

THE MALAYSIAN PHILATELIST



PEMUNGUT SETEM MALAYSIA

THE JOURNAL OF PHILATELIC SOCIETY MALAYSIA

VOL. 1

KDN.PP 913/93/22

2022



PATRON: HIS ROYAL HIGHNESS, THE SULTAN OF SELANGOR DARUL EHSAN

CONSERVATION CINDERELLA SEALS HIGHLIGHTING NATURE AND WILDLIFE

Indraneil Das & Genevieve V. A. Gee

The commonness of stamps makes them perfect messengers for transmitting a variety of ideas, many of societal relevance, others for advertisement or political and other propaganda. Thematic philately, whereby stamp issues are focused on collectible topics (chiefly, nature-themed, transport, diseases or famous personalities) are acknowledged popular areas.

In this article, we highlight nature-themed cinderellas, issued by both postal and non-postal organisations. The products are technically referred to as 'seals' and 'labels', and when related to advertisement and/or promotion of products or services, as 'poster stamps'.

Some of the seals are part of campaigns to raise funds for medical charities, including the Christmas and Easter Seals that were popular in the middle of the 20th century. They were placed on postal mail during the respective holiday season, with the revenue earned directed to charity, as in the case of the Christmas or Easter seals, that were without postal value per se.

Einar Holboll (1865–1927), a Danish postal worker, is widely credited with the concept of the Christmas seal, which was sold for the first time on 6th December 1904. Revenue generated in the first two years was used in the construction of two hospitals.

Famous examples of such cinderellas include those issued by the National Wildlife Federation (NWF) of the United States of America, established in 1936, to protect the country's wildlife and natural habitats. While proceeds from the sale of the NWF's stamps go towards wildlife conservation, the beauty of the stamps themselves, produced for Christmas between 1956–2000, had a substantial educational value over the decades (Figure 1).

Undenominated nature-themed stamps have also been issued as souvenirs for visitors to regional or international stamp exhibitions. We illustrate several in this category. The first was issued at the JAPEX Philatelic Exhibition, the largest national philatelic exhibition in Japan, that has been held annually in November since 1966. Exhibitions of the competitive classes are examined by the JAPEX jury.

Figure 2 illustrates a cinderella sheetlet issued on the occasion of JAPEX '74, held in Tokyo. It comprises four designs, showing the Giant Salamander (*Andrias japonicus*), Short-tailed Albatross (*Phoebastria albatrus*), Three-spined Horseshoe Crab (*Tachypleus tridentatus*) and Japanese Macaque (*Macaca fuscata*), printed se-tenant (x 4 sets) in a long sheetlet of 16. The stamps are undenominated.

Pos Malaysia, on 1 December 1997, issued a sheetlet (Figure 3) for Stamp Week, the imperforate product produced by Southern Colour Print, a security printer of postal and other security documents based at Dunedin, New Zealand, which was invited to the event to demonstrate the production of stamps. Depicted on the stamp is a Tiger (*Panthera tigris*), while on the selvage, a leaping version of the same animal appears, superimposed onto the map of Peninsular Malaysia. Although a 2 Ringgit Malaysia value is indicated on the stamp, the Stanley Gibbons Catalogue mentions it but does not give a catalogue number. It is reportedly the country's first official cinderella.

On the occasion of the New Zealand National Youth Philatelic Expo, Stampex '87, held between 27–30 August 1987, New Zealand Post issued a se-tenant sheetlet of four stamps (Figure 4), of two designs, on the theme "Endangered Wildlife". Each stamp is of face value 55 cents and depicts two endemic and threatened species, the Hamilton's Frog (*Leiopelma hamiltoni*) and the Tuatara (*Sphenodon punctatus*). The event itself attracted 130 youth entries and 149 adult entries, each of a single frame, and over 2,000 people viewed the exhibition.



Figure 1: USA. National Wildlife Federation, 1992



Figure 2: Japan. JAPEX '74 Philatelic Exhibition, 1974



Figure 3: Malaysia. Stamp Week. 1997



Figure 4: New Zealand. National Youth Philatelic Expo, Stampex '87, 1987



Figure 5: Canada. Canada Trust, 1971

Nature Seals, issued by Canada Trust in 1971 pertain to nature conservation awareness. Illustrated here (Figure 5) is an American Bullfrog (*Lithobates catesbeianus*) on a label with the slogan 'Save our Streams'. The seals in the series were distributed by the Trust's branches in the 1970s and in the 1990s.

