

New Zealand Coal Promotion

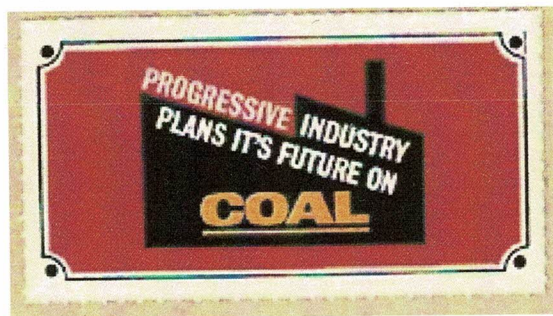
This exhibit is in Two Parts: State Coal Mine Department Issues and Coal Corporation Issues

State Coal Mines Department:

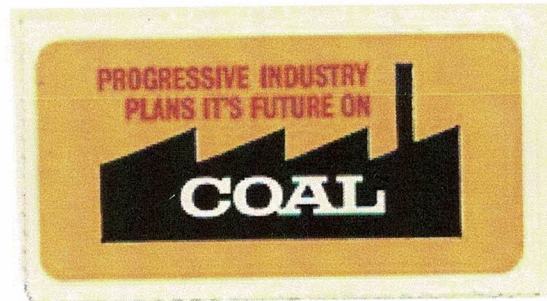
There are 4 issued labels with 2 different texts. Their use is primarily from Mines Department at Greymouth to Mines Department in Wellington and are on large cut-outs from OHMS envelopes. My census is just 40 with 36 of these used between **March 9, 1966 and July 7, 1967**. These labels are printed on high gloss paper, self-adhesive, in red, black and yellow, 3 have horizontal format 56.5 x 31.5mm, the other is a vertical format 31.5 x 56.5mm. They have a roulette gauge $9\frac{3}{4}$ for separations. There are no printing details. The Archive of State Coal Mines, held at Wellington, has no information on any Coal Promotion strategy that may have involved these labels.



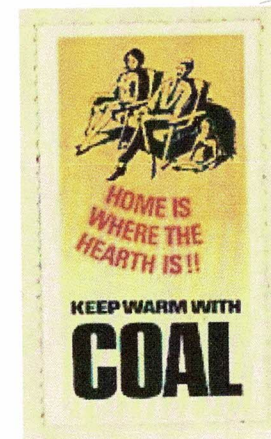
Coal Label #1



Coal Label #2



Coal Label #3



Coal Label #4

I record 26 examples of **Coal Label #1** of which 25 are in the exhibitor's possession. Examining those where the margins can be adequately determined shows:

- No examples have only the top or bottom margins imperforate
- 2 have top imperforate with the left roulette but with a small straight selvedge
- 2 have bottom imperforate with the left roulette but with a small straight selvedge
- 2 have top and right imperforate
- 1 has bottom and right imperforate
- 7 have left imperforate or roulette with small straight selvedge
- 8 have right imperforate

Conclusion:

From these numbers and analysis, it is clear that it is most probable that this label was produced in a **sheet of ten in two vertical rows of 5**. The left edge being roulette and closely cut straight, the top, right and bottom edges being imperforate.

Position 1 - Top Left: Top imperforate with the left roulette but with a small straight selvedge

- The left edge clearly demonstrates the roulette and a narrow straight cut selvedge



Typical Example of Coal Label use. Large **O.H.M.S** envelope, with "**MINES DEPARTMENT P.O.BOX 37, GREYMOOUTH**" on reverse, cut-out with 5d postage cancelled **Greymouth 19 DEC 1966**. Addressed to "**The Under-Secretary, Mines Department, P O Box 6342, Te Aro, Wellington C.2.**"

Position 2 - Top Right: Top and Right margin imperforate

Greymouth 7 JUL 1967



Position 9 - Bottom Left: Bottom margin imperforate with the left roulette but with a small straight selvedge

Greymouth 27 Jun 1967



Position 10 - Bottom Right: Both bottom and right margins imperforate

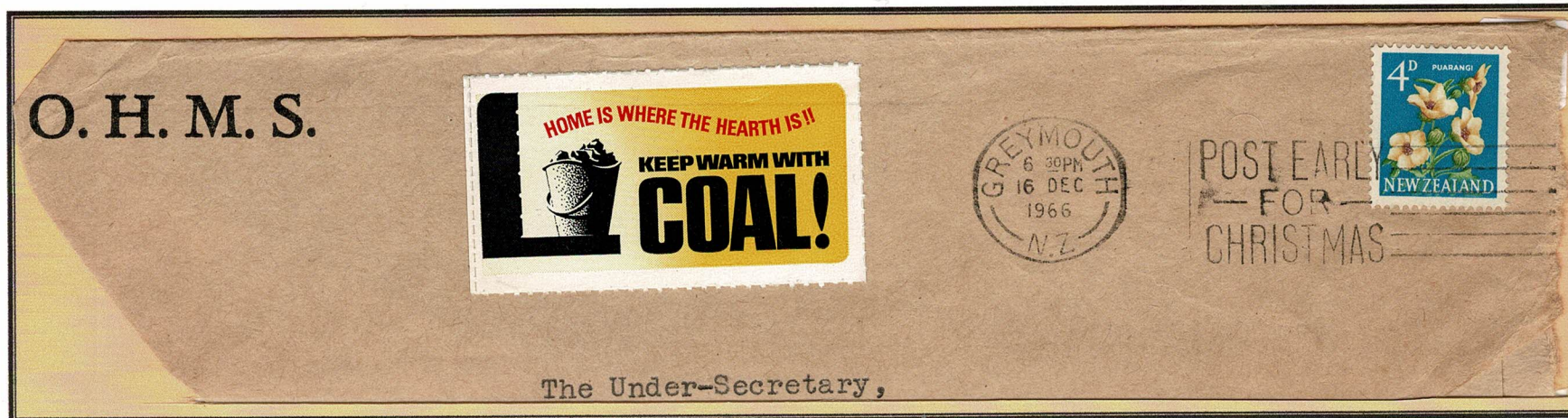
Greymouth 5 JUL 1967



Without a whole sheet of the Labels it is impossible to allocate any single example to a definite position except to the left or right as determined by the left and right margin. The Coal labels # 1 with left margin roulette and closely cut selvedge are from Positions 3, 5 & 7. Those with right margin imperforate are from Positions 4, 6 & 8.

