

# Cinderella Corner

## Official Australian Post Office Labels

Welcome to the July edition of Cinderella Corner. The breadth of cinderellas is often topical and, as philatelic interests diversify, the foundation of what is classified as a cinderella, a term coined in 1959, tends to shift. One area that accommodates such trepidation is the group of items comprising of the official Australian Post Office labels, a field that has increased in popularity amongst many philatelic enthusiasts over the years. With the assistance of Dr. Eric Frazer, the leading expert and co-author of *The Official Postal Labels of Australia*, this article explores some interesting labels that sit somewhere on the 'boundary of cinderellas'. Over a hearty breakfast soon after Easter this year, Eric and I sat down, his catalogue in hand, and we selected a few items to present in this article that would best represent a starting point for interested collectors. Those selected in this piece are therefore by no means exhaustive, and, rather, form only a slice of the vast amount of labels that exist in this fascinating area of philately. It is envisaged that a follow-up Cinderella Corner piece will expand on the area of Official Australian Postal labels and discuss a wider range of them. I welcome feedback from readers about these items and the value that they offer.

## Certified Mail

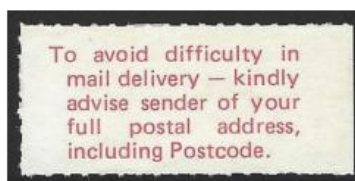
Introduced in Australia more than 60 years ago on 12 November 1956, the Certified Mail service offered the sender of a postal item the opportunity to receive a receipt of posting. From 1956 to around 1965, the colour of these labels was red, with an example illustrated in Figure 1, which measures 57mm by 23mm. It then changed colour to green, an example of which is illustrated in Figure 2. This label, in turn, measures



Figure 1 & Figure 2

43mm by 23mm.

The labels are various in their designs and number sequences and usage ended on 1 October 1996, 40 years after their inception. They were replaced by the then newly established Registered Post service.

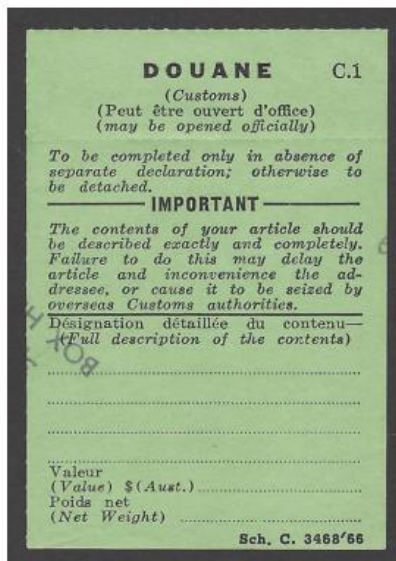


by 18mm and was issued in the 1970s and, as highlighted, bears the text:

*To avoid difficulty in mail delivery – kindly advise sender of your full postal address, including Postcode.*

The label was produced in sheets of 20 (2 x 10) and variations in the text have also been recorded, as per the Frazer and Ocleshaw catalogue. Notable changes include the substitution of the word *writer* with *sender*, and *postal address* with *Postcode*.

## Douane – Customs



The Douane (Customs) label illustrated in Figure 4 dates from 1966. It is an earlier example of these labels, as it bears a Schedule Number (3468'66) only found in these earlier types. Coloured in green with black text offered in both English and French, the label measures

51mm by 74mm. In 1992, a two-part self-adhesive customs form was produced by Australia Post. This contained the Custom's label as well as the Sender's Declaration certifying non-enclosure of dangerous or prohibited goods.

## Person To Person

The pair of self-adhesive labels illustrated in Figure 5 date to 2008. These Person to Person labels were first introduced on 1 October 1996 in conjunction with the new Registered Post service, at an additional cost to the sender of \$4.00. The service meant that the postal article had to be signed for by the addressee, with proof

To Avoid Difficulty The label illustrated left (Figure 3), while ordinary in appearance, is rather scarce. It measures 40mm



# Vito Milana



of identity also required. The deep blue and white label measures 44mm by 35mm and they were printed in rolls of 100. The full text on each label reads:

*Person to Person / Must be signed for by the person named in the address / AUSTRALIA POST*

## Overnight Parcel Service



The label illustrated in Figure 6 is rather uniquely shaped, measuring 98mm by 35mm. It is multicoloured red, yellow, orange and black, and bears the text:

*OVERNIGHT PARCEL SERVICE / DELIVERED BY AUSTRALIA POST*

The Australia Post's Overnight Parcel Service and its label were introduced on 1 July 1976 with the purpose of providing next working day delivery of parcels posted within Sydney Metropolitan Area Post Offices for destinations: Newcastle, Wollongong, Bathurst, and Canberra.

