

Cinderella Corner

Official Australian Post Office Labels Part III – Instructional, Stamp Collecting, Advertising/Other – Part A

Welcome to the July edition of *Cinderella Corner*. Official Australian Post Office labels are an eclectic feature of the philatelic landscape, and they form one area that continues to increase in popularity amongst many enthusiasts. Annually, since 2018, several of these labels have been explored in *Cinderella Corner*. This article continues the narrative from July 2019, once again with the overall assistance of Dr. Eric Frazer, the leading expert and co-author of *The Official Postal Labels of Australia*. This issue focuses on those Australia Post labels across the following themes: instructional, stamp collecting, advertising/other. Some of these labels that fall into these categories appeared in the first edition of *The Official Postal Labels of Australia* published in 1991 but were omitted from the second in 1999. Next month's piece will conclude the discussion on these label types, and a fifth article on Official Australian Post Office labels is planned for winter 2021; I welcome feedback from readers about these items and their continuing breadth.

Merry Christmas

The two strips of Merry Christmas labels illustrated together in Figure 1 are multicoloured and feature four vertical stickers. The strip to the right measures 71mm x 161mm and was likely released in 1984. The sheet to the left is slightly narrower, measuring 64mm x 162mm, and was released in October, 1985. Both self-adhesive and imperforate sheets were printed for Australia Post by S. R. Frankland Pty. Ltd. of Prahran, Victoria, for use with the Christmas 'Postpak' range of products. The third label on the 1985 confirms this, with its margin inscription: *POSTPAK CHRISTMAS STICKERS MS921 (OCT 85)*.



Figure 1



Figure 2

Greeting Stickers

Three sets of greeting stickers were identified in the first edition of *The Official Postal Labels of Australia*, as illustrated in Figure 2. They cover seven different messages: *Happy Birthday, Happy Anniversary, Get Well Soon, With Love, Congratulations, Best Wishes, and Keeping in Touch*. A sheet of ten of these Greetings Stickers was enclosed in the \$4.10 (10 x 41c.) stamp booklet containing the "Thinking of You" 1990 stamps. When the standard letter rate increased from 41 to 43 cents on 3 September 1990, a variation sheet of "Greetings Stickers" was again enclosed in the \$4.30 (10 x 43c.) stamp booklet containing the new "Thinking of You" stamps. In January 1991, the ten gummed greetings stickers were replaced by eight self-adhesive stickers. Each sticker measures approximately 26mm x 15mm; the 1990 issues were arranged in sheets (10, 2 x 5) and the 1991 was arranged in sheets (8, 2 x 4), all as per illustrated. Examples of these stickers were also produced in later released Australia Post booklets.

Stamp Collecting Is Fun

Several labels were issued by Australia Post to encourage stamp collecting and the general benefits of philately (mostly targeted towards younger stamp collectors). The cinderella illustrated in Figure 3 is one of these labels. Multicoloured and measuring 77mm x 45mm, the label features the text: *Stamp collecting is fun / Australia 35c / Australian Terrier*. The imperforate label was issued as part of the Sunpex '85 celebrations.

Franking Guide

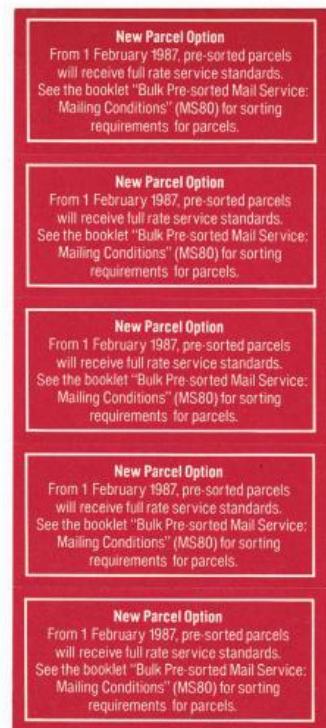
The Franking Guide labels were issued by Australia Post to aid users of franking machines and inform of correct procedure when franking mail for delivery. The early labels were made available in single format and later in rolls; they are all self-adhesive and imperforate. Three different printings are illustrated in Figure 4. The top label presents 'jac' backing paper, the middle,



Figure 3



Left Top Figures 4 & 5
Left Bottom Figure 7
Above Figure 6
Right Figure 8



a 1993 issue, presents 'jac (NP1)' backing paper; the bottom presents plain backing paper. Each orange and black self-adhesive label measures approximately 80mm x 40mm and contains the following texts:

Top label: FRANKING GUIDE / Check date and postage / Ensure impressions are clear / Tie bundles securely – face articles the same way / Post progressively on day of franking / Australia Post / PM36

Middle label: Franking Guide / Check date and postage. / Use only approved ink and ensure impressions are clear / Tie bundles securely – face articles the same way / Post progressively on day of franking. / Inform Australia Post of change of address. / Australia Post / PM36 (Feb '93)

Bottom label: FRANKING GUIDE / Check date and postage. / Ensure impressions are clear. / Tie bundles securely – face articles the same way. / Post progressively on day of franking. / Australia Post / PM. 36.

