

中国邮政

贺年(有奖)明信片目录

CATALOGUE OF LOTTERY NEW
YEAR POSTCARDS OF CHINA POST

(1994)

张巍巍 王泰来 林轩 编



4-63

人民邮电出版社

前 言

1991年12月1日，中国邮政史上首创的“中国邮政贺年（有奖）明信片”如同雪片，纷纷扬扬地飞进中国千百万个家庭。它不仅为人们带来了欢乐祥和的年节气氛，也使邮电部门找到了“回收社会游资，发展邮电建设”的市场经济新契机。贺年（有奖）明信片应渴求安定祥和的人们心愿而生，于是，买方与卖方年复一年地在每年冬末，企盼着崭新的贺年（有奖）明信片面世。

1991年发行的贺年（有奖）明信片邮资图为壬申年属相——猴。左下角缀以“1992”和梅花，以示“年花”。兑奖号码打印在由计算机设计绘制的底纹图案上。底纹图案细密纷杂，用以防伪。明信片背面则不似正面那般淡雅，它色泽艳丽，图形活泼。左上角所绘“龙孩”为贺年（有奖）明信片的统一标记。这个富于中国古代韵味的儿童，身着印有邮电徽志的红兜兜，在朵朵祥云中乘龙持信而至，寓意为用户送来平安吉祥和新年祝福。与“龙孩”对应的右下角印有12幅各不相同的喜庆图案。此图或是剪纸，或是卡通画，都具有浓郁的贺年气氛。

1992年，市场经济活跃，企业间竞争激烈。邮电部破例在癸酉鸡年的贺年（有奖）明信片上给予企业一角广告天地，使其利用邮政将企业信息传给各界用户；同时为中国太平洋保险公司北京市分公司开办保险业务而印制了贺年（有奖）保险明信片。广告明信片、保险明信片（俗称“金卡”）面世，受到集邮者的欢迎，很快掀起一股收集热

潮。“鸡年”贺奖片除邮资图、“年花”、防伪底纹、贺年喜庆图案更新之外，在明信片右侧附一个 35 毫米宽的“领奖凭证”。其他总体构思形式与“猴年”贺奖片大体相同。开奖后，邮电部又发行 1993 年贺年（有奖）明信片获奖纪念明信片，为人们节后再添一份喜悦。

1993 年发行的甲戌狗年贺年（有奖）明信片，构思、形式、构图遵循以往，只是增加了贺卡型明信片和专用的贺年邮资封。这一年的广告明信片数量骤增，广告设计亦有创新之意。

贺年（有奖）明信片，引起广大集邮者的垂爱。传统集邮者、邮政用品集邮者都被这枝蔓纷杂的邮品激起了收集兴趣；专题集邮者则依邮资图、“龙孩”、贺年喜庆图案以及广告画面里所含有的专题信息，撷出所需纳入邮集。

贺年（有奖）明信片及获奖纪念邮资明信片，作为年节文化的载体，表现出了特殊的审美走向。明信片背面的剪纸，构图朴实敦厚，造型生动，那种“色彩点染”的艺术手法，最易渲染中国民间喜庆的年节气氛。杨柳青年画，围绕年节题材，表现深刻，木版刻工精细，色彩明朗艳丽；那民间泥塑人物，憨态可掬，造型洗炼，给人一种返朴归真的艺术享受。获奖纪念邮资片还选出故宫所藏御用珐琅彩瓷器配图，为中国文物、陶瓷专题多添一彩。卡通画是外来的漫画形式，设计者洋为中用，取图活泼，意趣诙谐，生活味道醇厚，为中国人的年节平添了一缕忍俊不尽的欢乐。这些配图，再现中国年节古老的风俗，表现了今日年节的改革文化特征，同时也反映出开放的中国人民对中西文化精华兼收并蓄、创造新文化形式的审美走向。

贺年（有奖）明信片作为系列性的邮政用品，连年发行。由于它分类层次多，尤其是广告明信片种类较繁，为便于集邮者收集整理，我们编纂了这本《中国邮政贺年（有奖）明信片目录》工具书。为了使本目录内容丰富、准确，便于查阅，我们尽力收集、核实有关资料；对于每年、不同种类的明信片，以汉语拼音字母为代号，顺序编号；有些情况在“注”中说明。

本目录在编写过程中，得到了阎炳武、苟建新、王智渝、兰峰、梁为、董国平、何立溶、马长利、郑燕、郑琳等同志的帮助，特此表示

衷心的感谢。

由于编写时间短促，本目录难免有不足之处，敬请读者指正。

编 者

1994 年 8 月

Introduction

Like snowflakes, Lottery New Year Postcards of China Post (LNYP) which started to issue on 1st December of 1991 poured into millions of the Chinese families. They brought people happiness and auspiciousness, and offered a new chance for China Post to reclaim funds for its construction. They catered greatly to the customers and collectors, so a lot of people look forward to the coming LNYPs at the end of a year.

