
- PE3.1.6. Vanda “Jennie Hashimoto” (yellow frame).
- PE3.1.7. Aranda “Lena Rowell” (dark blue frame).
- PE3.1.8. Renanthera “Golden Shower” (green frame).
- PE3.1.9. Dendrobium “Caesar White” (pale green frame).
- PE3.1.10. Ascocenda sanderiana “Red Gem” (purple frame).

3.2. 1972.

The 1972 issue comprised at least two labels showing fruits with “BUAH-BUAHAN” at top, “UCHAP SELAMAT” at right, “MALAYSIA” at foot and “GREETING” at left.

- PE3.2.1. Pineapple (Nanas) (blue frame).
- PE3.2.2. Pomelo (Limau Bali, *Citrus maxima*) (red frame).

3.3. 1982.

The 1982 issue comprised eight labels showing Hibiscus flowers with “BUNGA RAYA” at the top and “GREETINGS MALAYSIA 1982” at the bottom. They were printed by Graphic Press using lithography in sheets of 24 (6 x 4, three blocks of eight), rouletted between.

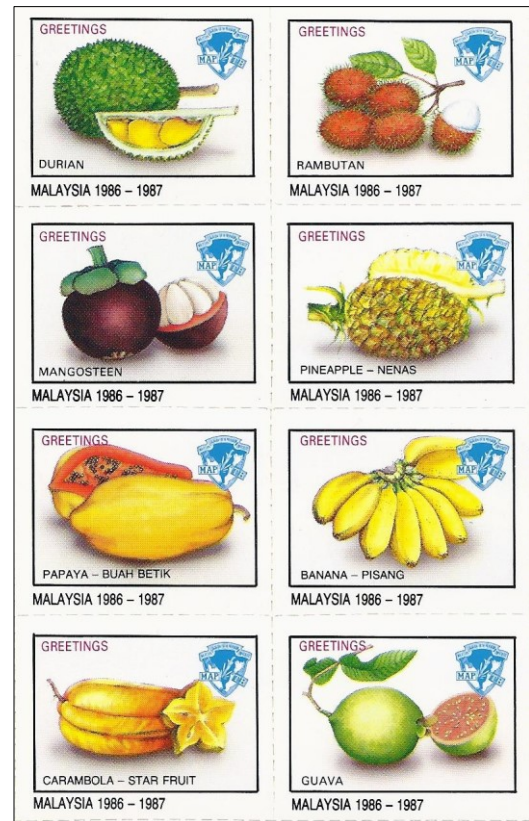
- PE3.3.1. *Hibiscus rosa-sinensis*. Red (faun background).
- PE3.3.2. Red feathery version (blue background).
- PE3.3.3. Yellow (blue-white background).
- PE3.3.4. White (blue background).
- PE3.3.5. Purple (yellow background).
- PE3.3.6. Yellow (mauve background).
- PE3.3.7. Pink (blue background).
- PE3.3.8. Pink (orange background).



3.4. 1986-1987.

The 1986-1987 issue comprised eight labels showing fruit with "GREETINGS" at the top and the fruit name plus "MALAYSIA 1986-1987" at the bottom. They were printed by Graphic Press using lithography in sheets of 24 (6 x 4, three blocks of eight), rouletted between.

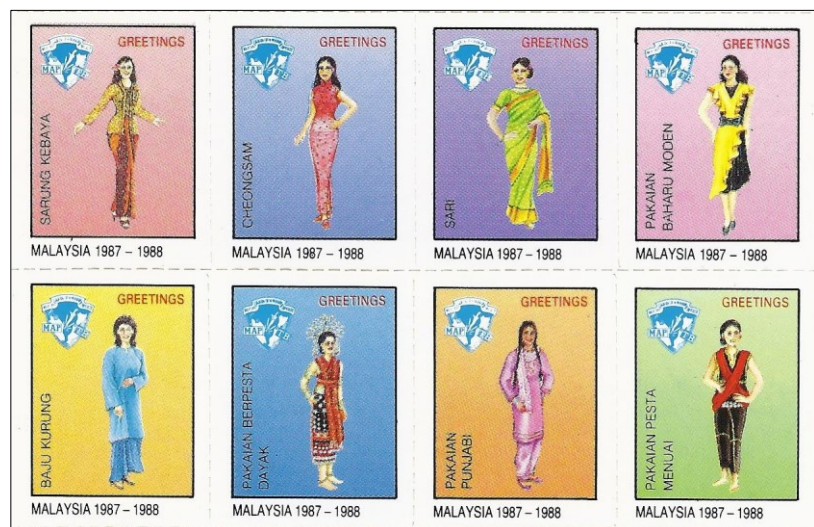
- PE3.4.1. Durian.
- PE3.4.2. Rambutan.
- PE3.4.3. Mangosteen.
- PE3.4.4. Pineapple.
- PE3.4.5. Papaya.
- PE3.4.6. Banana.
- PE3.4.7. Carambola. / Star Fruit.
- PE3.4.8. Guava.



3.5. 1987-1988.

The 1987-1988 issue comprised eight labels showing young women in traditional dress with "GREETINGS" at the top and the name plus "MALAYSIA 1987-1988" at the bottom. They were printed in sheets of 24 (4 x 6, three blocks of eight), rouletted between.