While the texts in the top and bottom labels illustrated in Figure 4 are verbatim, there are several notable differences between the two cinderellas, including:

- the use of different fonts
- the use of full stops in the bottom label (including after PM)
- larger Australia Post logo in the bottom label
- larger 'PM36' and 'Australia Post' font sizes in the bottom label
- larger 'FRANKING GUIDE' font size in the top label

A strip of three, from a roll, of the Franking Guide labels is illustrated in Figure 5.

Heavy

The red and white label illustrated in Figure 6 is one of several issued by Australia Post to promote 'health and safety'. The cinderella was used on heavy articles to indicate that assistance may be required, and it superseded a smaller circular blue label (PM268) issued by Australia Post. It measures 74mm x 105mm and is self-adhesive and imperforate. The 2004 label was printed in rolls of unknown quantity on Fasson backing paper, and features the text: Heavy / Bend your knees / Assisted lift may be required / AUSTRALIA POST / 8835184 Sep '04. The cinderella was also printed on plain backing paper, and an example, in a strip of three from a roll, is illustrated in Figure 7.

New Parcel Option

An advice label, for internal use, was printed by Australia Post in early 1987, informing Bulk Pre-sorted Mail customers of a change in sorting standards. Coloured red and white, it was printed in sheets of nine (1 x 9) on RAFLATAC backing paper. Figure 8 illustrates a strip of five of these labels, with each measuring approximately 75mm x 34mm. Each also features the detailed text: New Parcel Option / From 1 February 1987, pre-sorted parcels will receive full rate service standards. See the booklet "Bulk Pre-sorted Mail Service: Mailing Conditions" (MS80) for sorting requirements for parcels.

Please Note

Similar to its companion 'New Parcel Option' label

Cinderella Corner

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Far Left Figure 9
Left Top Figure 10
Left Figure 11
Above Figure 12

AUSTRALIAN STAMPS and I'M AN AUSTRALIAN STAMP COLLECTOR! Many thanks to Mr. Noel Almeida for identifying these as Australia Post issues that were offered free to *Stamp Bulletin* readers.

Stamp Collecting Is Fun

The final label discussed in this *Cinderella Corner* is illustrated in Figure 12. Measuring 70mm x 59mm and imperforate on all sides, the red, green and white cinderella features a kangaroo on the hop, along with

the text: *STAMP COLLECTING IS FUN*. The label has been identified as from Australia Post as identical artwork features on several different *Australia Post: Philatelic Service* glassines.

Conclusion

Australia Post has issued many labels over the years, and those discussed in philatelic literature, including *Cinderella Corner*, help to form an important insight into this area of philately and further present a glimpse into their advertising, instructional, promotional, and 'other' efforts. Next month's *Cinderella Corner* will continue to explore several more of these Australia Post labels and conclude the discussion about them. I once again sincerely thank Dr. Eric Frazer for his kind assistance towards the planning of this article and the next, 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 now been out of print for over two decades, Eric still has a few commercial black/white reprints left (minus the four colour plates) at cost price (A\$38.60) plus postage (A\$12.20 within Australia). His email address is Eric.Frazer@internode.on.net.

illustrated in Figure 8, another advice cinderella was issued in February 1987, for internal use, informing handlers about changes to the status of bulk parcels. Coloured white and red, it was believed to be produced in sheets of nine (1 x 9) and was also printed on RAFLATAC backing paper. Figure 9 illustrates a strip of seven of these labels, with each measuring approximately 75mm x 29mm. Each also features the text: *PLEASE NOTE: From 1 February 1987 Parcels which are Bulk Pre-sorted receive full rate service standards instead of deferred delivery.*

Please Consult

The imperforate self-adhesive label illustrated in Figure 10 is coloured red, cream and black. It presents the instructive text: *Please consult with Australia Post regarding the position of mail boxes prior to building work commencing. / Australia Post.* Further information is required about this elusive cinderella.

I Collect Australian Stamps

The die-cut self-adhesive labels illustrated in Figure 11 collectively measure 105mm x 141mm. The multicoloured cinderellas feature the two slogans: *I COLLECT*