

# SINGAPORE PHILATELIC MUSEUM

## *Newsletter*

April 2010 – July 2010



# February 15: The Day to Remember

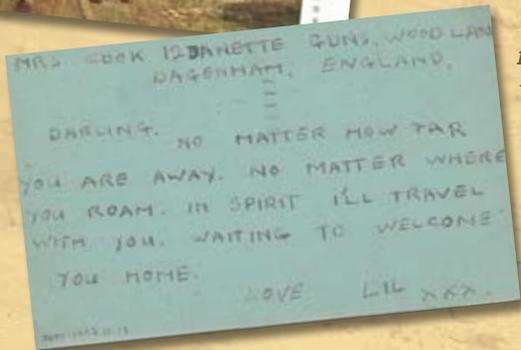
*Exhibition commemorates  
65<sup>th</sup> anniversary of end of World War II*

S<sup>PM</sup> is marking the 65<sup>th</sup> anniversary of the end of World War II with **February 15: The Day to Remember** exhibition. From February to June 2010, visitors will be able to view stamps, letters, postcards, propaganda flyers and philatelic materials that document the events during the war. These materials are from the museum's collection and private collectors.

Singapore fell to Japanese power on 15 February 1942 and the island was renamed 'Syonan' or 'Light of the South'. The Japanese propaganda machinery was extensive and aggressive. The aim was to instil Asian consciousness and pride within the community. The propaganda methods included the mass media, publications and teaching of the Japanese language in schools. Postage stamps and philatelic items were also used as propaganda tools.



*British Surrender postcard, 1942  
Collection of Professor Cheah Jin Seng  
Postcard shows British surrender party led by General Percival, General Officer Commanding (Malaya), making its way to General Yamashita's headquarters at the Ford Motor Factory.*



*Prisoner-Of-War postcard, 1943  
Prisoner-Of-War (POW) letters were sorted at Changi POW camp and censored by the Japanese. From 1 September 1943, letters and postcards were limited to 25 words.*



15 FEBRUARY – 30 JUNE 2010

*'Dai Nippon' overprint, 1942 and 'Kanji' overprint, 1943  
To be in line with the campaign to promote greater Asian identity, and the elimination of the West and use of English language, stamps overprinted with English texts, 'Dai Nippon - 2602 - Malaya', were replaced by Kanji characters, '大日本郵便'.*

*Pictorial stamp, 1943*

*To further establish an Asian identity, pictorial stamps that showed local scenes and activities were introduced in April 1943. It was the first time that Singapore issued pictorial stamps.*



Travelling to schools  
and public places

**February 15: The Day to Remember** will travel to secondary schools and public places from July 2010. Bookings for the travelling exhibition are now open.

Other exhibitions available for loan to schools and organisations include:

HERITAGE & CULTURE

HOW STAMPS ARE MADE?

LETTERS & STAMPS

PERFORATED WINDOWS TO  
WORLD CULTURE

YESTERDAY ONCE MORE

**Sponsor** • Ministry of Information, Communications and the Arts  
**Lender** • Professor Cheah Jin Seng

For details and bookings, contact Lily Samuel **Tel** 6513 7347 or **Email** Lily\_Samuel@nhb.gov.sg

# Crouching Tiger, Hidden Danger

Exhibition held in conjunction with Zodiac Year of the Tiger  
1 FEBRUARY – 1 AUGUST 2010

**D**id you know that wild tigers can only be found in Asia? In fact, wild tigers used to roam the jungles of Singapore until the 1930s. Today, land development and logging have shrunk the habitat of tigers and their prey. The poaching of tigers for their fur and body parts to be made into Chinese medicine has also led to their decline. Experts estimate as few as 3,200 tigers left in the wild.

Tigers breed well in captivity, so we can now find them in many zoos across the globe. This means that many countries can now issue stamps that depict the magnificent creature.

Targeted at families and children, this exhibition brings you through the world of tigers in a light and engaging manner. Discover amazing facts about the tiger and what you can do to save wild tigers from extinction. Explore the history of tigers in Singapore, and your fortune in the Year of the Tiger. Children will delight in our interactive exhibits – they can look for our hidden growling tigers, or piece together a tiger's stripe pattern.



See a real tiger skin, courtesy of Raffles Museum of Biodiversity Research



- The tiger is the largest in the family of big cats that includes lions, leopards and jaguars.
- Tigers can weigh more than 300 kilograms.
- White tigers are not albino tigers; they occur naturally in the wild as a rare colour form.