Also from Canada, and issued by the Fondation de la Faune Quebec in 2007 is a miniature sheet, depicting the Western Chorus Frog (*Pseudacris triseriata*), in a small printed cardboard folder (Figures 6 and 7). The organization was established in 1984 by the Quebec government to acquire wetlands along the St. Lawrence River. Annually, since 1988, the Foundation has been issuing stamp labels based on the work of Quebec artists that highlight the nature of the Province. The Conservation Stamp programme is jointly conducted with Rousseau Timbres et Monnaies à La Baie, which ensures production, marketing and sales, generating an income for the Foundation for every stamp sold. The image of the 2007 issue was executed by Ghislain Caron.



Figure 6: Miniature Sheet. Canada. Fondation de la Faune Quebec, 2007



Figure 7: Cardboard Folder. Canada. Fondation de la Faune Quebec, 2007

In 1993, World Wide Fund for Nature Denmark issued a strikingly colourful sheetlet of 30 stamps, depicting the native faunal biodiversity of the Kingdom (Figure 8). The stamps are undenominated and the sheetlet is signed by the designer, Bert Nielsen. The sheetlet bears the inscription "Naturmærket 1993. Truede dyr i Danmark" (loosely translated, "Nature's Mark 1993. Endangered animals in Denmark").



Figure 8: Denmark. World Wide Fund for Nature, 1993

Greenpeace, the international environmental activist group, headquartered in the Netherlands, and with over 20 national chapters, is arguably the best-known organization of its type. The US chapter of Greenpeace issued a sheetlet of 12 undenominated labels (Figure 9) showing the organisation's logo and endangered species, as well as activities of the body (particularly related to water conservation and prevention of water pollution). The stamps are perforated and printed on recycled paper.