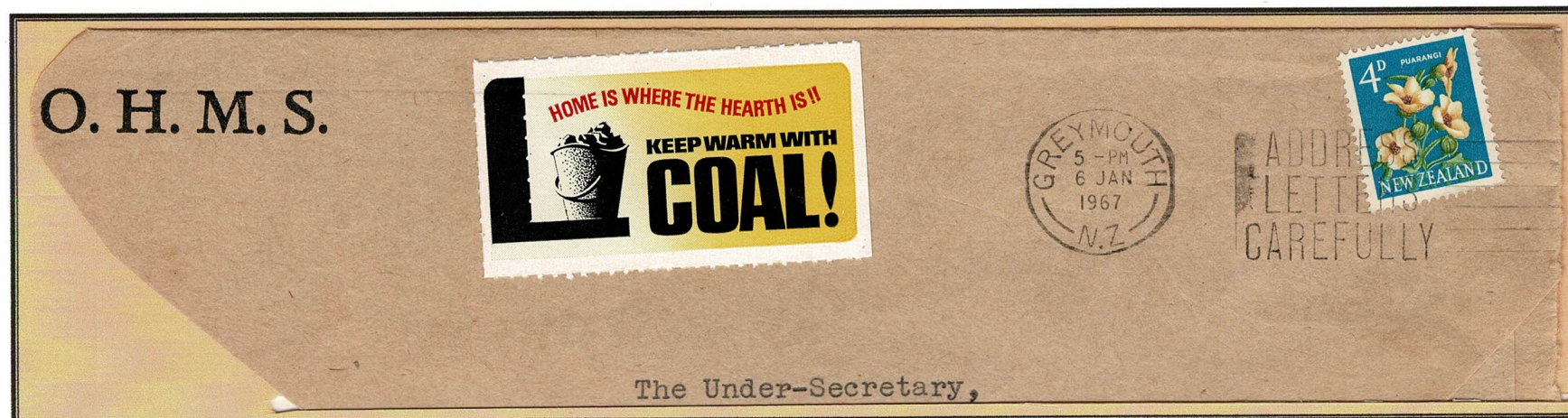
Positions 3, 5 & 7: - Left margin roulette and closely cut straight selvedge

Greymouth 16 Dec 1966



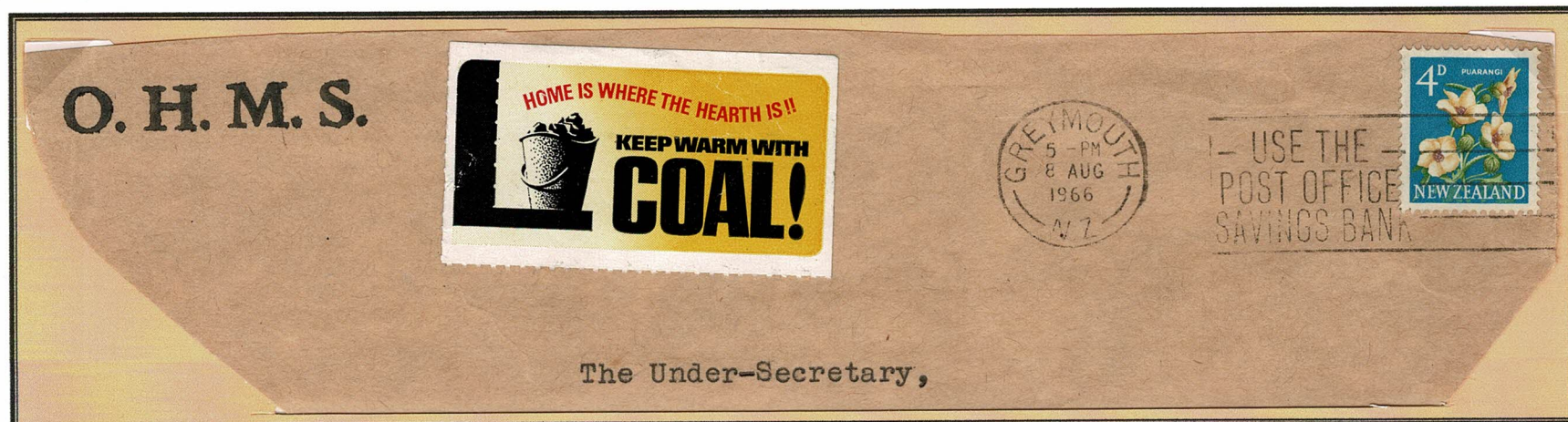
Positions 4, 6 & 8: - Right margin imperforate

Greymouth 6 JAN 1967



Usage of Coal label #1

Of the 20 examples [1966-1967] in the exhibitor's hands sent from Mines Department Greymouth to Mines Department in Wellington, the earliest is dated 8 AUG 1966 with one in September, 1 in October, 2 in November, 8 in December, 3 in January 1967, 1 in February, 1 in June and 2 in July with the latest being 7 July 1967.



Greymouth 8 AUG 1966 [earliest Label #1 Greymouth]

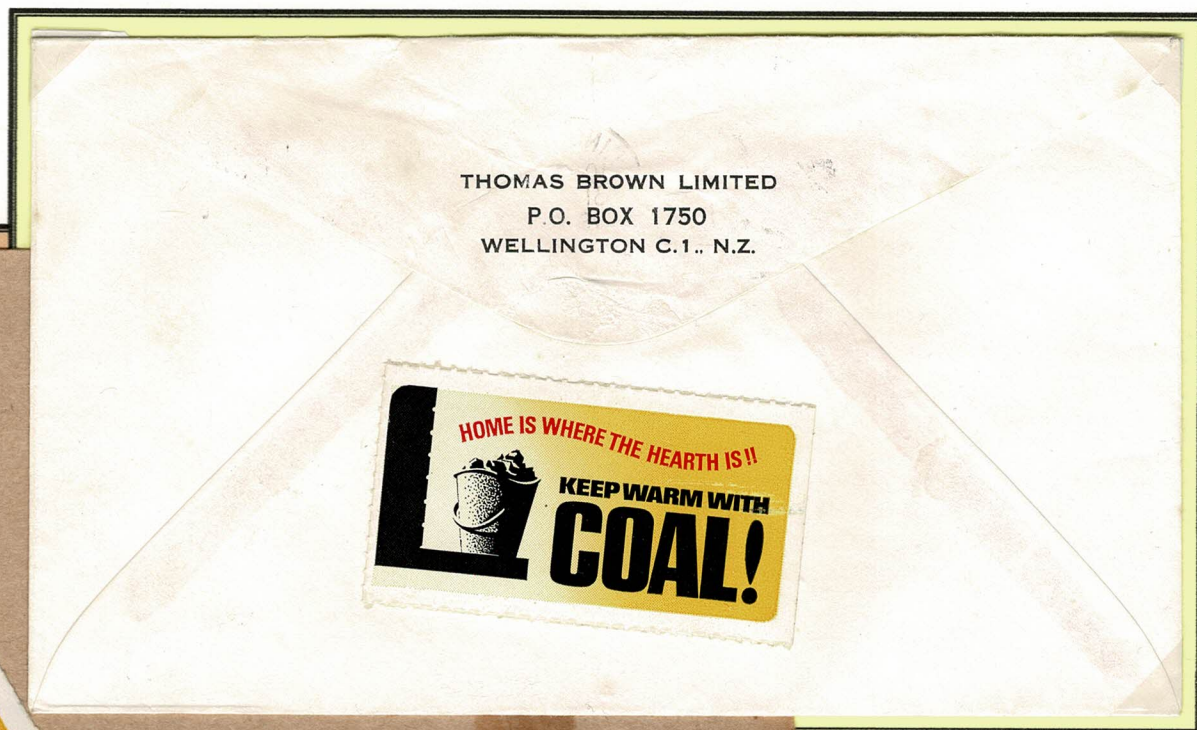
Position of Labels:

Of the 26 examples of Coal label #1, 22, all from Greymouth Mines Department, have the label on the front of the envelope or cut-out and are all on OMHS envelopes. Of the 4 examples, not sent from Greymouth, 3 have the label on the **back** with only one used in the 1966-1967 period.

From **C.A.S.A. [Inc]** in Wellington to Secretary S.A.S.A. [Inc] P O Box 6342 Wellington 4d postage cancelled **Wellington 30 NOV 1966** with Coal label #1 on back. C.A.S.A. is "**Coal Advisory Services Association**" - the address is the same as State Coal Mines. Local Usage. **Position 3, 5 or 7**

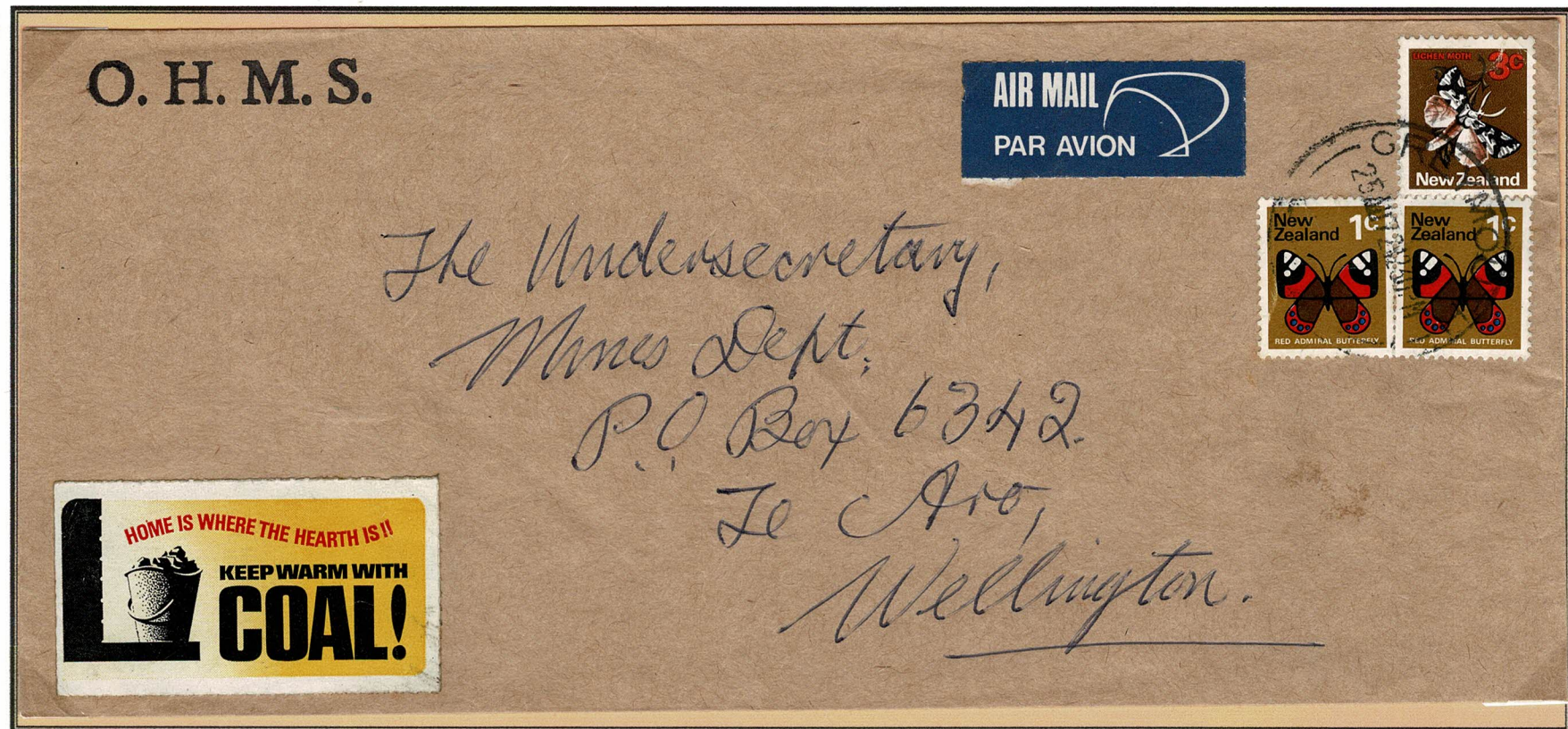


Envelope from Wellington Company addressed to **Under Secretary for Mines at P O Box 6342 Wellington**. Mailed from Wellington **31 JAN 1974** - latest example known - Label on the back - **Position 4, 6 or 8** [imperforate right margin]



OHMS envelope mailed **Auckland 10 APR 1969** to Under Secretary Mines Department with Coal label on back - **Position 9.**

1972 Use: OHMS envelope [no sending address] with Coal label #1 on front, sent Airmail with 5c postage Greymouth "C" Class 25 AU 72 to Mines Department



Coal Label #1 & #2. OHMS envelope from Te Aro 18 MAR 1966 [Earliest recorded date Label #1] with Labels #1 [Imperforate at right] & #2 [Imperforate at left] The only example of two labels usage. Returned to "Bx 6342 Te Aro" - proving it was sent from the Mines Department. Has Wellington 21 MR 66 and 22 MR 66 & Private Box Section GPO Wellington. Return hand and boxed explanations for non-delivery. Wellington Returned Letter Branch 23 MAR 1966.