# Football Fever!

Kick-off on 1 June  
1 JUNE – 29 AUGUST 2010



**F**ootball, considered the most popular sport in the world, brings together people of all ages and cultures. From 11 June to 11 July 2010, millions will be watching the World Cup – the most prestigious and anticipated football event.

The appeal of ball games goes back thousands of years. Early versions of football were played in Ancient Rome, Greece and China. In medieval Britain, a large-scale and unruly form of 'mob football' so disturbed the authorities that the King had it banned.

In 1863, the Football Association was formed in England to standardise the rules of the game. More countries set up their own associations as the popularity of football spread. The desire to organise an international competition gave birth to the Fédération Internationale de Football Association (FIFA). The efforts of FIFA came to fruition in 1930 when the first World Cup was held in Uruguay.

Come and test your 'footie' knowledge at the exhibition! Relive unforgettable moments in World Cup history and bask in the past glories of Singapore's football legends. Plus, take the chance to view rare football memorabilia of iconic players who have planted their boots in the sport's history.



# Learning

# through Stamps

SPM organises a spectrum of interesting educational programmes for pre-school, primary and secondary school students on various topics. Museum staff guide students, and using a hands-on approach, students have a better appreciation of stamps and the content depicted on them. Programmes are tailored to the specific levels, and can be used as enrichment, supplementary or reinforcement activities.

## STAMPS ARE FUN!

Discover the many stories that stamps can tell. Find out how these colourful and attractive stamps are educational yet fun for young children.

### HIGHLIGHTS

- Show and tell with animal theme stamps
- Play stamp games – ‘Place the parts’, ‘Matching’ and ‘Spot the difference’
- Colour a stamp activity

Level N1 Duration 1hr Charge \$5



## MYSTERIOUS SPICE TRAIL

Find out about the history of spices, and their uses and benefits on this walking trail to Fort Canning Park.

### HIGHLIGHTS

- See spice plants at Fort Canning Park
- Design a book cover using spices

Level Pri 5-6 Duration 2hrs Charge \$6



## WORLD WAR II CIVIC DISTRICT TRAIL

Get a better understanding of the events during the war, 1942 – 1945 on this walking trail to World War II sites.

### HIGHLIGHTS

- Listen to stories of the Japanese Occupation from guides
- Visit World War II sites located in the Civic District

Level Sec 1-4 Duration 2hrs Charge \$8



## NATIONAL STAMP COLLECTING COMPETITION – HANDS ON TRAINING WORKSHOP

The National Stamp Collecting Competition 2010 will be held from 3 to 5 September 2010. Use stamps and philatelic materials to explore a variety of topics such as nature, science and culture.

### HIGHLIGHTS

- Increase knowledge of Singapore and other countries
- Gain learning and thinking skills – language development, writing, research, organisation and creativity



### SCHOOL GROUP CATEGORY

GROUP OF 4 .....  
Primary 3-6  
Secondary 1-4

### YOUTH CATEGORY

INDIVIDUAL .....  
Junior colleges and  
tertiary institutions

Duration 2hrs Charge \$4

For details and bookings, contact Lily Samuel

Tel 6513 7347 or Email [Lily\\_Samuel@nhb.gov.sg](mailto:Lily_Samuel@nhb.gov.sg)

 **Lighthouse**

## LED Pull-out Magnifier



20x magnification. 1 LED light. Lens diameter: 21 mm. Operates with 3 x LR1130 batteries (included in delivery). Size: 54 x 34 x 23 mm.

Ref. No. LU 30 LED

## Zoom microscope with LED



Handy pocket microscope with numerous possible applications such as examining stamps, coins, minerals, small electronic components and much more. Outstanding clarity of image and resolution. Continuous adjustment between 60x and 100x magnification. The LED illumination enables viewing even in poor lighting conditions. Incl batteries (3x '392'). Size: 88 x 30 x 20 mm.

Ref. No. PM 2

Available at:

Singapore Philatelic Museum

23-B Coleman Street · Singapore 179807

Tel: (65) 6337 3888 · Fax: (65) 6337 8958

# FUN for kids

SPM is proud to be accredited the Pro-Family Business Mark by the Ministry of Community Development, Youth and Sports in June 2009. The Making Businesses Pro-Family Initiative encourages companies to target families as customers. SPM used the Pro-Family Business Grant to develop fun and educational activities for families and children.

Take part in interesting activities at family corners during the museum open house days, and enjoy completing puzzles in the 'Fun with Max and Phily' children's activity book.



Enjoy fun activities at SPM!

# and families

This June holidays, children can take part in fun holiday programmes!

