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新中国邮票七十年

Seven-Decade Stamp Evolution in New China

(上册)

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序

1949年10月1日下午3时，在雄壮的《义勇军进行曲》中，毛泽东主席按动电钮升起了新中国第一面五星红旗。随着中华人民共和国的成立，中国邮政也揭开了新的历史篇章。

1949年11月1日中央人民政府邮电部正式成立，从此新中国的邮票发行和管理工作步入正轨。1955年1月成立中国集邮公司，标志着新中国邮票的经营业务正式开展。1956年7月，邮电部成立了专司邮票发行的机构——邮票发行局。1959年9月，中国和捷克斯洛伐克两国进行技术合作，建成了中国第一个现代化的北京邮票厂，从此中国邮政部门具备了自行印制邮票的条件。1979年8月，中国邮票总公司成立，承担邮票发行与经营集邮业务的双重职能。20世纪90年代以来，随着我国改革开放的不断深入发展和社会主义市场经济体制的逐步建立，邮票发行与管理工作也同样地不断改革和发展，以适应社会发展和邮政的发展需要。1998年根据国务院机构改革方案，成立国家邮政局，内设邮资票品管理司，统一负责全国邮资票品的发行与管理工作。2007年，根据国务院中国邮政实行政企分开的决定，组建了新的国家邮政局和中国邮政集团公司，分别承担纪念邮票和特种邮票的选题与邮票图稿的审定工作。新中国成立70年来，邮票发行管理工作始终得到邮政主管部门的高度重视，使邮票发行工作逐步走上了制度化、规范化和法制化的轨道。

1949年10月8日，由华北邮政总局发行了新中国第一套邮票——《庆祝中国人民政治协商会议第一届全体会议》纪念邮票。以此为发端，新中国邮票拉开了发行的大幕，展示了绚丽多彩的风姿。

从1949年到2019年，我国邮政主管部门正式发行了850余套3200多种邮票，邮票种类包括纪念邮票、特种邮票、普通邮票、附捐邮票、专用邮票等。新中国邮票题材广泛，内容丰富，艺术精美，影响深远。70年来发行的邮票热情讴歌了我们伟大的党、伟大的祖国、伟大的人民军队，弘扬了中华民族的传统文化，介绍了中国社会主义建设的辉煌成就，普及并宣传了现代科学文化知识，宣传保护野生动植物资源和环保理念，等等。可以说，新中国邮票全面而生动地反映了70年来，伟大祖国走过的光辉历程与展现的时代风貌，它既是文化艺术的宝库，也是百科知识的海洋。

新中国成立以来，特别是改革开放以来，为了提高邮票选题的科学性，提高邮票图稿的设计水平，邮政主管部门先后成立了“邮票图稿评议委员会”和“邮票选题咨询委员会”，成为中国邮票发行方面的“外脑”。中国邮票在设计上充分调动邮票专业设计者的积极性，同时广泛纳贤，邀请国内著名的美术家、平面设计家参与邮票图稿的设计，并不断引进世界先进的邮票印制新工艺、新技术，使邮票的设计与邮票印制质量不断得到提高，并多次在国际上获奖。同时，在邮票设计专业队伍的建设、邮票图案设计、印制工艺的创新、邮票新材料的应用、提高邮票防伪措施、实施精品战略等方面，也有了长足的进步。

当前，在深入学习贯彻党的十九大精神、满怀信心地迎接新中国成立70周年的时刻，全面、系统地总结中华人民共和国成立70年来邮票的演变和发展，是中国邮政事业的一项重要工作，也是广大集邮爱好者关心的一项工作。为了使本书更具权威性，更有针对性地向海内外的中国邮票的爱好者、收集者、研究者提供翔实可靠的资料，从2017年开始，中国邮政集团公司组织了部分从事邮票发行管理工作和集邮方面的专家、学者，编撰了这部《新中国邮票七十年》。全书共分八章，100余万字。编撰过程中，召开了多次研讨会，就新中国成立70年来邮票发行方面的一些敏感内容作了专题研讨，本着海纳百川、兼容并蓄、实事求是、客观反映的原则，达成了一致意见。

《新中国邮票七十年》是迄今为止第一部全面介绍中华人民共和国成立以来邮资票品发行管理的大型史料图书，其中既吸收了邮票发行方面新的史料，也采纳了近年来邮票研究与集邮研究方面新的成果。本书没有按编年史的方式撰写，而是根据邮票发行的重要环节，分别从邮票的选题、邮票的设计、邮票的印制、邮票的发行、邮资封片等方面，系统梳理，深入开掘，娓娓道来，不仅有严密的史实资料，也有当事人的生动叙述。除上述内容外，本书特别增加了邮票设计者群体的介绍和新中国部分珍邮的内容，供读者参考。

在时间紧、任务重的情况下，完成这样一部大型的编撰本书的同志们本着对国家负责、对历史负责、对集邮者负责的精神，严肃认真，一丝不苟，圆满地完成了任务。

我们相信，本书的出版发行是一项很有意义的文化研究成果，既包含对新中国邮票70年成功经验的回顾，也充满对新中国邮票未来创新发展的思考，将对中国邮政史的研究、对邮票发行史的研究、对促进我国集邮与文化事业的发展，起到积极的促进作用。

王家瑞

Preface

At 3 p.m. on October 1st, 1949, amid the majestic national anthem *March of the Volunteers*, Chairman Mao Zedong pressed the electric button and hoisted the five-star red flag, the first national flag raised in the People's Republic of China (PRC). The birth of PRC, New China, also marked a new historical chapter for China's post development.

