

SOME CARTE POSTCARD OF HANOI IN EARLY 20TH CENTURY AT SOCIAL SCIENCES LIBRARY

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Some features of development history of carte postale and carte postcard

Carte postale is one of letter exchange means in form of a rectangle cardboard with many sizes, but the most popular size is 10cmx15cm, it can be sent without envelop, address of sender and recipient and stamp are stick next to content of the carte postale. Because it does not need envelop and short content, carte postale is cheaper than normal postal fee.

When England is the cradle of letter stamp, cradle of carte postale is Austria. Doctor Stephan, an Austria had this idea since 1865. But until 01/10/1869, in Vienna, Professor Emmanuel Hermann could persuade postal department of Austria use carte postale officially.

In France, the first appearance of carte postal was in Strasbourg Street (South-west of France) and Paris during the period of France German war in 1870-1871. However, as proposal of Senator Louis Wolowski, Law on Finance issued on 20/1/2/1872 officially recorded the use of carte postal in postal services in France and carried out in widespread of France sine 15/1/1873. Up to 1875,

Postal services were sole producer and seller of carte postale.

In the early time, on the main side of the postal was address of senders, recipients, stamp and there was only a decoration line in about 4mm thickness. In 1889, at the International Exhibition in Paris, they put Eiffel Tower, the new constructed work on the occasion of the Exhibition, on the postale and were warmly recorded. In 1891 Dominique, a Marseille man commercialized the carte postale with picture. However, due to technique disadvantage, this kind of picture was quite rare before 1897. At International Exhibition in Paris in 1900, they used 5 stores for Far Eastern and Far Eastern was introduced through carte postale, marked the strong development of carte postale. And during the time since the earl 20th century to the end of World War II was the golden time of carte postale. At that time, daily newspapers only published information and illustration drawing, mostly there was no photograph. Thanks to iconographies, publishers,

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photographers diversified the pictures of landscapes, event and daily life in worldwide through carte postale for peoples.

In early stage, content of letter was not written on the main side of the postale. The main side was used for address of recipient that means both picture, photograph and content of letter were in the back side of postale. One turning point of carte postale was since 1904: postal offices allows that the main side of postale could be separated in two part, the left one used for writing content of letter, the other side used to write address and recipient and stick the stamp. That means the back side is total used for picture, photograph. Therefore, by the carte postale, all social classes in any place and access diversified photographs by size of postale. And then, they also call them as Cartes photos.

While telecommunication technique develops, especially telephone, and then is email, cartes photos loss its advantages. They are used in some tourist place and mainly for the elders. The younger usually contact through email and self-photographed picture by digital technology and this kind of communication called virtual carte postale.

In Far Eastern, after France completed land conquering, the colony exploitation demanded money and resources from metropolitan. Cartes photos contributes to the “investment, emigrant, travelling mobilization demands to plentiful culture, attractive scenery and wealthy

produce homeland”¹. Therefore, in this time- also the golden time of Vietnam’s cartes photos in specific and Far Eastern in general. In the speech “History of Far Eastern cartes photos since 1900-1914” at the Conference “Historical source and Vietnam’s approach” held in Aix-en-Provence in 1995, Vincent Thierry reckoned up there were 70 publishers took part in the publishing of about 18,000 samples of carte photos. Many famous photographers and carte photos in Vietnam were Ms. Wirth, Poujade de Ladevege, Plante in Sài Gòn, Pelissier in Đà Nẵng, Guerin in the Middle, Schneider, R.Moreau in the North and particularly the photographer P. Dieulefils (we will discuss in details in the next part). Many photographers in Vietnam took part in photographing and printed their photos in French collection, typically Nguyễn An Ninh.

After the end of Far Eastern war, since 1955 to 1965, cartes photos in Vietnam was the main communication mean of South and North people.

Up to now, the old carte postale becomes a valuable material for posterity. As well as the stamp collectors, in the world there are Cartophilies. Among them, there are collectors of Hà Nội, Vietnam’s pictures and create a website to introduce collected cartes photos such as: Nguyễn Tấn Lộc (<http://www.nguyentl.free.fr/>), Philippe Chaplaine (<http://www.hanoilavie.com/>), Lionel Labastire (he is great-grandson of Pierre Dieulefils, <http://www.pierre-dieulefils.com/>).