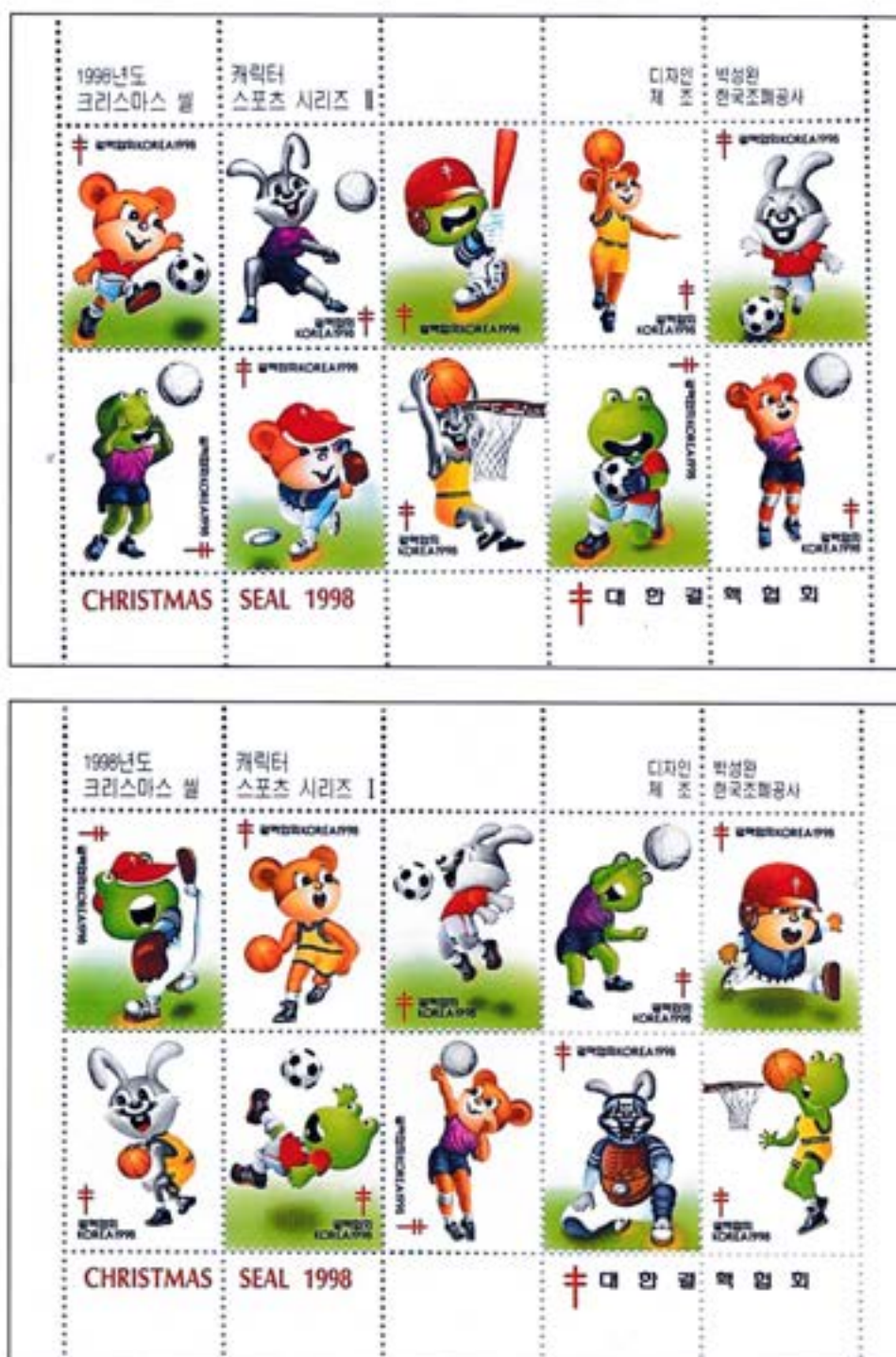


Figure 9: USA. Greenpeace, undated showing front (left) and back (right) of sheetlet

Poster stamps have been issued for tuberculosis prevention/awareness from several countries. One example shown here is from Mexico (Figure 10), issued in 1998. The issuing agency is the Comité Nacional de Lucha contra Tuberculosis y Enfermedades del Aparato Respiratorio (= National Committee for the Fight Against Tuberculosis and Diseases of the Respiratory System). The sheet contains 50 labels of face value 20 cent each, including several stylized elements of nature and biodiversity (rooster, shrimp, spider, parrot, tree, frog, heron, scorpion and fish).



Figure 10: Mexico. Comité Nacional de Lucha contra Tuberculosis y Enfermedades del Aparato Respiratorio, 1998



Figures 11 & 12: South Korea, Korean National Tuberculosis Association, 1998

In our collection is an undated cinderella sheetlet (Figure 13) issued by Perkumpulan Pemberantasan Tuberculosis Indonesia (PPTI)/The Indonesian Association Against Tuberculosis, with the slogan "Lindungilah Keluarga anda dari Penyakit TBC" ("Protect Your Family from Tuberculosis"), that depicts the Leopard (*Panther pardus*), King Bird of Paradise (*Cicinnurus regius*), Asian Elephant (*Elephas maximus*), Banded Leaf Monkey (*Presbytis melalophos*), Orang Utan (*Pongo pygmaeus*), Black Palm Cockatoo (*Probosciger aterrimus*), the Soa-Soa or Amboina Sail-finned Lizard (*Hydrosaurus amboinensis*) and the Red Bird of Paradise (*Paradisaea rubra*). The sheetlet has a gummed back, and the seals themselves with blind perforations.



Figure 13: Perkumpulan Pemberantasan Tuberkulosis Indonesia (undated)

For raising funds for the handicapped by the National Council for the Care of Cripples in South Africa (currently, a more polite "National Council of and for Persons with Disabilities"), are Easter Stamps, also known as "Paasseels" (Figure 14). The sheetlet is from 1989, and shows marine life in a series of 10 undenominated labels that are imperforated and ungummed. Species shown include the Shortfin Mako (*Isurus paucus*), Blue Stingray (*Dasyatis chrysonota*), Black Marlin (*Istiompax indica*), West Indian Ocean Coelacanth (*Latimeria chalumnae*), African Angelfish (*Holocanthus africanus*), Hawksbill Sea Turtle (*Eretmochelys imbricata*), Giant Guitarfish (*Rhynchobatus djiddensis*), Southern right whale (*Eubalaena australis*) and the Blue-fin Tuna (*Thunnus maccoyii*). Sheetlets of 10 were sold at Rand 0.50 at the time of issue.