On November 1st, 1949, the Ministry of Posts and Telecommunications of the central people's government was officially established, putting the stamp issuance and management of New China on the right track. The establishment of China Philatelic Company in January of 1955 signals the official launching of the stamp business in New China. In July, 1956, the Ministry of Posts and Telecommunications established Department of Postage Stamps, an agency dedicated to stamp issuance. In September, 1959, China and Czechoslovakia, via technological cooperation, established Beijing Stamp Factory, the first modern stamp factory in New China that enabled stamps to be printed domestically. In August, 1979, China National Stamp Corporation was established and took on the dual function of issuing stamps and running philatelic business. Since the 1990s, with the deepening of China's reform and opening up and the gradual establishment of socialist market economy, stamp issuance and management has also been going through constant reforms and changes to keep up with social and postal development. According to the institutional reform of the State Council in 1998, the State Post Bureau was established, and its sub-

ordinate Department of Postage and Stamp Management oversaw postage setting and stamp issuance and management nationwide. In 2007, as per the State Council's decision of separating corporate functions from government functions in the area of post, a new State Post Bureau and China Post Group were established, the former in charge of selecting themes for commemorative stamps and special stamps and the latter approving and finalizing stamp designs. Over the past seven decades since the founding of New China, stamp issuance and management, thanks to the great importance that postal competent authorities have attached to it, has gradually become institutionalized, standardized and law-based.

On October 8th, 1949, North China General Postal Administration issued the first set of stamps of New China, the commemorative stamps themed *Celebrating the First Plenary Session of the Chinese People's Political Consultative Conference*. This marked the beginning of the wonderful and colorful journey of stamp issuance in New China. From 1949 to 2019, China's postal competent authorities have officially issued over 3,200 stamps in 850 sets that fall into such categories as commemorative, special, regular, semi-postal and special-use stamps. These stamps cover a wide range of themes and content, making delicate art works with far-reaching influence. Over the past seven decades, they sing praise of our great party, motherland and people's army, celebrate the traditional culture of the Chinese nation, present the glorious achievements of China's socialist drive, popularize modern science and culture and advocate the protection of environment including wildlife. It is fair to say that these stamps thoroughly and vividly reflect the glorious journey that our great motherland has traveled and the changes along the way. They serve as a treasure of art and culture and a sea of encyclopedic knowledge.

Since the founding of New China, the reform and opening up in particular, to select themes more scientifically and make stamps better-

designed graphically, postal competent authorities established Stamp Design Review Committee and Stamp Theme Consultation Committee as the brains behind stamp issuance. China vigorously engages professional stamp designers and at the same time recruits talents extensively for the job, for example, well-known domestic fine artists and graphic designers. Also, new and internationally advanced printing processes and techniques have been brought in. These efforts have contributed to better designs and higher printing quality and thus secured multiple international awards for China. Regarding the building of professional design teams, graphic design, innovation of printing and production processes, application of new materials, anti-counterfeiting measures and implementation of quality betterment strategy, China has also come a long way.

As we are earnestly learning and implementing the principles of the 19th CPC National Congress and vigorously making preparations to celebrate the 70th anniversary of New China, thoroughly and systemically summarizing the stamp evolution in a span of seven decades since the founding of New China is important to China's postal development and draws much attention from a large number of stamp collection enthusiasts. To provide domestic and overseas enthusiasts, collectors and researchers of Chinese stamps with detailed and reliable materials in a more targeted manner, since 2017, China Post Group has been organizing some experts and scholars of stamp issuance and management as well as philately to compile *Seven-Decade Stamp Evolution in New China* and has taken measures to give more weight to it. The 1,000,000-Chinese-character book is divided into eight chapters. During the compilation process, multiple seminars were held to specifically discuss some sensitive matters regarding stamp issuance in the seven-decade span. Following the principle of making an inclusive book that seeks truth from facts and reflects the reality objectively, the experts and scholars have managed to achieve consensus

on those matters.

Seven-Decade Stamp Evolution in New China is the first book that provides a sea of historical materials on postage as well as stamp issuance and management since the founding of PRC. Besides, it also contains the latest findings from the stamp and philatelic studies in recent years. The book is not a chronicle. Instead, it focuses on important links of stamp issuance from theme selection, design, printing to stamped envelopes and postcard. It organizes the materials used systemically, delves into the topic and supports the recount with both rigorous historical materials and vivid descriptions from personnel involved. Besides, the book has added two special parts, introduction to stamp designers and some of the rare stamps printed in New China.

