

## 1989: Greetings Coil for Sunday Times Postcard Offer

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In February 1989 *The Sunday Times* magazine gave away pre-stamped Valentine postcards provided by the Post Office to promote the new concept of Greetings stamp books. Although these did not use testing labels on the cards, the leaders are understood to have comprised blank unprinted stamps, so they have a relevance to the story of the use of dummy stamps.

The Cupid stamp came from a special web printing, disposing of the other unwanted booklet designs and labels as this was cheaper than making a unique cylinder just for the Cupid design. Vertical perforations were therefore guillotined by Harrison as a part of the creation of the rolls, while horizontal perforations were torn when the stamps were affixed to each card.

This production method meant that, perhaps for the first time in Britain, a coil was produced where none are understood to be in collectors' hands, as they were not made available for sale as mint strips or as complete rolls. As mentioned, it is believed that blank unprinted labels formed the leaders for the (unknown number of) rolls, but these have not been seen and may not have survived.

If any reader can supply a scan of the advertisement page from the magazine it would be appreciated and it will be added to a revised version of this paper in due course.



The first Greetings stamp book showing the Cupid stamp design



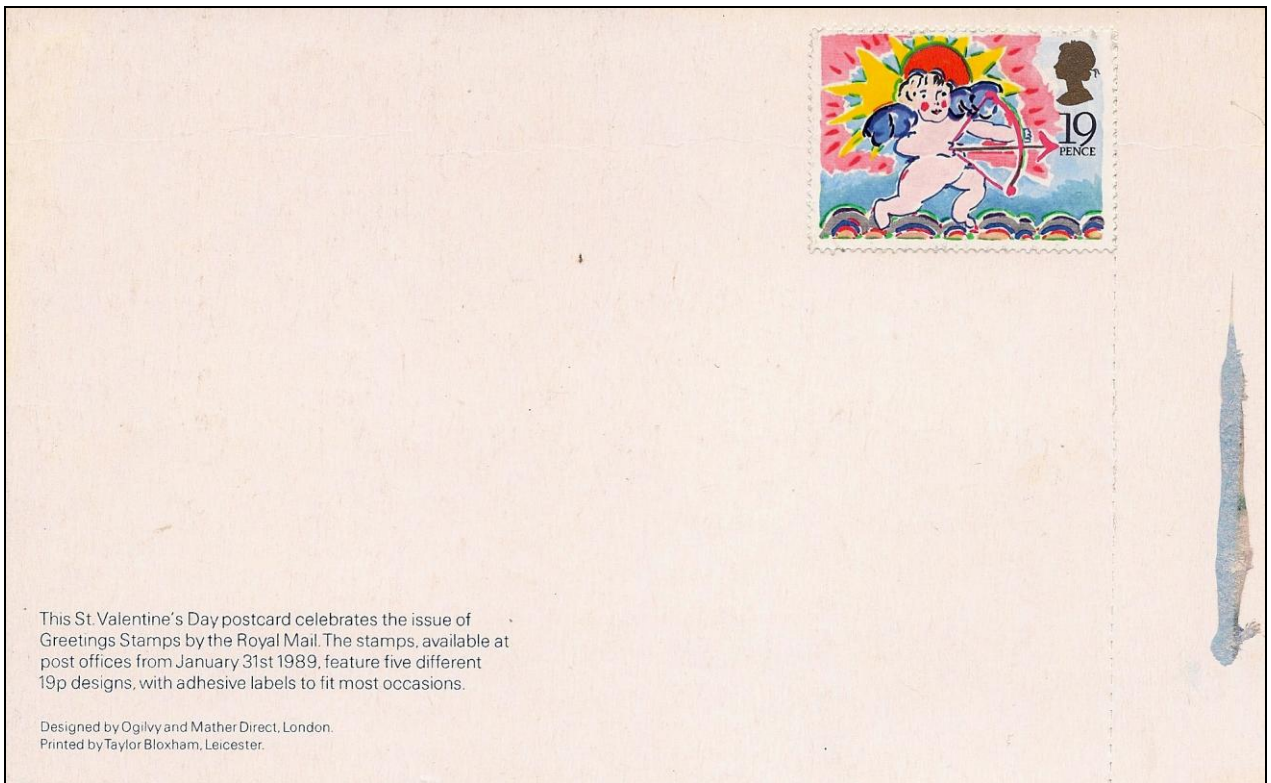
The Cupid design with vertically guillotined edges and torn horizontal edges

1989: Sunday Times Cupid Stamp Postcard Promotion



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Face of postcard. Note vertical rouletting at left that enabled the card to be neatly removed from advert page without being spoiled by the glue line used to affix the card to the advert page



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Reverse of card showing the coil version of the Cupid booklet stamp pre-affixed. Glue residue to right of rouletting indicates where the card was stuck to the magazine page

*BPMA Files*

Any relevant material that may exist comes under the thirty year rule, so was unavailable at the time of compiling this paper in 2010.

*Bibliography*

No specific articles about this promotion have been traced. Snippets exist, but they either add nothing new to the story, or may have helped to act as verification for information already known.

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