Figure 14: South Africa. National Council for the Care of Cripples in South Africa, 1989

The Danish Red Cross is also associated with the issuance of cinderellas. Illustrated here is a sheet depicting the herpetofauna of the world (Figure 15), dating to 1974. The artwork was done by Wilhelm Eigener, and was reproduced from the book "Reptiles and Amphibians in Colour" by Hans Hvass, and published by Blandford Press. The 16 stamps are undenominated and produced on a self-adhesive paper. Species depicted include the European Tree Frog (*Hyla arborea*), Iberian Ribbed Newt (*Pleurodeles waltl*), Northern Crested Newt (*Triturus cristatus*), Green Frog (*Lithobates clamitans*), Alpine Salamander (*Salamandra atra*), European Common Frog (*Rana temporaria*), Wallace's Flying Frog (*Rhacophorus nigropalmatus*), Cranwell's Horned Frog (*Ceratophrys cranwelli*), African Clawed Frog (*Xenopus laevis*), Common Midwife Frog (*Alytes obstetricans*), Sri Lankan caecilian (*Ichthyophis glutinosus*), Goliath Frog (*Conraua goliath*), Common European Toad (*Bufo bufo*), Chinese giant salamander (*Andrias davidianus*), Common Surinam Toad (*Pipa pipa*) and Marsh Frog (*Pelophylax ridibundus*).



Figure 15: Denmark. Danish Red Cross, 1974

Shown here is half a sheetlet of 25 undenominated stamps, from a series entitled "Snakes and Lizards of Rhodesia" that were issued in 1978 (Figure 17). Slogans on the selvages include "Buy and Use R.A.P.T. T.B. Seals", "Help Fight Tuberculosis", "Tuberculosis Knows No Barriers" and "None are Safe Till All Are Safe". Species (common names as on stamps, not always corresponding to those more widely used at present) depicted include the Rhodesian Girdled Lizard (*Cordylus rhodesianus*), Half-banded Garter Snake (*Elapsoidea semiannulata*), Round-snouted Amphisbaenian (*Zygaspis quadrifrons*), Banded Cobra (*Naja annulifera*), Sundevaal's Writhing Skink (*Mochlus sundevalli*), Rinkals (*Hemachatus haemachatus*), Kirk's Rock Agama (*Agama kirkii*), African Python (*Python natalensis*), Wahlberg's Gecko (*Homopholis arnoldi*), Gaboon Viper (*Bitis gabonica*), Tree Agama (*Acanthocercus atricollis*), Tiger Snake (*Telescopus semiannulatus*), Mozambique Spitting Cobra (*Naja mossambica*), Pygmy Sand Snake (*Psammophis angolensis*), Ornate Scrub Lizard (*Nucras ornata*), Puff Adder (*Bitis arietans*), Rainbow Skink (*Trachylepis margaritifera*), Green Mamba (*Dendroaspis angusticeps*), Tiger Rock Gecko (*Pachydactylus tigrinus*), Molesnake (*Pseudaspis cana*), Flap-necked Chamaeleon (*Chamaeleo dilepis*), Mechow's Quilled Snake (*Xenocalamus mechowii*), O'Shaughnessy's Banded Gecko (*Pachydactylus oshaughnessyi*), Gerard's Striped Burrowing Snake (*Chilorhinophis gerardi*) and Water Monitor or Leguaan (*Varanus albigularis*).

We show some of the nature-themed cinderellas from our collection, highlighting the messages transmitted. Significantly, some are from the fields of community health, possibly an attempt to target public attention to their respective cause through attractive nature-themed stamps, while also contributing to conservation awareness.

The final examples in the health category cinderellas are labels from the Rhodesia Association for the Prevention of Tuberculosis (RAPT). Its task is now the responsibility of the National Tuberculosis Reference Laboratory, Bulawayo, Zimbabwe. Quantity issued was between 1,000,000 to potentially 1,250,000 of these low face-value (1 cent each) items. Figure 16 shows a single stamp depicting an indeterminate species of tree frog, issued in 1973.