Coal Label #2:

The census of **Coal Label #2** records 10 examples of this label of which 8 are from Mines Department Greymouth to Mines Department Te Aro Wellington. One is a cut-out and one is shown on the previous page and was used from the Mines Department Wellington. All dated examples are between **March 1966 and June 1967**.

Examining the examples, I can show that the left margin is imperforate; the top is imperforate and the right is roulette and a small straight selvedge. Assuming that my analysis of Coal label #1 is correct, it is probable that Coal label #2 was also produced in sheets of 10 in two vertical rows of 5. Because I can show the left margin is imperforate on Coal label #2 and Imperforate on the right in Coal label #1 I think it likely that these two labels were printed together, imperforate all round, then roulette between labels then guillotined apart into two sheets.

Label #2		Label #1	
1	2	1	2
3	4	3	4
5	6	5	6
7	8	7	8
8	8	8	9

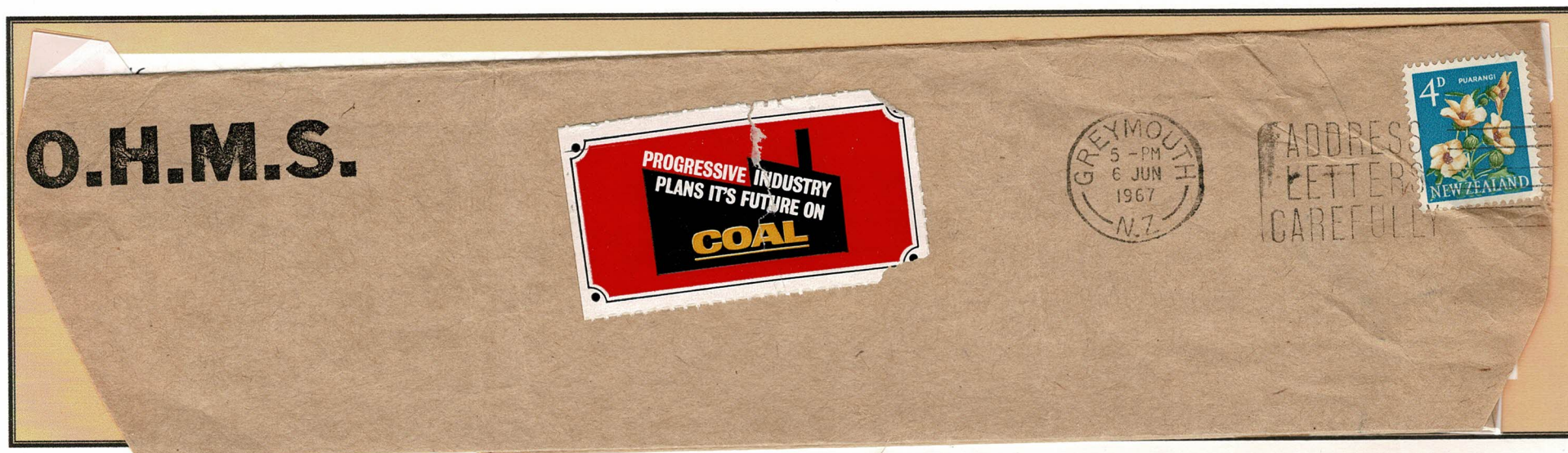
Position 2: Top imperforate right margin roulette and small straight selvedge

Greymouth 9 MAR 1966 [earliest example]



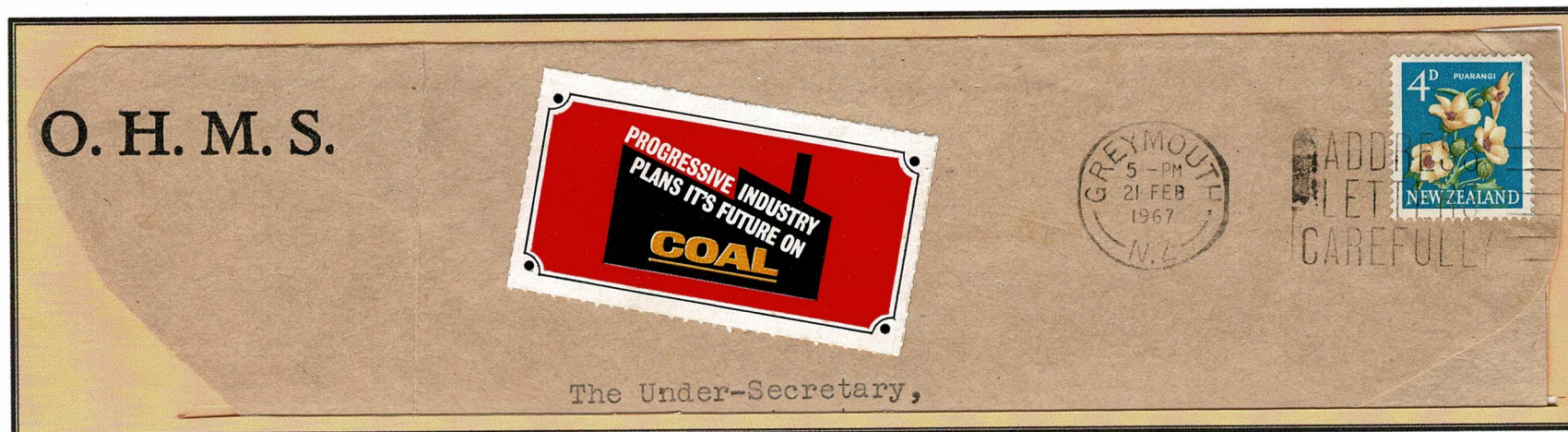
Position 1 - Imperforate at top and left margin

Greymouth 6 Jun 1967 [latest example]



