

Cinderella Corner

Official Australian Post Office Labels Part II – Mode Of Transmission

Welcome to the July edition of *Cinderella Corner*. Official Australian Post Office labels are fascinating, and they form one area in philately that continues to increase in popularity amongst many enthusiasts. In last year's July 2018 *Cinderella Corner*, several of these labels were investigated and discussed. This article continues the narrative, one year on, with the assistance of Dr. Eric Frazer, the leading expert and co-author of *The Official Postal Labels of Australia*. This issue narrows its focus from its predecessor to consider those Australia Post labels regarding different modes of transmission. These are by no means exhaustive, and, rather, offer a snapshot of the vast number of labels that exist in this charming area of philately. A third article on Official Australian Post Office labels is planned for 2020, and I welcome feedback from readers about these items and their scope.



Figures 1, 2 & 3

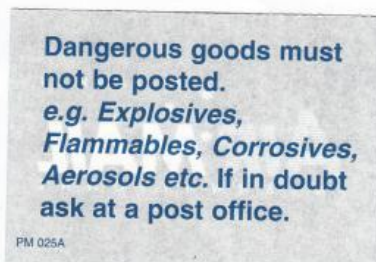


Figure 1 illustrates the first of these labels, issued in May 1930 with an initial printing by the Government Printer, Melbourne (200,000 in sheets of 20 with 2x10 arrangement). The label measures 38mm x 19mm, with Sans Serif lettering, and was available until 1933. This cinderella was also included in a booklet of two sheets (2x3) promoting airmail and was included alongside twelve threepenny stamps.

Air Mail International labels were first introduced more than 60 years later in late 1996. The first of these measured 56mm x 26mm and contained text on its reverse. A couple of years later, in November 1998, the first of several larger type Air Mail International vignettes were produced. Illustrated in Figures 2 and 3, this label measures 90mm x 60mm and features the reverse text: *Dangerous goods must be posted. / e.g. Explosives, Flammables, Corrosives, Aerosols etc. / If in doubt ask at a post office. / PM 025A*. The labels were printed in sheets of 3 x 3.

Air Mail

Air Mail labels have featured as a vital part of the Australian aerophilatelic landscape since the 1920s. They have been well-documented in several catalogues, included Tom Frommer's celebrated *Australian Air Mail Labels and Vignettes 1920 – 1960*. Most of these earlier ones were issued by QANTAS and are scarce. The familiar and recognisable blue and white vignette Air Mail types (aligned with Australia Post) are now briefly considered, and a broader spectrum of these are thoroughly documented in the Frazer text.



Figure 4

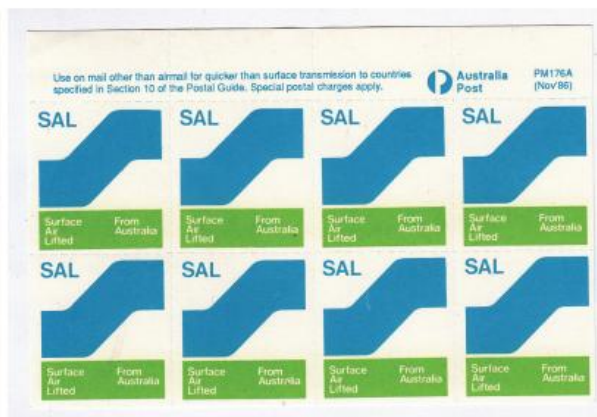


Figure 5

Surface Air Lifted

Surface Air Lifted (SAL) labels were discussed in the July 2018 *Cinderella Corner*, and some of the information is replicated below. The SAL service 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



Figures 6, 7 & 8



involved. With this, the delivery time compared to ordinary seamount was reduced by around two-thirds.

The SAL labels were issued in three sizes. The first, measuring 44mm by 30mm, comes in two varieties: one with a QANTAS print in the bottom corner, and one without.