The imprint design of 1991 LNYPs is a monkey, the *shengxiao* of lunar *Renshen* year. Printed at the lower left corner of the LNYPs are the year "1992" and a plum blossom as the "year flower" mark. The lottery number is printed on the bottom pattern made by computer, and the pattern is slender and complicated enough to provide against forgeries. At the left upper corner of the reverse is a dragon boy (a boy going by dragon) which is a general symbol of the LNYPs. The boy in a red undergarment bearing a China's postal emblem is full of lingering charm of ancient times of China. He comes by dragon in the propitious clouds, holding a greeting letter in his hand denoting the auspiciousness and best wishes he brings to people. Printed at the lower right corner, opposite to the dragon child, is a joyous design of paper-cut or a cartoon on the theme of New Year celebration.

Because of the establishment and development of market economy in China, the competition between enterprises became quite bitterly. So when the chicken-year LNYPs were planned, the Ministry of Posts and Telecommunications (MPT) made an exception to enterprises for publicizing themselves. So came into being the China Pacific Insurance Co., Ltd. Beijing Branch "Insurance" LNYPs. Then the "Enterprise Ads" LNYPs followed. They are called "Jin Ka" (Gold Card—greeting card of the Gold-Med. Winner enterprise), and the name is quite accepted through common practice. Very soon there

came a great mass fervor of collecting. Left to the reverse of the chicken card is an additional 35mm long lottery certificate. But the main composition remains approximately the same as the monkey card. Then the MPT issued 1993 Lucky Winner Commemorative Postcards which added much more joyousness.

For the dog year LNYPs, the most evident development was the issuing of the folding LNYPs with stamped New Year envelopes. The LNYPs kept the same conception, form and composition. And the variety of the cards increased greatly. What's more, the designs of the ads have a sense of blazing new trails.

The LNYPs are greatly received by the vast stamp lovers (traditional philatelists, postal stationery philatelists and thematic philatelists). To the first two kinds of philatelists, the complicated cards aroused their enthusiasm of collecting. Because of the special information given by the pictures of the ads, the thematic philatelists selected the most important and added to them their collections.

The LNYPs, as the carrier of New Year Festival greetings, displayed the special trend of appreciation of beauty. The paper-cut picture on the reverse of the card is simple, honest and lively. The colorful art form greatly exaggerated the joyous atmosphere of the lunar new year. The Spring Festival pictures by Yang Liuqing have a profound expression on the theme of the festival, a fine wood engraving and bright and beautiful colors. The folk clay figurine, charming with a simple and naive modeling, offered people a kind of enjoyment of art and made them return to themselves. The pictures on the cards for lucky winners are of the cloisonne enamels used by emperors in the Imperial Palace. They added lustre to the thematic collections on China historical relics and Chinaware. Another example is the cartoons of foreign origin. The designer made foreign art form serve China. The pictures are interesting, charming and lovely, and the humor could make people laugh. These pictures reflected the ancient custom of the Chinese Spring Festival, the new cultural characteristics shaped in Modern China, and the new trend of the Chinese opening aesthetic standards.

The LNYPs will be issued in each year. In order to help the stamp lovers collect the cards, which have a great variety, we compiled the reference book named *The Catalogue of the Lottery New Year Postcards of China Post*. We did our best to make it accurate, content and practical. And we marked the cards of each year according to the order of the Chinese phonetic alphabets. The readers can also refer to the notes of the book for further information.

Convey our hearty thanks to the following comrades for their work during the compilation of the book. They are: Yan Bingwu, Gou Jianxin, Wang Zhiyu, Lan Feng, Liangwei, Dong Guoping, He Lirong, Ma Changli, Zheng Yan and Zheng Lin.

In the end, any of your kindest comments will be welcome.