Position 2: Top imperforate right margin roulette and small straight selvedge

Greymouth 21 FEB 1967

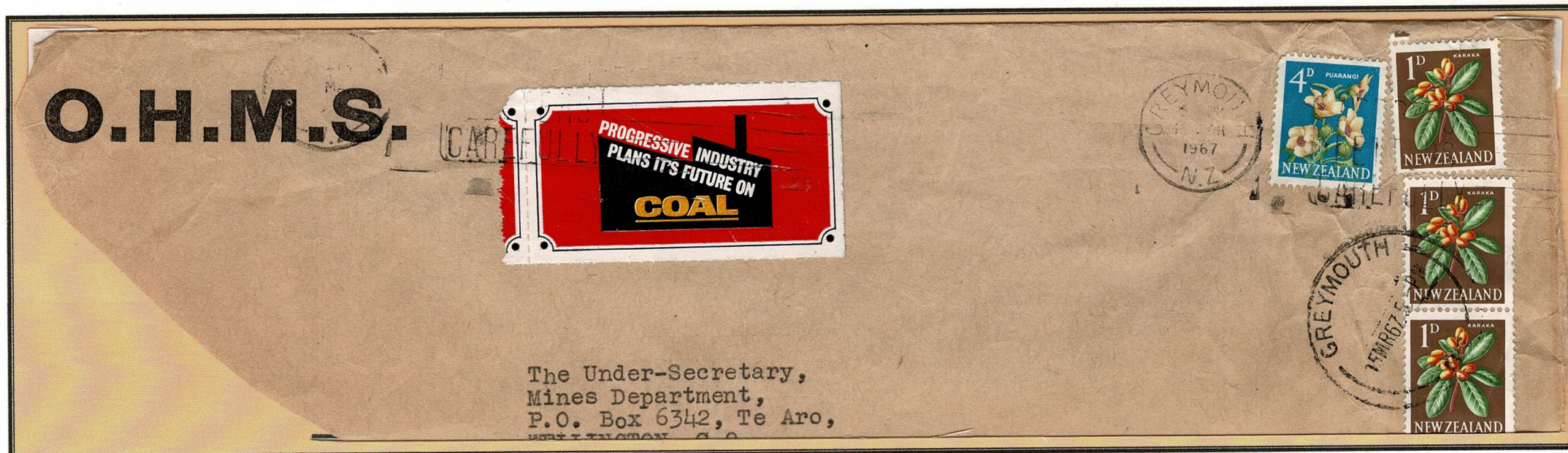


Position 4, 6, 8: upper and lower roulette, right margin roulette and small straight selvedge
Addressed to "The Chief Inspector of Coal Mines"

Greymouth 6 APR 1966



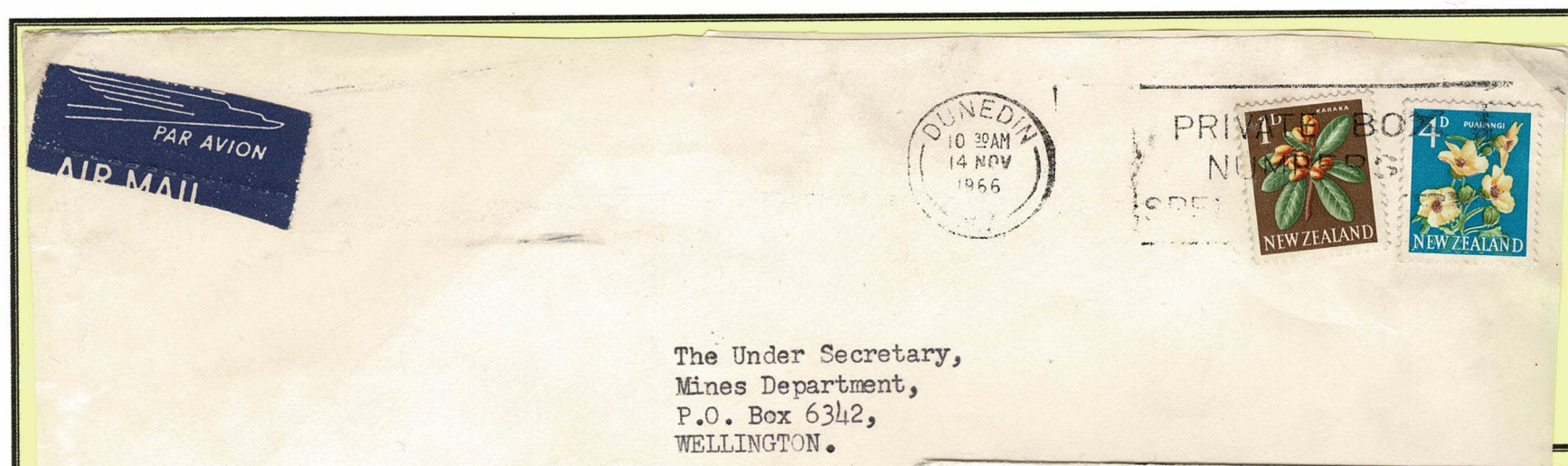
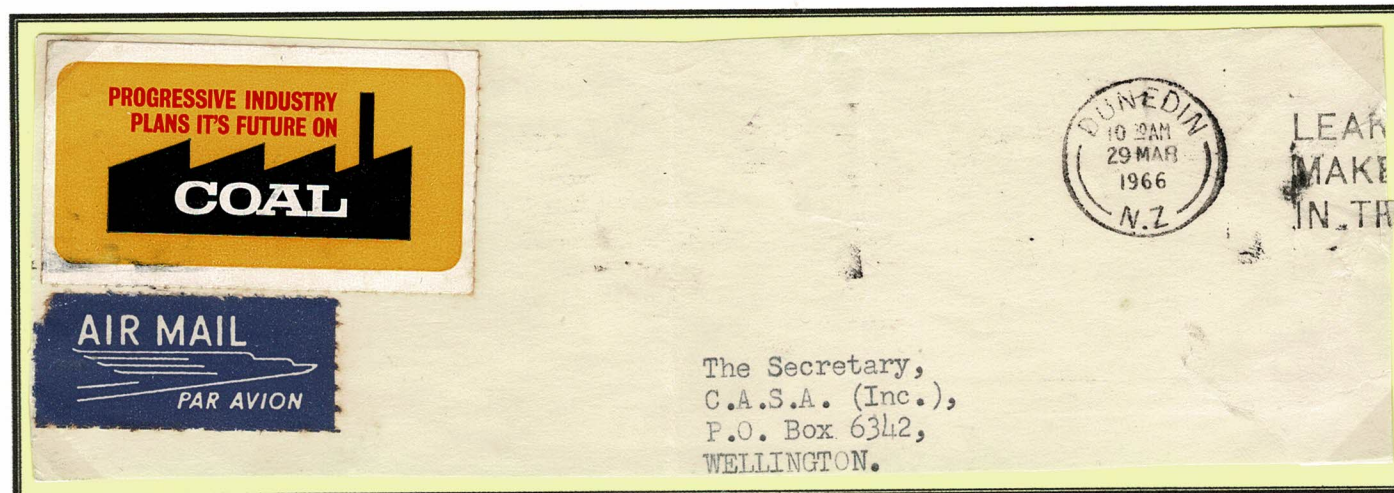
Position 4, 6, 8 with part 3, 5, 7 showing Roulette between Greymouth 15 MAR 1967 and "C" Class same date on stamps missed by machine



Coal label # 3: Census data is **three examples**, each from C.A.S.A ["Coal Advisory Services Association"] in Dunedin, two to the Secretary C.A.S.A at P O Box 6342 [Mines Department], the other is to the Under Secretary Mines Department Wellington.

