

Cinderella Corner

Graham Wieland's Local Post Items

Welcome to the August issue of Cinderella Corner. This edition helps to recognise the efforts of Graham Wieland and his Local Post labels, which commenced three decades ago in 1987 and finished in 1988. The narrative behind his production of these labels is slightly detailed and, in a way, parallels the work of Fame-Face from South Australia who, in the 1990s, engaged in similar efforts to produce high quality local cinderella material, which are now collected by a range of philatelic enthusiasts (see the October and December 2017 issues of *Cinderella Corner* for further information about Novelty Printing and FameFace).

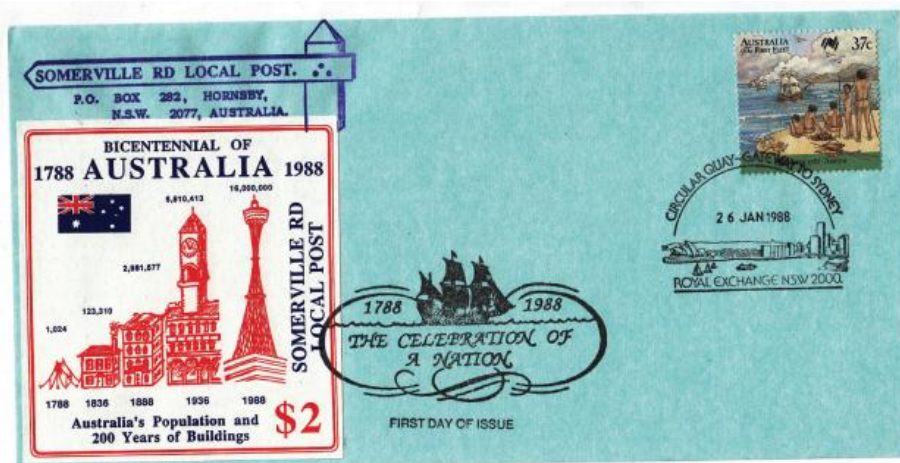


Figure 2

Motivated by the closure of his local Post Office in 1986, Graham decided to register his own business and then get involved in producing local post items. In setting this up, the word 'Post' in 'Local Post' was deemed a conflict of interest with Australia Post, so 'Poster' was utilised instead. The final business, in 1987, was registered as Somerville Road Local Poster & Kangaroo Local Poster.

The Somerville Road Local Post and Kangaroo Local Post was meant to target an overseas market, and orders were successfully placed across the globe from as far as Italy and Russia. Graham Wieland also had plans to produce further items beyond 1988, but alas these never happened.

Somerville Rd Local Post

The first of the two groups on cinderella labels and associated material produced by Graham Wieland's business was the Somerville Rd Local Post items. A Press Release was issued on 21 September 1987, informing readers that a Bicentennial souvenir sheet would be issued the following year on 26 January 1988, to coincide with Australia Day. An example of this Somerville Rd Local Post item is illustrated in

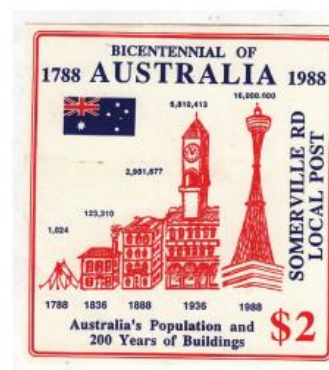


Figure 1

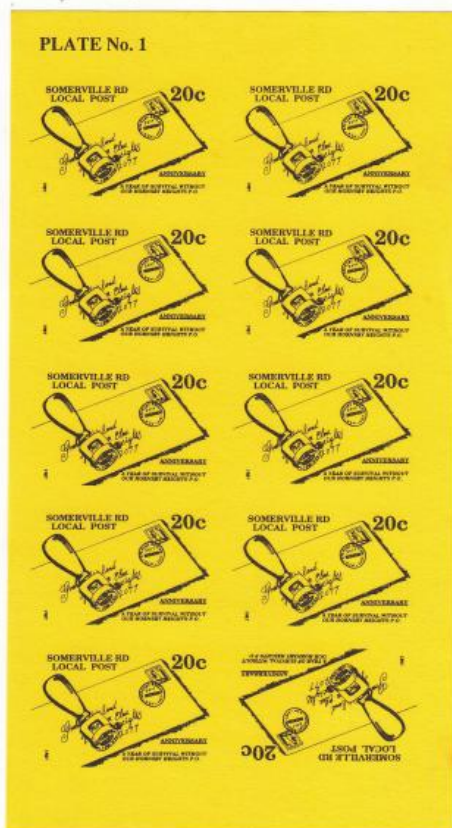


Figure 3

Vito Milana



Top left: Figure 4
Left: Figure 5
Above: Figure 6

Figure 1. It measures 79mm by 85mm, and along with the denomination of \$2.00, features the text: *1788 BICENTENNIAL OF AUSTRALIA 1988 – SOMERVILLE RD LOCAL POST.*

The minisheet also showcases the population growth in Australia over two centenaries, from 1788 to 1988, presented across five specific years, along with the additional text: *Australia's Population and 200 Years of Buildings.* The minisheet could be purchased from Graham himself, in Hornsby NSW, or from a few Philatelic dealers nationwide. A First Day Cover was available for \$3.00, and an example of this cover is illustrated in Figure 2.

