

Cinderella Corner

Christmas Labels

Welcome to the final *Cinderella Corner* for 2020. To coincide with the festive season, this issue will focus on the rich landscape of Australian Christmas labels; the article is more visual than text-laden so that a wider variety of these labels can be appreciated. Next year's December piece will continue the narrative and explore more of these wonderful Christmas items.

Promoting Shopping And Christmas

Figure 1 illustrates a Myer Emporium PTPO (Printed to Private Order) 3½d envelope, postmarked Melbourne 6 November 1958. Its reverse is illustrated in Figure 2, which presents a cinderella encouraging customers to shop during the Christmas period. Coloured green-blue and white, the label is imperforate, measures 77mm x 43mm, and alongside a Christmas tree features the text: *For your comfort & convenience / SHOP AND POST EARLY THIS CHRISTMAS*

A similar label, affixed to the reverse of a Myer Emporium PTPO 3d cover postmarked Melbourne 5 November 1951, is illustrated in Figure 3. Measuring 46mm x 61mm and coloured red and cream, the imperforate cinderella features the near identical text featured in the label shown in Figure 2: *For Your Better Comfort & Convenience SHOP AND POST EARLY THIS CHRISTMAS*

These labels are believed to have related to the rather elusive Myer Philatelic Department in Melbourne, and further information can be found in the February 2018 *Cinderella Corner*.

Posting And Christmas

A range of non-official Australia Post labels were also issued to encourage Australians to post their Christmas presents earlier, thereby ensuring timely arrival of gifts. Most of these date from the 1940s to the early 1960s. The label illustrated in Figure 4 is affixed to the reverse of a Myer Melbourne PTPO 1½d cover postmarked 11 November 1947. Imperforate and measuring 44mm x 43mm, the label features the text: *POST Your Christmas Mail NOW*



Figures 1 - 4

Vito Milana



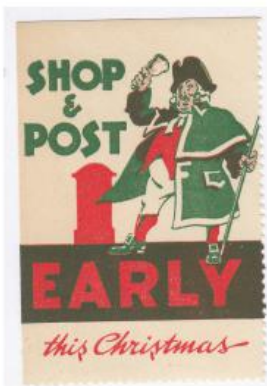
NOW. The label also exists in black and pale yellow, as illustrated in Figure 5.

Figure 6 illustrates a colourful block of six labels, each perforated 11 and measuring approximately 33mm x 47mm. The text on each cinderella echoes a message of similar sentiment to that on Figure 5, namely: *SHOP AND POST EARLY... for CHRISTMAS*. The

label is also illustrated affixed to the front of a 9 November 1956 post-marked PTPO envelope of Price Waterhouse & Co. Sydney (Figure 7). Similar labels were also issued in 1957 (see the block of 8 illustrated in Figure 8) and again in 1958 (see the block of 10 illustrated in Figure 9). Similar examples are shown throughout Figures 10 to 13. Any help about the dates for these latter labels is greatly appreciated. A slight variant on the promotion of posting gifts early is illustrated in Figure 14. This cinderella, measuring approximately 37mm x 36mm and rouletted 7 on all four sides, was released in late 1954 to promote the early sending of Christmas telegrams. The green, red and white label features the text: *LODGE OVERSEAS GREETINGS TELEGRAMS EARLY*.

Further information on the Shop and the vari-

Top L-R Figures 5, 6 & 9
Above Figure 8
Below L-R Figures 7, 10 & 11



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Top L-R Figures 12, 13, 14 & 15

Left Top-Bottom Figures 16, 17, 18, 19 & 20

Below Top-Bottom Figures 21, 22, 23, & 24

ous Post Early campaigns can be found in a comprehensive article written by

Eric Frazer for January 2012's *Cinderella Philatelist*.



Australia Post And Christmas

Several different labels have been produced by Australia Post to help with the promotion of Christmas and associated Australia Post services. The two strips of Merry Christmas labels illustrated together in Figure 15 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



Vito Milana



Above L-R
Figures 25, 26
& 27

Left Figures
28, 29 & 30



Left L-R Figures 31, 32
& 33

of products. The third label on the 1985 confirms this, with its margin inscription: *POSTPAK CHRISTMAS STICKERS MS921 (OCT 85)*.

Modern Christmas Greetings

With the wonderful assistance of Noel Almeida, many more modern Christmas greetings cinderellas have been identified, all produced in Australia over the last 30 years. These are illustrated across Figures 16 to 34, and the 18 labels. Some of the messages heralded on these items include: *We wish you a Merry Christmas and a Happy New Year / NOEL NOEL; CHRISTMAS GREETINGS / Wishing you the very best for Christmas and the New Year; SEASONS GREETINGS / Wishing you a very Merry Christmas and a happy and prosperous New Year; Glad Tidings / Extending*

warm greetings on this Season of Goodwill; JOY; NORTH POLE / Christmas Town 12.25

Some of these labels were printed by Australian Label Company in Clayton Vic and sold through stationers. Others were produced by Australian Credit Stationers, an idea considered from as early as 1976. These self-adhesive labels were printed in sheetlets and in rolls. Noel Almeida also adds that firms used to send out a monthly statement of account in the post, and that many November and December statements went out with these stickers attached. It was also a reminder to pay on time, with settlement normally monthly using the statement.

Conclusions

The world of Australian Christmas cinderellas is vast and bountiful; those illustrated in this *Cinderella Corner* form only a snapshot of this extensive landscape. It is anticipated that next December's *Cinderella Corner* will explore more of these wonderful labels, with a closer focus on religious-themed ones. Feedback, as usual, is welcomed.