Compilers

August 1994

凡 例

一、本目录收集了1992年—1994年全部中国邮政贺年(有奖)明信片、中国邮政贺年(有奖)明信片获奖纪念明信片。中国邮政贺年(有奖)明信片包括普通型、贺卡型(含贺年邮资封)、保险明信片、广告明信片。

二、本目录所收贺年(有奖)明信片按发行年份排列。每年不同类型的明信片,以汉语拼音字母为代号,顺序编号,其代号分别为:

HP —— 贺年(有奖)明信片

P —— 普通型明信片

K —— 贺卡型明信片

F —— 贺年邮资封

B —— 保险明信片

G —— 广告明信片

JP —— 获奖纪念明信片

三、明信片、信封印刷厂的汉语拼音花体字代号,分别为:

⊗ (B) —— 河北廊坊1206工厂

⊗ (H) —— 河南省邮电印刷厂

⊗ (Z) —— 浙江省邮电印刷厂

⊗ (L) —— 辽宁省沈阳邮电印刷厂

⊗ (S) —— 陕西省印刷厂

⊗ (S) —— 上海人民印刷一厂

⊗ (G) —— 广东高明彩印厂

四、每枚明信片的发行量，在其名称后边用括号标出，如“（2万）”；不同印刷厂或不同版别的明信片，用“a、b、c……”标明；一种广告明信片，其图案或文字系由厂方自行加贴或加印者，用“①②③……”标明。

五、明信片的市场参考价格在名称后边标出，左边为新品价，右边为旧品价。

Guide to the Use of the Book

- I The catalogue contains all of the lottery New Year postcards of China Post, and the postcards for lucky winners from 1992 to 1994. The cards are composed of regular ones, folding cards with stamped New Year envelopes, insurance postcards and advertising ones.
- II The LNYPs in this catalogue are arranged according to the year of issuing. And they were put in order according to the Chinese phonetic alphabets as follows:
 - HP — Lottery New Year Postcard of China Post
 - P — Regular Postcard
 - K — Folding Postcard
 - F — New Year Envelope of China Post
 - B — Insurance Postcard
 - G — Advertising Postcard
 - JP — Stamped postcard for lucky winners
- III The printing houses of postcards and envelopes are marked as follows:
 - B Lang Fang 1206 Factory of Hebei Province
 - H Posts and Telecommunications Printing House of Henan Province
 - Z Posts and Telecommunications Printing House of Zhejiang Province
 - L Shenyang Posts and Telecommunications Printing House of Liaoning Province
 - S Shaanxi Province Printing House
 - S No 1 People's Printing House of Shanghai Municipality

G Gaoming Colour Printing House of Guangdong Province

IV The printing quantity of each is marked next to its name in Parentheses;

"a, b, c..." denotes different printing houses or the different plates; the advertising postcards with the designs or words pasted or printed by the enterprises themselves are marked with "①②③...".

V The marked reference market price is next to the name. The price for mint is on the left, and used on the right.

目 录

92HP	1992 年中国邮政贺年 (有奖) 明信片	(1)
P	普通型明信片	(1)
92JP	1992 年中国邮政贺年 (有奖) 明信片获奖 纪念明信片	(4)
93HP	1993 年中国邮政贺年 (有奖) 明信片	(6)
P	普通型明信片	(6)
B	保险明信片	(9)
G	广告明信片	(13)
93JP	1993 年中国邮政贺年 (有奖) 明信片获奖 纪念明信片	(16)
94HP	1994 年中国邮政贺年 (有奖) 明信片	(18)
P	普通型明信片	(18)
K	贺卡型明信片	(21)
HF	贺年邮资封	(25)
B	保险明信片	(26)
G	广告明信片	(29)
94JP	1994 年中国邮政贺年 (有奖) 明信片获奖 纪念明信片	(43)

附录:

- 一、邮电部关于开办中国邮政贺年（有奖）明信片业务的通知（1991年10月12日 邮部〔1991〕653号） (45)
- 二、邮电部邮政总局关于开办中国邮政贺年（有奖）明信片业务的补充通知（1991年11月6日 邮政〔1991〕255号）
..... (49)
- 三、邮电部邮政总局关于中国邮政贺年（有奖）明信片业务开办情况通报（1991年12月17日 邮政〔1991〕282号）
..... (52)
- 四、邮电部、国家工商局关于将销售“中国邮政贺年（有奖）明信片”作为邮政正常业务开办的通知（1992年9月3日 邮部联〔1992〕597号） (55)
- 五、邮电部关于做好一九九三年贺年（有奖）明信片发行工作的通知（1992年10月10日 邮部〔1992〕678号）
..... (56)
- 六、邮电部关于做好一九九四年邮政贺年（有奖）明信片发行工作的通知（1993年11月2日 邮部〔1993〕776号）
..... (59)
- 七、中国邮政广告公司承制的1995年广告明信片目录
..... (62)