Figure 16: Rhodesia. Rhodesia Association for the Prevention of Tuberculosis, 1973

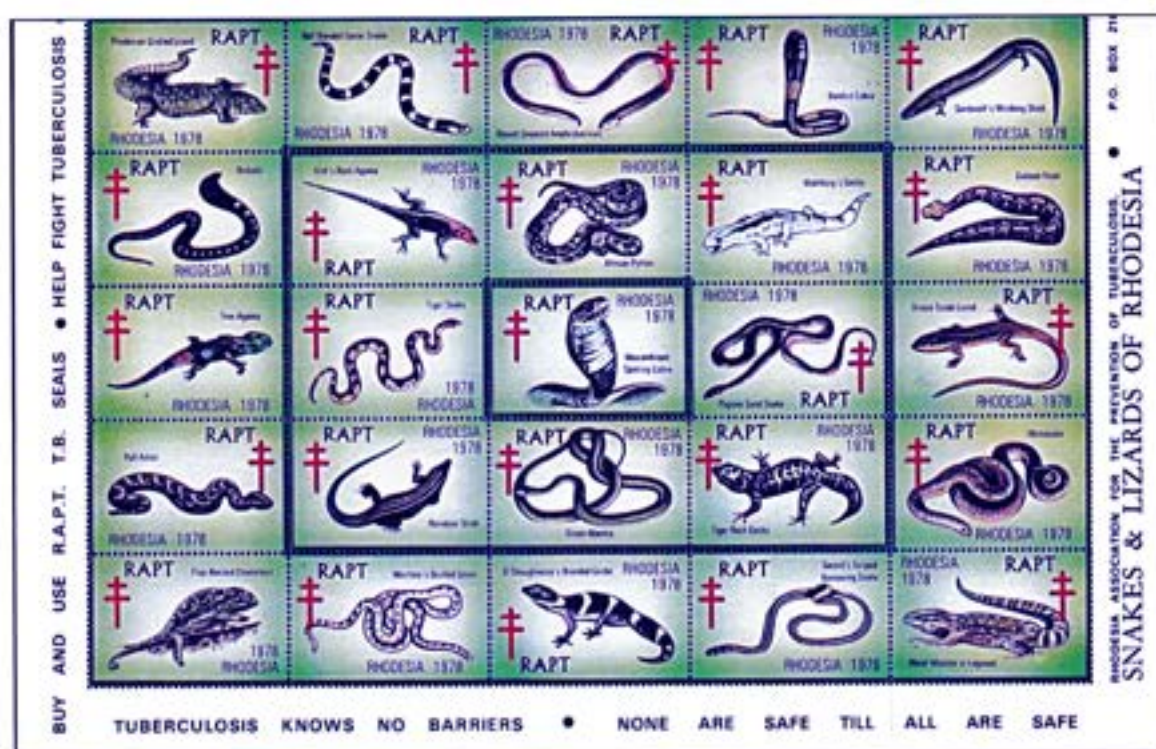


Figure 17: Rhodesia. Rhodesia Association for the Prevention of Tuberculosis, 1978

Acknowledgements

The first author thanks the Institute of Biodiversity and Environmental Conservation, Universiti Malaysia Sarawak, for support of his research. The authors also thank Aaron Bauer for verification of the South African reptiles and Randall Reeves for the identification of the whale.

Correspondence Addresses

Indraneil Das

Institute of Biodiversity and Environmental Conservation, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia; idas@unimas.my

Genevieve V. A. Gee

1E8 Village Grove Condominium, Lorong F, Jalan Stutong, BDC, 93350 Kuching, Sarawak, Malaysia

ENDNOTE

Andrew Leong Fook Chee

Having just edited this issue (my 25th) of **The Malaysian Philatelist** – the Journal of Philatelic Society Malaysia – I bid all members a fond farewell as Editor of the Society's Journal. These last 13 years (2009 to 2022) as Editor has been interesting, fulfilling and memorable, having picked up some new skills and gaining more insight and appreciation of philately.

My heartfelt thanks to all **contributors** who have generously and passionately shared their philatelic interests and knowledge, expanding the breadth and width of this wonderful hobby through the power of their creativity and the pen. Your staunch and passionate support will always have a special place of appreciation and gratitude in my heart. There are too many of you to mention, but I believe **you know who you are**. Continue to contribute articles to **your** Journal and bring it to greater heights. **The quality of the Journal is determined by the quality of your contributions.**

I wish the next editorial board all the best. Take the journal to greater heights and keep it going.

Andrew Leong Fook Chee