There are several types of these labels, each of the same size and core image, with variations in several areas including:

- colour of the lettering (orange to red)
- background colouring (bright yellow, to orange yellow, to light yellow)
- thickness in the lettering

The labels were also printed in large single strips of 10.

## Surface Air Lifted

The Surface Air Lifted service, abbreviated to SAL, was first introduced, by arrangement with Qantas

Airways, on 2 August 1971. While SAL mail travelled by normal surface means within Australia and the country of destination, it was airlifted between the two countries involved. With

this, the delivery time compared to ordinary sea-mail was reduced by around two-thirds.

An example of an SAL Cinderella label is illustrated in Figure 7. These were printed on shiny surfaced paper. Each measures 56mm by 66mm, and are coloured blue, white and green. Four variations of the label exist:

Type 1 – No text in bottom margin

Type 2 – Bottom margin: Australian Post Office / QANTAS

Type 3 - Bottom margin: Australian Post Office / QANTAS (different text type)

Type 4 - Bottom margin: Australia Post / QANTAS



## Letter

The rather simple Cinderella labels illustrated in Figures 8 and 9 present the single word LETTER, in colours yellow and black, and blue and white, respectively. The first of these two labels measures 45mm by 22mm, and the second is slightly smaller, measuring 42mm by 22mm; both were printed in sheets of 16 (2 x 8). A much larger example of the label illustrated in Figure 8 was also produced, measuring 86mm by 45mm, and these were printed in sheets of 12 (2 x 6). The purpose of these labels was to identify items that were posted at letter rates.





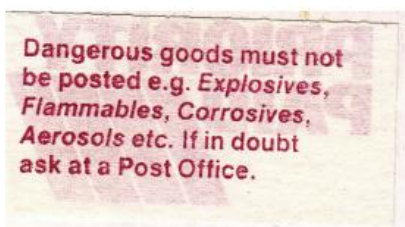
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## Priority Paid

Replacing Special Dispatch, the Priority Paid service was introduced by the Australian Post Office (APO) on 20 July 1970. It was introduced to help expedite urgent interstate mail across Australia, and its coverage was then extended to intrastate five years later on 12 November 1975. An example of a joined pair of the Cinderella label produced for this service, along with the top selvedge of the sheet, is illustrated in Figure 10. Each single label measures 43mm by 22mm, is coloured pink and white, and they were printed in sheets of 16 (8 by 2). The reverse of this label, as illustrated in Figure 11, presents the text:

*Dangerous goods must not be posted e.g. Explosives, Flammables, Corrosives, Aerosols etc. If in doubt ask at a Post Office.*

Variations of this label exist, mainly in the reverse text. The Priority Post service ended on 30 June 1995.



## Messenger Delivery

The Messenger Delivery service was introduced by the APO on 20 July 1970, the same day the aforementioned Priority Post Service commenced. It replaced the Special Delivery service and lasted until 25 August 1986. The Messenger Delivery service helped expedite



delivery and could be requested by either the sender or the addressee.

An example of a Messenger Delivery label is illustrated in Figure 12. It measures 43mm by 22mm, is coloured orange and white, and was printed in sheets of 16 (8 x 2). Two printings of these labels were issued: one in 1970, and a second in 1971.

## Overseas Express Delivery

The final label explored in this article is the one issued by the APO in the mid-1970s. An example of a joined pair of these cinderellas, along with the top selvedge of the sheet, is illustrated in Figure 13. It was used on overseas mail items to indicate express delivery and is coloured red and white. The label measures 43mm by 22mm and was printed in sheets of 16 (2 x 8). Like the Messenger Delivery label, it too had two separate printings: one in 1970 and another in 1971. In addition to the central text *OVERSEAS EXPRESS DELIVERY*, the French *EXPRES* also features vertically on the left and right sides. The canvas comprising of different official labels issued by the APO number in the 100s, and many of these present with distinct variations. They collectively form an important insight into the many postal services offered throughout Australia Post's history, many of which are now obsolete, and others that continue to be produced today. I sincerely thank Dr. Eric Frazer for his kind assistance towards the planning of this article, along with the text he supplied, *The Official Postal Labels of Australia*, which he co-authored with the late Robin Occleshaw back in 1999. Although this 240-page catalogue has been out of print for over a decade, Eric has offered to supply interested readers with a commercial black/white photocopy (minus the four colour plates) at cost price (A\$38.60) plus postage (A\$13.80 within Australia). His email address is [Eric.Frazer@inter-node.on.net](mailto:Eric.Frazer@inter-node.on.net).