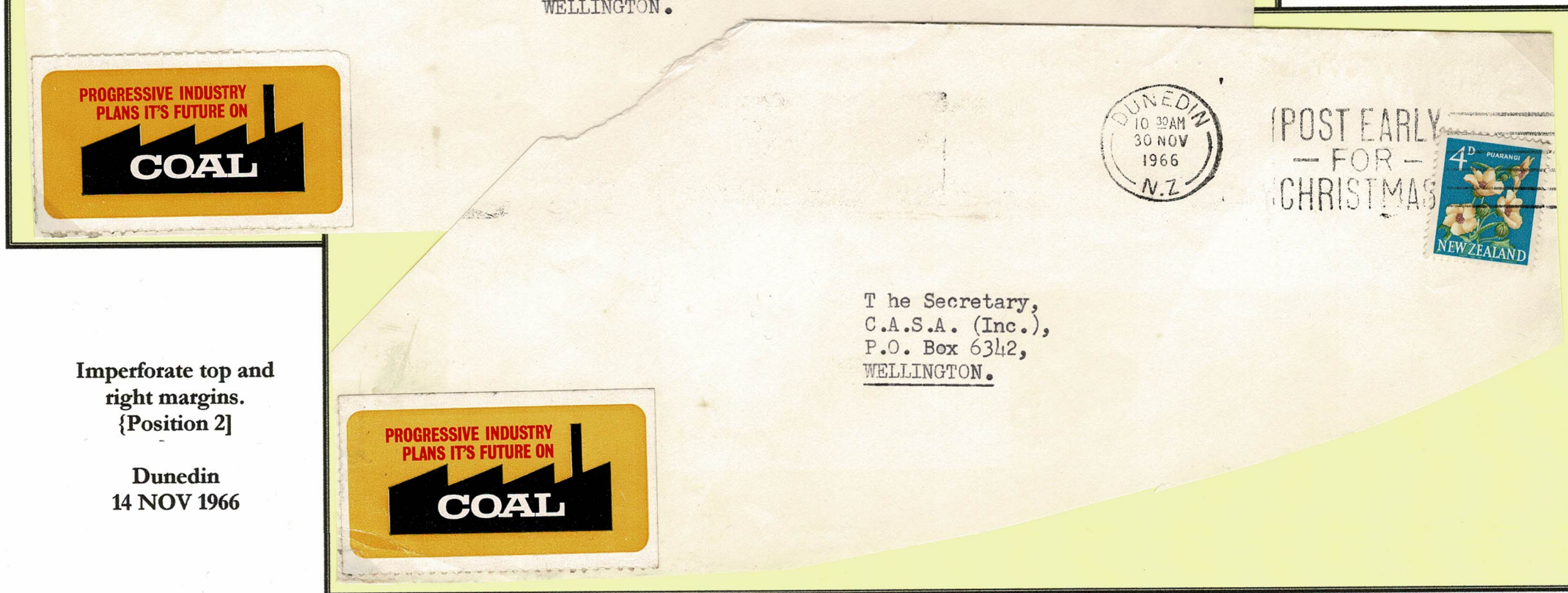
Imperforate top and left margin roulette with straight narrow selvage [Position 1]

Dunedin 29 MAR 1966



Imperforate right margin
Position 4, 6, 8

Dunedin 14 NOV 1966

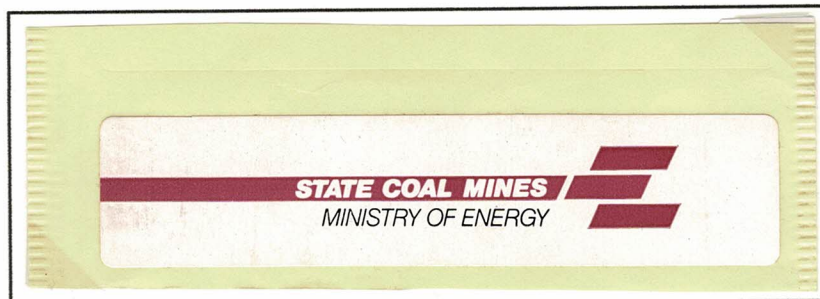
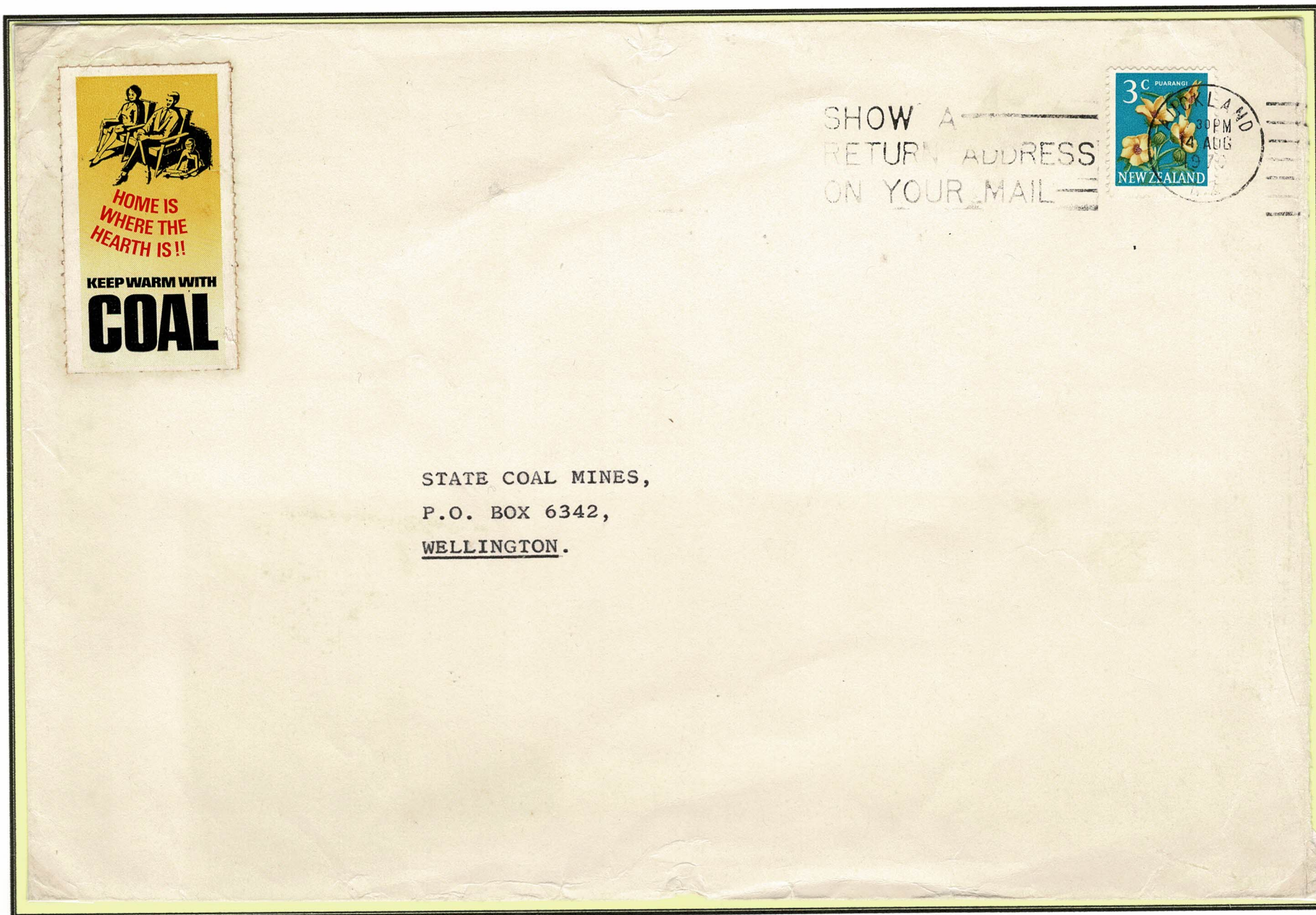