The largest cartes photos producer in Vietnam

That was Pierre-Marie Alexis Dieulefils. He was born on 21/1/1862 at Malestroit village, a small vilage in Morbihan, Brétagne in South West of France. In 1883, he joined French Army and he was commissioned officers of the Artillery Regiment 24 in Vannes. In 1885, He came to Indochina and joined the expeditionary army in North Vietnam and stationed in Hà Nội. During this time, he started photographing. In 1888, after demobilized and got marriage at his hometown during his vacation, the couple came back to Hà Nội and open a photo shop. In 1890, they were living at 53 Jules Ferry Road (now is Hàng Trống Road). This address was recored on his first cartes photos. During this time, he won the right to take photo of foreigners who lived in North and Middle Vietnam (mainly were Chinese). Thus, he had opportunities to travel around North Vietnam. After the postal service's allowed the back side of carte photos to be printed photo in 1904, He created his logo as a brule-parfum and printed it on all his carte photos. In 1905, he travelled upstream Mê Kông River by ship from Sài Gòn and landed in PhnomPenh and came to Angkor in Combodia. Backed to Hà Nội, he opened a new shop in Hà Nội at 42/44 Paul Bert Road (now is Tràng Tiền Road).

Through his traveling, he recorded by photos and published as form of carte photos and books. His some publication about Indochina stored at Social

Sciences Library such as:

- Cochinchine: Saigon et ses environs *North Vietnam: Sài Gòn and neighborhoods*) / P. Dieulefils. - H.: Editions Artistiques de P. Dieulefils, [1909]. - 54 photo, 19cm-30cm. Store symbol: 8° 2444, OCTO 07995.

- Indochine pittoresque et monumentale: Annam-Tonkin (magnificent and spectacular *Indochina : South Vietnam, Middle Vietnam*) / P. Dieulefils . - H.: P. Dieulefils, [1909]. - 82 p., 30cm. Store symbol: 4° 645, QTO 02672

- Cambodge: Ruines d'Angkor (*Combodia and Angkor phé tích*) / P. Dieulefils . - H.: Editions Artistiques de P. Dieulefils, [1908]. - 48 photo, 19cm-30cm. Store symbol: 8° 2445, OCTO 07996

His photos mentioned all, especially portraits of peopel and ancient works in Indochina.

He took part in many large Exhibitions and won many awards like

- International Exhibition in Paris in 1889 (Copper Medal)

- International Exhibition in Paris in 1900 (Gold Medal)

- International Exhibition in Hà Nội in 1902

- Colony Exbilation in Marseille in 1906 (Gold Medal)

- France- England Exhibition in London in 1902

- International Exhibition in Bruxelles in 1910 (Gold Medal)

His activities in photographing and carte photos publishing developed strongly

since 1902 to 1920. During that period, photograph devices are heavy, bulky and easy to be damaged, virtually there was no road and travelling was dangerous. Hence P. Dieulefils usually called "The expedition photographer and postcard production".

He died in 1937 at his home town.

Đặng Dung Street in Hanoi in French domination named Rue Dieulefils.

At present, Lionel Labastire, great grandson of P. Dieulefils is the photos collector from his great grandfather. This collection includes 3.000 carte photos, about 100 original photos and hundreds of glass films. Among those, the only thing that Labastire inherited from his Great Grandfather is more than 200 original glass films, the others are collected and bought from other peoples. Labastire told that: "The original photos and the glass film are very precious, except me, there is only French National museum Association owns the equivalent amount which my great grandfather gave them in 1930".

Carte photos about Hà Nội in early 20th century stored at Social Sciences Library

Carte photos about architecture, temples, pagodas, and ancient works of Hanoi: most of Carte photos were about Quán Thánh Temple in West Lake, Láng Temple and other works, such as One Pillar (Một cột) Pagoda, Ngọc Hà village Communal House, Kính Thiên Palace (in the ancient wall), Literature (Văn Miếu), Voi Phục Temple, Cổ Loa Temple... along with spacious surrounding landscape.

- Carte photos of the construction works

built by the French after they captured Hanoi: The works in the early twentieth century often be the offices of French administrative agencies, and bears the classic architectural style of the West by famous French architect such as Henri Auguste Vildieu Charles Lichtenfelder, Adolphe Bussy, Francois Lagisquet: Governor (1906, now is the President Palace), North Vietnam Mission Office (1899, now is the Head Office of Ministry of Labour, Invalids and Social Affairs), Hanoi City Hall, Supreme Court (1906), Post and Telegraph Department, the Treasury Department, the Department of Taxation (now is the Vietnam Revolutionary Museum), Head Office of Agriculture and Commerce Office, Department of Public Works (1898) Hàng Cỏ Railway station, North Vietnam Mission Palace (1909, now is the Government Guest House), Department of Finance (now is the headquarters of the Ministry of Foreign Affairs), Department of Land, City Police Station at Jules Ferry (now is the headquarters of Hoàn Kiếm District Police Department). Cultural works are the Opera House (1911), Palace Cinema (now is the Workers' Theater), Đồng Xuân Market (1906), Paul Doumer Bridge (1902, later called the Long Biên Bridge), Hàng Cỏ Railway station (1901). Schools such as the Women School (now is the headquarters of the Ministry of Justice), School of Protection (this is Chu Văn An), Albert Saraut Lycée school (now is the headquarters of a number of agencies under the Central Communist Party of Vietnam). Metropole Hotel, Hotel Coq-