One can only imagine how difficult it is to take on the daunting task of combing through a sea of historical materials and completing such a hefty and authoritative book under a tight schedule. However, the writers, in the spirit of being responsible for the country, history and philatelic enthusiasts, have completed the task earnestly, meticulously and hence flawlessly.

We believe that the publication and distribution of the book is a meaningful cultural research outcome as it reviews the success experience of stamp development in the past seven decades and ponders over its future innovation. The book will play a positive role in the study of China's post and stamp issuance history as well as its philatelic and cultural development.

Wang Jiarui

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前 言

在人类历史上，邮政的出现与发展是通信技术的一大进步。世界上最早的邮递要上溯到公元前 11 世纪以前。在世界邮政史上，古代中国、古波斯和古罗马帝国都以善于办理邮驿事业而著称。

1840 年 5 月 6 日，世界上第一枚邮票“黑便士”在英国诞生。邮票的发明成为近代邮政制度创立的重要标志。

邮票是近代邮政的产物。邮票的产生，既与一定时期的邮政需求和服务水平有直接的关系，同时又与当时社会的政治、经济、文化等大背景密切相关。

邮票是国家发行的邮资凭证，属有价票证，发行权威、严谨，是国家邮政主权的体现。邮票题材、设计、印制等由国家专管，专业化实施，代表了国家的意志和印制水平。邮票使用专用纸印制，采用防伪技术、同时控制印量。

邮票最初发行的目的主要是为了满足邮政的需要，因此在相当长一段时间，各国邮票的品种、图案、设计、印刷、发行的模式变化不太大，许多国家的邮票几乎长期保持单调的选题和风格。

第二次世界大战结束后，这种情况发生了很大的改变。遍及全球的邮票催生出一种风靡世界的收藏活动——集邮，并被誉为“王者嗜好，嗜好之王”。

随着集邮活动在世界各地的广泛兴起，人们越来越深刻地认识到，邮票已不单纯是邮资凭证，它还具有巨大的政治宣传、文化教育、艺术欣赏、文物收藏、组集参展以及商品流通等社会综合价值。邮票给世界带来无穷无尽的惊叹和乐趣。

邮票被称为“国家的名片”，用它自我宣传更富有美感和诗意。邮票如同形象的百科全书，记述中外历史，重现人类文明，宇宙万物无不和它相联系。上面有讲不完的神奇故事，探不尽的知识奥秘。收藏研究邮票，不仅益智、联谊、储财，还为国家创造了巨额收益。邮票拥有国际市场，促使其保值增值性能凸显。

集邮者们对集邮品的需求日益受到邮政当局的重视。为此，各国在邮票的发行方针、选题、设计、印制、发行方面都有更多的改进和创新，并且设立专门机构为集邮者提供服务。世界上所有发行邮票的国家和地区，总是千方百计把本国本地区最具代表意义、最引为自豪的东西搬上邮票。邮票题材之丰富，反映内容之多，非其他美术作品所能相比。

邮票作为集邮领域的收藏品，是一门艺术，也是一门学问，体系全了，规模大了，就可以作为这个世界的缩影。通过一枚枚精美的邮票，可以梳理出人类历史文化的发展足迹，以艺术化的语言展示世界各国各民族丰富多彩的文化特色。从某种意义上讲，发行邮票是非常大众化、非常便捷的文化教育，也是产生国际影响力的有效方式。

中国的邮票从诞生起就伴随着曲折的发展历程。从1878年清政府同意海关试办海关邮政，发行了中国第一套邮票——大龙邮票起，中国先后经历了辛亥革命、抗日战争、解放战争、建立新中国，由此中国的邮票也经历了清代邮票、民国邮票、解放区邮票、新中国邮票四个历史时期。

中国的邮票因为独树一帜而具有鲜明的历史文化特色。无论是清代邮票的皇权至上，民国邮票的循规蹈矩，解放区邮票的朴实无华，新中国邮票的光彩夺目，还是商埠、伪满邮票的国耻印记，港澳台邮票的历史沧桑，枝繁叶茂的中国邮票，其图案内涵之丰富，背景知识之厚重，堪称中国历史文化的缩影。

中国拥有灿烂的历史文化、丰富的自然风光和众多的建设成就，这是邮票选题得天独厚的沃土，也是集邮文化得天独厚的沃土，这些宝贵的文化基础，正是新中国邮票能在世界邮票之林不断创造文化奇观，至

今长盛不衰的重要原因。

邮票是一扇让世界了解中国，让中国了解世界的窗口。魅力四射的新中国邮票，吸引着亿万人的目光，点燃了无数爱好者集邮的欲望。

从 1840 年邮票诞生以后的一个半世纪里，邮票在通信领域扮演着极为重要的角色。尽管如今电子通信时代使传统的通信方式受到挑战，贴用邮票的信函数量在不断减少，但对于邮票是否会走向消亡这一话题，集邮界有着乐观的见解：传统信函即使成为古董也仍会拥有迷恋者，邮票即使退出通信实用仍具有收藏价值，因为无数的邮票和实寄封片，记述着古今的通信历程，印证着人类的邮驿史、邮政史、集邮史、情感交流史。未来的邮票必然会入古出新，流芳百世。