Imperforate top and
right margins.
{Position 2}

Dunedin
14 NOV 1966

Coal Label #4:

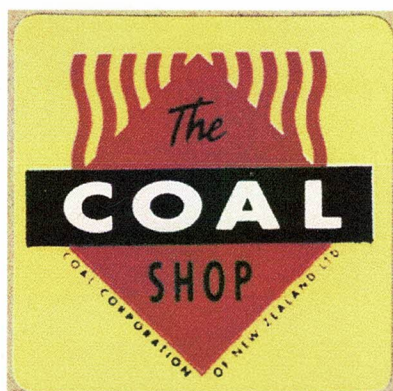
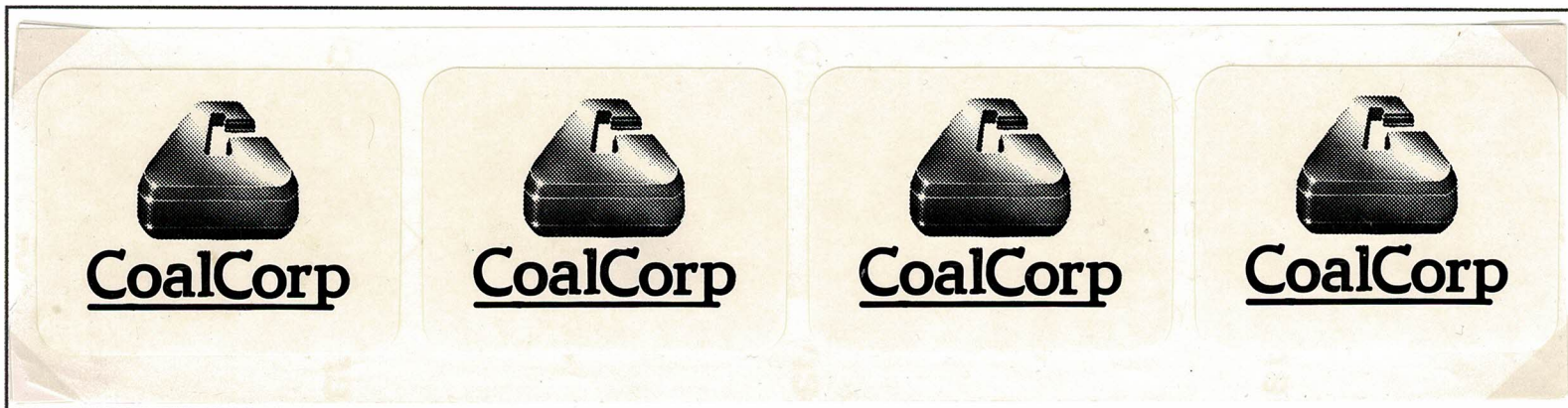
Census is a single example, imperforate bottom margin mailed from Auckland 14 AUG 1970 addressed to State Coal Mines in Wellington



State Coal Mines Ministry of Energy adhesive label

CoalCorp - The Coal Shop Promotion

Under the State Owned Enterprises Act of 1986, State Coal Mines was put on a more business like footing and became **Coal Corporation of New Zealand Limited - CoalCorp - 1 April, 1987**. It was subsequently rebranded as **Solid Energy Limited** in 1997. Solid Energy went into voluntary administration in August 2015. On 31 October 2016 it was announced that the company's assets had been sold to three separate buyers. On 16 March 2018 the company was put into liquidation.