## HEAR THE TIGER ROAR!

**Dates** Tuesday, 8 June (10.00am – 11.30am)  
Tuesday, 15 June (10.00am – 11.30am)

**Age** 6 – 10 years old **Charge** \$8.00

Tour 'Crouching Tiger, Hidden Danger' and find out interesting facts about the majestic tiger. Take part in a fun quiz and enjoy interesting craft activities.



Have fun making a Tiger mask, puppet and 'red packet'

## FUN OVERNIGHT CAMP

**Dates** Thursday, 3 June (6.00pm) – Friday, 4 June (9.00am)  
Thursday, 10 June (6.00pm) – Friday, 11 June (9.00am)

**Age** 7 – 11 years old **Charge** \$70.00

Explore the museum in the dark of the night, and enjoy fun activities such as an 'amazing race' at Fort Canning Park, museum treasure hunt, tiger mask craft activity, stamp puzzles, movie time and more!



Dressed up at the 'amazing race' Fun Overnight Camp holiday programme



Cozy sleeping bag for a good night's rest

Bring along your sleeping bag, toiletries, change of clothes and a jacket.

Dinner, supper and breakfast will be provided and participants get to take home a personalised stamp.

For details and bookings, contact Jonna Chan  
Tel 6513 7348 or Email [Jonna\\_Chan@nhb.gov.sg](mailto:Jonna_Chan@nhb.gov.sg)

# FUN for collecting!

Check out our museum shop for these interesting stamps!



Chocolate-scented stamps issued by French postal service La Poste in 2009 mark the 400<sup>th</sup> anniversary of the arrival of cacao beans to the French port city of Bayonne. Cacao seeds are used to make chocolate.



The Simpsons, created by cartoonist Matt Groening, is the longest running animated comedy in television history. These stamps, issued by USA in 2009, celebrate the comedy's 20<sup>th</sup> anniversary.

## Upcoming exhibitions

### THE ORIGINALS OF LAMBERT

Collection donated by Mr Koh Seow Chuan  
July 2010 - December 2010

This exhibition features a rare collection of GR Lambert 19<sup>th</sup> century photographs, and historical picture postcards in the late 19<sup>th</sup> to mid 20<sup>th</sup> century. Visitors can get a glimpse of the landscape and people of early Singapore.



### LAND OF DANCE AND DRAGON

September 2010 - March 2011

Land of Dance and Dragon explores the diverse beauty of Indonesia. Besides the extensive selection of indigenous flora and fauna, the archipelago offers a rich source of living traditions. Experience the splendour of Indonesia's culture - of graceful dances by masked actors and the crowd-pleasing shadow puppets - through stamps, philatelic materials and objects.



# What's ON

## Open House Day

23 May 2010

Sunday, 9am - 7pm

\* *International Museum Day*

9.00am - 5.00pm

10.00am - 5.00pm

11.00am - 12.30pm

2.00pm - 2.30pm

2.00pm - 3.00pm

3.00pm - 4.00pm

*Colour Crazy session*

*Explore the World @ SPM fun quiz*

*Crouching Tiger, Hidden Danger children's workshop*

*A Tiger's Tale puppet show*

*Museum Highlight Tour*

*So Sarap! - Kids Edition cooking session*

*Free admission to museum. Charges for programmes apply.*



## Stamp Issues

21 April 2010

\* *Nature Series - Butterflies*

26 May 2010

\* *Know 10 Trees*

23 June 2010

\* *Definitives - Flora and Fauna (Series III)*

## Stamp Fair

13 June 2010

Sunday, 10am - 4pm

\* *Stamp fair, evaluation and auction  
Organised by Singapore Stamp Club*

## Exhibitions

1 March 2009 -  
December 2010

\* *At the Post Office  
- with Max and Phily*

24 October 2009 - \*  
23 May 2010

*Bayanihan:  
Spirit of the Philippines*

1 February 2010 - \*  
1 August 2010

*Crouching Tiger,  
Hidden Danger*

15 February 2010 - \*  
30 June 2010

*February 15:  
The Day to Remember*

1 June 2010 - \*  
29 August 2010

*Football Fever!*





**SINGAPORE  
PHILATELIC  
MUSEUM**

23-B Coleman Street  
Singapore 179807

Tel +65 6337 3888  
Fax +65 6337 8958

[www.spm.org.sg](http://www.spm.org.sg)

a National Heritage Board museum

**OPENING HOURS**

Mon 1pm – 7pm    Tues–Sun 9am – 7pm

**ADMISSION**

\$5.00 for adults

\$4.00 for children (3 – 12 years)

\$4.00 for senior citizens (60 years and above)

*All information correct at time of printing*