An example of an SAL cinderella label in its largest size is illustrated in Figure 4. These SAL labels 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

Finally, a much scarcer (and smaller) variety of this label is illustrated in Figure 5. This 1986 issued cinderella measures 30mm by 32mm and features as part of a complete sheet (2x4). It is the rarest of the SAL labels.

Economy Air

The SAL service was replaced by Economy Air, with labels for the latter surfacing in late 1989. With this service, postal articles were carried by air between countries, but by surface within the originating and terminating country. Several different vignettes for the Economy Air service were issued, the earliest illustrated in Figure 6. This label measures 30mm x 32x and was printed in sheets of 18 (3x6). Along with the Australia Post logo, the top margin of each sheet presented the text: *Use on mail other than airmail for quicker than surface transmission to countries*



Figure 9

specified in Section 10 of the Postal Guide. Specific postal charges apply. / PM176A (Aug '89). A second Economy Air label, given the reference title **Type 2-B** in the Frazer text, is illustrated in Figure 7, as a block of 4. This measures 45mm x 30mm and was printed in sheets of 12 (2x6). As illustrated in Figure

7, the header text is identical to the Economy Air label shown in Figure 6, except *PM176A (Aug '89)* is replaced with *PM176A/Sep '90*. The reverse text of this label, as illustrated in Figure 8, reads: *Dangerous goods must not be posted. / e.g. Explosives, Flammables, Corrosives, Aerosols etc. If in doubt ask at a Post Office. / PM 176*. While seemingly identical to the text illustrated in the Figure 3 Air Mail vignette, the 'P' and 'O' in Post Office are notably capitalised.

Sea Mail

Seal Mail labels, first introduced in 1987, were affixed to postal articles sent via surface mail from Australia. The first issue of these vignettes is illustrated in Figure 9. It measures 44mm x 30mm and was printed in sheets of 8 (4x2). The top margin of the sheet presents the following text: *Use on all mail items to be conveyed overseas by ship. Surface transmission applies within Australia and the destination country / PM 20A (Jun '87)*. A second variety of this label exists with the bow of the ship shaded. This 'waves' type measures 45mm x 30mm and the block of 6, presents the identical text to the Figure 9 label except that *PM 20A (Jun '87)* is replaced by *PM20A/Sep '90*. The reverse of the text reads: *Dangerous goods must not be posted. e.g. Explosives, Flammables, Corro-*

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Figures 10

sives, Aerosols etc. / If in doubt ask at a Post Office.

Air Parcel

By the end of January 1990, a domestic Air Parcel service was introduced by Australia Post. One label was issued in 1989 for this service, as illustrated in Figures 10 and 11.

It measures 85mm x 45mm and was printed in sheets of 10 (2x5). The top margin of each sheet presents the text: *For use on domestic air parcels*, and, as illustrated in Figure 11, the reverse of the label has the text: *Dangerous goods must not be posted. e.g. Explosives, Flammables, Corrosives, Aerosols etc. / If in doubt ask at a Post Office.*

Road Transport

The Road Transport label illustrated in Figure 12, in a strip of three, was issued in 1999 as part of a service by Australia Post to deliver items only by road and not by air. Each of these labels mea-

asures 45mm x 45mm and features the text: *ROAD TRANSPORT ONLY / NOT TO BE MOVED BY AIR / 8838249 8/99*. These were produced in rolls of 50. A second type of this label was issued a few years later, in 2012. It is illustrated in Figure 13, also measures 45mm x 45mm, and features the text (in lower case font): *Road transport only / Not to be moved by air / 8838249 9/12*.

Conclusion

The mode of transmission involving postal items from Australia Post has shifted over the years and, alongside it, so too have the many cinderella labels identifying the different types. The labels discussed in this *Cinderella Corner* form an important insight into this area of philately and further



Figures 10

present a glimpse of the future of transportation means associated with Australia Post. I once again 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 Occlshaw back in 1999. Although this 240-page catalogue has been out of print for over a decade, Eric still has a few copies left 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@internode.on.net.



Figures 10