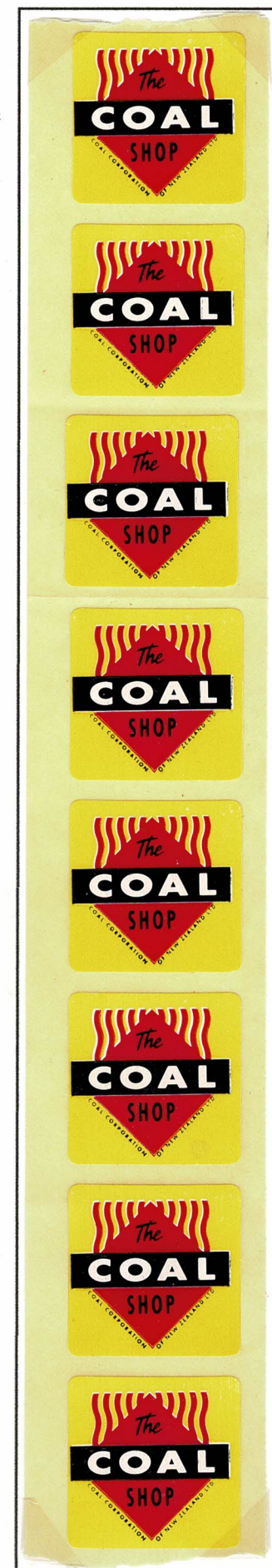
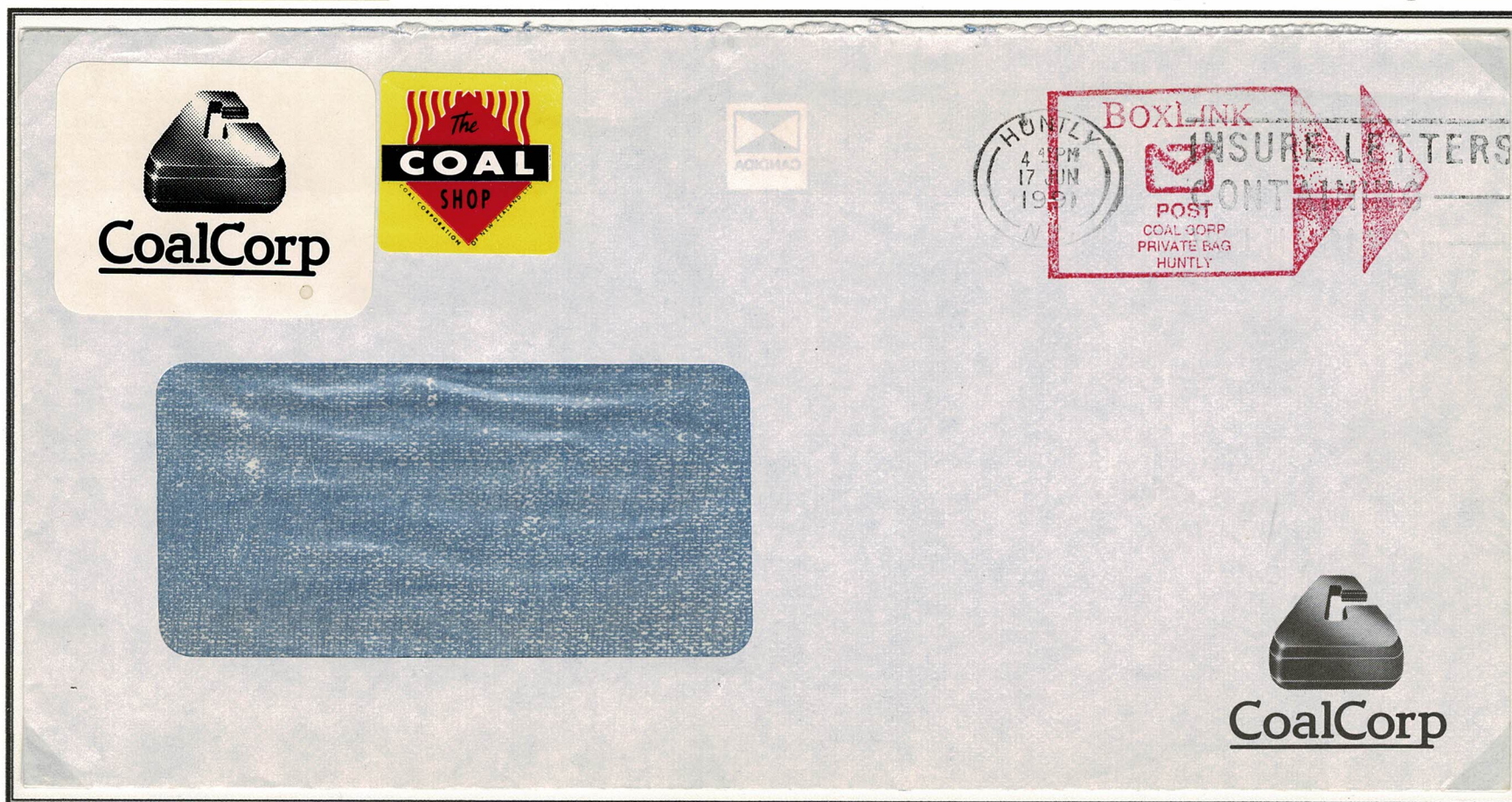


In early 1991, **CoalCorp** rebranded outlets which sold coal to domestic users as **Coal Shops** and ran a media campaign targeted at the **Winter of 1991** to encourage an increase in the use of Coal for domestic heating. Posters were sent out to be displayed and a multi-coloured label was prepared - self-adhesive on rolls of 100.

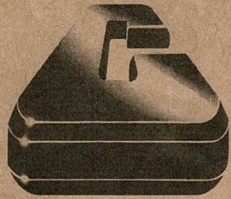
My census of usages of this Coal Shop Label is 8. All but one are on **CoalCorp** envelopes. Four from Auckland, 2 from Huntly, 1 from Hawkes Bay and 1 from Westport.

The earliest example is **16 APR 1991** and the latest is **9 AUG 1991**

Huntly 17 JUN 1991, BoxLink CoalCorp with Adhesive CoalCorp and The Coal Shop Labels



The Coal Shop labels; CoalCorp BoxLink markings. Huntly 16 AP 91 [earliest date]; Westport 5 AU 91



CoalCorp

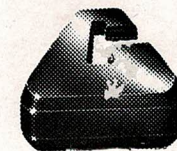


CoalCorp



Coal Corporation of NZ Ltd
P O Box 439
WELLINGTON

ARTICLE POSTED
AFTER
FAST POST
CLEARANCE



CoalCorp

Auckland
11 JUN 1991

40c meter D3040
Multi-mail stamping
by New Zealand Post



MULTI-MAIL STAMPING
FROM NEW ZEALAND POST
MAKES STAMPING
LOTS OF MAIL
EASIER



WAWO

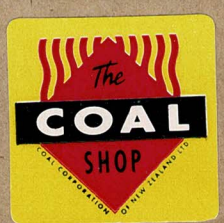


DIRECT MAIL
ADVERTISING YOU
CAN MEASURE



Mr JOHN THIRD
COAL CORPORATION NZ LTD
P.O. Box 439

Auckland Mail
Centre
9 AUG 1991
{latest usage}



POST EARLY
AND OFTEN
DURING THE



Hawkes Bay Mail Centre 1 AUG 1991

Only example not on CoalCorp
envelopes