- PE3.5.1. Sarung Kebaya.
- PE3.5.2. Cheongsam.
- PE3.5.3. Sari.
- PE3.5.4. Pakaian Baharu Moden
(Modern town dress).
- PE3.5.5. Baju Kurung.
- PE3.5.6. Pakaian berpesta Dayak
(Dayak celebration dress).
- PE3.5.7. Pakaian Punjabi (Punjabu dress).
- PE3.5.8. Pakaian pesta Menuai (Menuai festival dress).



3.6. 1985-1986.

The 1985-1986 issue featured landmark buildings of Kuala Lumpur. Below each stamp design was the text “MALAYSIA 1985-86”. The MAPT emblem appeared in the top left-hand corner (landscape-format designs) or the bottom left (portrait-format designs). At top right (landscape-format) or top left (portrait-format) was “GREETINGS” and the name of the building. They were printed on glossy paper in sheets of 24 (6 x 4) and rouletted. Alternate columns in the sheet contained the four portrait-format and the four landscape-format designs.

Landscape-format (top to bottom):

- PE3.6.1. Parliament Buildings.
- PE3.6.2. National Museum.
- PE3.6.3. Sultan Abdul Samad Building.
- PE3.6.4. Kuala Lumpur (old) Station.

Portrait-format (top to bottom):

- PE3.6.5. Dato’ Onn Tower.
- PE3.6.6. Dayabumi Complex.
- PE3.6.7. L.U.T.H. Building (Menara T.H. Tun Razak).
- PE3.6.8. Pan-Pacific Hotel.



3.7. 1988-1989.



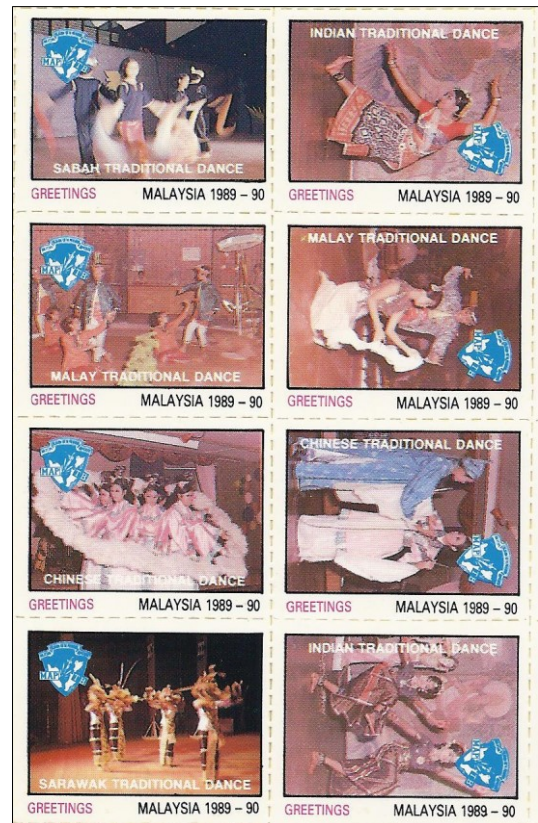
The 1988-1989 issue comprised six labels showing Malaysian Monuments with the title at the top right and “GREETINGS MALAYSIA 1988-89” at the bottom. They were printed in sheets of 24 (6 x 4), rouletted between. The stamps were arranged irregularly in the sheet, so that only R3 showed all six designs

- PE3.7.1. Dewan Tengku Rahman Building (landscape-format).
- PE3.7.2. Kota (Fort), Kuala Kedah (landscape-format).
- PE3.7.3. Tugu Peringatan (Remembrance Monument), Kuala Kangsar (portrait-format).
- PE3.7.4. Mahkamah Tinggi (High Court), Ipoh (portrait-format).
- PE3.7.5. Kota Famosa (Porta De Santiago), Malacca (landscape-format).
- PE3.7.6. Istana Iskandariah, Perak (landscape-format).

3.8. 1989-1990.

The 1989-1990 issue comprised eight labels showing Malaysian Culture with the title at the top or bottom and "GREETINGS MALAYSIA 1989-1990" at the bottom. They were printed in sheets of 24 (6 x 4, three blocks of eight), rouletted between.

- PE3.8.1. Sabah Traditional Dance.
- PE3.8.2. Indian Traditional Dance (one dancer, portrait-format).
- PE3.8.3. Malaya Traditional Dance (title at bottom).
- PE3.8.4. Malaya Traditional Dance (title at top, portrait-format).
- PE3.8.5. Chinese Traditional Dance (title at bottom).
- PE3.8.6. Chinese Traditional Dance (title at top, portrait-format).
- PE3.8.7. Sarawak Traditional Dance.
- PE3.8.8. Indian Traditional Dance (two dancers, portrait-format).



3.9. 1997-1998.

The 1997-1998 issue comprised a miniature sheet of six stamps showing fruits. Below each stamp design was the text "GREETINGS (fruit name) MALAYSIA 1997-98". The MAPT emblem appeared in the bottom right-hand corner.

- PE3.9.1. Sapodilla.
- PE3.9.2. Rambutan.
- PE3.9.3. Durian.
- PE3.9.4. Pineapple.
- PE3.9.5. Guava.
- PE3.9.6. Langsat.

NOTES