Contents

92HP	Lottery New Year Postcards of China Post (1992)	
	(1)
P	Regular Postcards	(1)
92JP	Awarded Postcards for Lottery New Year Postcards of China Post (1992)	(4)
93HP	Lottery New Year Postcards of China Post (1993)	
	(6)
P	Regular Postcards	(6)
B	Insurance Postcards	(9)
G	Advertising Postcards	(13)
93JP	Awarded Postcards for Lottery New Year Postcards of China Post (1993)	(16)
94HP	Lottery New Year Postcards of China Post (1994)	
	(18)
P	Regular Postcards	(18)
K	Folding Postcards	(21)
HF	New Year Envelopes of China Post	(25)
B	Insurance Postcards	(26)
G	Advertising Postcards	(29)
94JP	Awarded Postcards for Lottery New Year Postcards of China Post (1994)	(43)

Appendix

I *The Notice on Opening the Lottery New Year Postcards of China Post* by the Ministry of Posts and Tele-communications of China (October 12, 1992, MPT<1991>No. 653). (45)

II *The Additional Notice on Opening the Lottery New Year Postcards of China Post* by the Directorate General of Posts of Ministry of Posts and Telecommunications of China (November 6, 1991, Posts <1991> No 255) (49)

III *The Circular on Opening the Lottery New Year Postcards of China Post* (December 17, 1991, Posts <1991> No. 282).
..... (52)

IV *The Notice on the sale of the Lottery New Year Postcards of China Post as Regular Business* by the Ministry of Posts and Tele-communications and State Administration for Industry and Commerce (September 3, 1992, MPT (Joint) <1992> No. 597). (55)

V *The Notice on the Preparation of Issuing the 1993 Lottery New Year Postcards of China Post* (October 10, 1992, MPT<1992> No 678). (56)

VI *The Notice on the Preparation of Issuing the 1994 Lottery New Year Postcards of China Post* (November 2, 1993, MPT <1993> No. 776). (59)

VII *A List of 1995 Advertisement Postcards Produced by the Advertising Company of China Post.* (62)

**92HP 1992 年中国邮政贺年
(有奖)明信片**

**92HP Lottery New Year Postcards of China Post
(1992)**

发行日期:1991 年 12 月 1 日 全套 2 组共
12 枚 每枚面值 15 分 邮资图案:猴 邮
资图规格:24×30mm 邮资图设计者:李燕

明信片图案、设计者:剪纸;选自河北蔚县
点彩剪纸 卡通画:高燕 明信片规格:150
×102mm 版别:胶版 纸质:单面白光卡
纸 年花:梅花 售价:每枚 0.38 元 发行
量:20000 万枚 印刷厂:辽宁省沈阳邮电
印刷厂(承印 A、B、D、E、F 组) 河北廊坊
1206 工厂(承印 G、H、I、J、K 组) 河南省邮
电印刷厂(承印 L、M、Q、R、U 组) 浙江省
邮电印刷厂(承印 V、W、X、Y、Z 组)



P 普通型明信片

Regular Postcards

中国民间艺术·剪纸 Chinese Folk
Arts:Folk Paper-Cut

P1 年年有鱼 Goldfish (1200 万)



- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |

P2 猴桃瑞寿 Monkey (1200 万)



- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |

P3 牧笛荷香 Buffalo and Boy (1200 万)

- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |



P4 和合如意 Mandarin Ducks (1200 万)



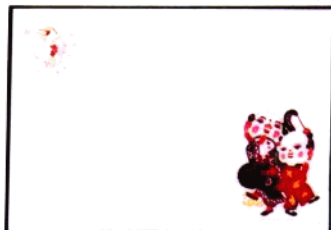
- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |

P5 松鹤延年 Red-Crowned Cranes
(1200 万)



- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |

P6 百年偕老 Head-Masked Couple Play
(1200 万)



- | | | |
|----------|------|------|
| a 辽宁印 | 0.80 | 0.50 |
| b 1206 印 | 0.80 | 0.50 |
| c 浙江印 | 0.80 | 0.50 |

卡通画 Carton Figure

P7 才智与新岁俱增 Intelligence
Growing with New Year (2000 万)



- | | | |
|----------|------|------|
| a 辽宁印 | 0.60 | 0.40 |
| b 1206 印 | 0.60 | 0.40 |
| c 河南印 | 0.50 | 0.40 |
| d 浙江印 | 0.60 | 0.40 |

P8 寄去思念 Mailing My Longing
(2200 万)

- | | | |
|----------|------|------|
| a 辽宁印 | 0.60 | 0.40 |
| b 1206 印 | 0.60 | 0.40 |
| c 河南印 | 0.50 | 0.40 |
| d 浙江印 | 0.60 | 0.40 |