In addition to the souvenir sheet, Somerville Rd Local Post also produced a sheetlet of 10 identical labels, as illustrated in Figure 3. They were advertised in The Somerville Rod Post Newsletter, dated 1 July 1987, and were released later that month on 31 July 1987 to help commemorate one year since the closure of the Hornsby Heights Post Office. There were only 250 produced, and each sheetlet measures 89mm by 163mm. Each label bears the denomination 20 cents, as well as the text:

SOMERVILLE RD LOCAL POST – ANNIVERSARY

– 1987 – A YEAR OF SURVIVAL WITHOUT OUR HORNSBY HEIGHTS P.O.

Each sheetlet of 10 was available for \$2.00, and individual cinderellas for 20 cents. Furthermore, the final labels at the bottom the sheetlet were tele beche, and these could be purchased separately for \$1.00. Limited numbers of First Day Covers could also be purchased for \$2.00 each, and an example of this is illustrated in Figure 4. Famed cinderella collector and dealer Bill Hornadge, of *Stamp News Australasia*, also purchased a number of these items, ready to sell to cinderella enthusiasts and other customers worldwide.

Kangaroo Local Post

Graham Wieland's second local post project was the Kangaroo Local Post. Like the Somerville Rd Local Post, its purpose was to help commemorate the closure of the Hornsby Heights Post Office in 1986. In a notice of correspondence dated 1 October 1987, Graham mentions that he had planned to regularly produce material under Kangaroo Local Post, including labels that possibly illustrate Australian cities, towns, scenery, tourist attractions, and 'places off the beaten track.'

A minisheet similar to the Somerville Rd Local Post one was issued on Australia Day, 26 January 1988. An example of this minisheet is illustrated in Figure 5. It measures 79mm by 85mm and features the

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Top left: Figure 8
Middle left: Figure 9
Bottom left: Figure 7



the Somerville Rd Local Post one. Each label featured two different views of a Western Gray Kangaroo and the denomination 20c. A total of 250 sheetlets were available for \$2 each, and an example is illustrated in Figure 7. It measures 189mm by 63mm and individual cinderellas were available for 20 cents. Akin to the Somerville Rd Local Post sheetlet, the final labels at the bottom of the sheetlet were also tele beche, and these could be purchased separately for \$1.00. Limited numbers of First Day Covers could also be purchased for \$2.00, and an example of this cover is illustrated in Figure 8.

Combined Piece

Last year, Graham Wieland sent me the philatelic piece illustrated in Figure



text:
1788 BICENTENNIAL OF AUSTRALIA 1988 – KANGAROO LOCAL POST \$2.

The label presents a dichotomy between ‘Sydney’s First Day’, with the earliest British settlers drawn amongst some native trees, and ‘Sydney today’, with Sydney’s CDB, the Sydney Harbour Bridge, and surrounds all highlighted. Each minisheet was

available for \$2.00 and First Day Covers could be purchased for \$3.00. An example of this cover is illustrated in Figure 6.

Kangaroo Local Post all produced and released a minisheet of 10 labels, in black and gold, similar to

9. It features a joined pair, imperforate between, of both the Kangaroo Local Post label and Somerville Rd Local Post cinderellas. The Kangaroo Post label displays the green pictorial postmark utilised on that label’s First Day Covers, and the Somerville Local Post label features the red pictorial postmark on that First Day Cover. The joined pair is unique, as is its placement on the envelope piece with joint cancels.

Conclusion

The two print runs of Somerville Rd and Kangaroo Local Post were successfully sold from the late 1980s onwards, and they continue to attract potential buyers today. Graham calls these cinderellas his ‘beloved stuff from the 80s’, and the hand drawn images capture some truly iconic moments in Australia’s history, from the late 1700s to the present. I welcome any feedback about this piece and other images the readers might have about the released minisheets and sheetlets. If readers are interested in purchasing some of the items discussed in this article, please contact Graham on 0419 122 880. The prices listed in this piece reflect those of the 1980s and not current ones, which would be negotiated with Graham.