d'Or. The church of Saint Joseph (1886, designed by Father Paul Francois Puginier, later known as Cathedral), Evangelical Church (in Ngô Quyền Street)...

The photos mentioned above mostly the outside look of scenery. There are some photos of the interior of the building as Governor, Theatre.

- Carte photos of the barracks of infantry, artillery, and soldiers of the French military and Blue Loin-cloth soldier, Lanessan Army Hospital (1894, now is the Military Hospital 108 and the Friendship Hospital). This hospital was dedicated to the officers, commissioned officers and for women.

- *Carte photos of gardens and monuments*: Botanical Gardens (Bách Thảo Garden) (1890) with the image data on zoo, aviary, trumpet house; Garden Paul Bert (now is Lý Thái Tổ Garden) includes photos of the trumpet house, the Paul Bert; Garden Flowers in Governor-General Palace residency with the monumental "La France" (1907), Chevassieux Garden (Frog Garden)...

- *Carte photos about Rivers, lakes*: the largest amount was about Hoàn Kiếm Lake and other sights surrounding such as Hòa Phong Tower, Ngọc Sơn Temple, Thê Húc Bridge, Turtle Tower, the flower gardens and alleys around the Lake. Also are the photos of West Lake and Red River.

- Carte photos about Hà Nội streets: Hàng Bạc Road, Paul Bert Avenue (Tràng Tiền Road), Henri Rivière Avenue (Ngô Quyền)...

- Carte photos of the Vietnamese occupation: the paper producing stages in the Paper village (the An Hòa vilalge), cigarette factory workers, classical opera actors, troubadours, the craft workers such as sawn timber, wood turner, foundry workers, umbrella makers, drawing workers, hair maker and ear cleaner, rickshawer (Pousse-pousse), sand carrying, water carrying, a scholar teaching Han script flower vending, the maid ...

- Portrait of the Hà Nội people: mostly are portraits of young women. Especially some Carte of Nhà nho with long nails, black teeth women, 103 years old women, Business Strategy Official, General Director of Hà Nội with four soldiers who cover the umbrella ... Besides are Carte photos of daily activities, costumes and portraits of Red Loin-cloth, cavalymen, young cadet ...

- Carte photos on cultural activities and community events: Dragon and kylin greeting in Hàng Quạt Street, Mr. Poulin's funeral, North Missioner system, test flight from Hà Nội to Lai Châu, French National Day 14/7 parade in Quân Ngựa, particularly the photos of heads of the military gunners who took part in Hà Thành poisoning cases executed on 8/7/1908. The Carte photos published in this period are annotated content in French. Notes divided by area (e.g. North Vietnam - Tonkin) and Province (Hà Nội). Many places of Hà Nội named by the French. Usually by naming as their feelings. Also, during this period, the French have not clearly distinguished in terms of temples, pagoda, only usually

use the word Pagode (Pagoda). Please set out below some of the terms to note:

- Red River was translated into Fleuve Rouge, but the West Lake, Hoàn Kiếm Lake they used as Grand Lac (Great Lakes), Petit Lac (small Lake).
- Ngọc Hà temple is called Pagode des Fleures (Hàng Hoa pagoda), probably because Ngọc Hà village grows flowers.

Quán Thánh Temple, where there is Trần Vũ statue which weighed 4 tons of copper is called Grande Pagode du Bouddha (big Buddha Temple). Kinh Thiên palace called Pagode Royale (Temple of the King). Ngọc Sơn Temple was listed as Pagode du pinceau (Temple of the Pen). But it is difficult to

understand why the French call Lăng Pagoda (which itself is named Chiêu Thiên, worship Từ Đạo Hạnh and Lý Thần Tông) was Pagode des Dames (the Women's pagoda) .

- In French *Tirailleurs Tonkinois* used to refer to Tonkin native soldiers while people called them *Red Loin-cloth*.

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