

TEACHERS' NOTES

ABOUT THE JOLLY POSTMAN BOOKS

The postal service in fairyland

Janet and Allan Ahlberg wrote and illustrated three *Jolly Postman* books.

They feature a postman who delivers the mail to characters in fairyland.

The Jolly Postman delivers a birthday card for Goldilocks.



Best sellers!

There are three *Jolly Postman* books:

The Jolly Postman,
The Jolly Christmas Postman and
The Jolly Pocket Postman.

Together, they have sold over 11 million copies.

The charm of *The Jolly Postman*

The Jolly Postman series draws on well-known traditional fairy tales and nursery rhymes. Children are familiar with them, and understand the visual jokes and wordplay.

Children understand that the dish and spoon are part of 'Hey, diddle, diddle' without the need for explanation.



Picture books

The Jolly Postman series are picture books where text, illustrations and design are interwoven. The books have won many awards and are much loved by children, writers and illustrators alike.

Where do ideas come from?

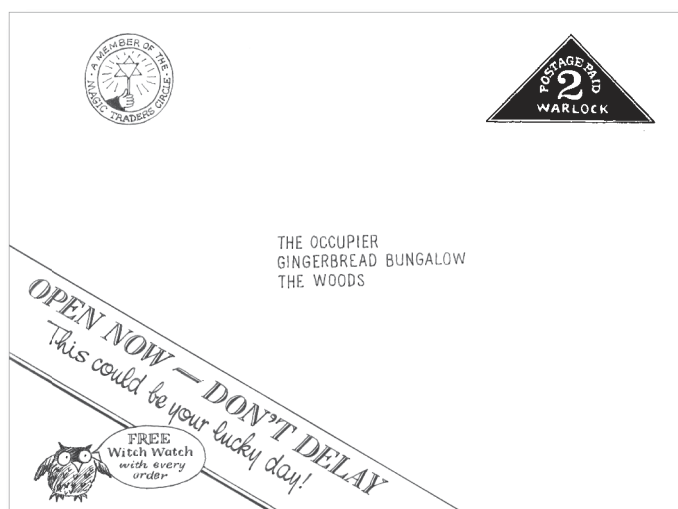
The Ahlbergs said that the idea for the first book came to them when they saw their young daughter playing with envelopes like toys.

Writers often use objects, animals and everyday events to inspire wonderful stories. For example, Beatrix Potter used her pet rabbit as a starting point for *The Tale of Peter Rabbit*.

*'The best ideas I get
just pop into my head'*
Allan Ahlberg



*Three snowmen race
downhill on a sleigh.*



Slogans and adverts

The Ahlbergs noticed how much additional information there is on envelopes such as stamps, postmarks, logos and addresses. They took inspiration from this to create playful letters, adverts, birthday cards and letters for children to pull out and read.

*'I love the way you can
peep into other worlds'*
Michael Rosen,
former Children's
Laureate (2007-2009)



*'The books are full of joyful,
innocent wide-eyed humour'*
Colin MacNaughton,
children's illustrator

The power of words

Allan Ahlberg loves to play on words in jokey ways. The Post Office also uses wordplay and visual jokes on posters and leaflets because it helps to make messages memorable.

This insert from The Jolly Pocket Postman is a play on the word 'circular'.



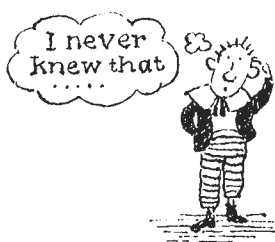
This poster uses a rhyming couplet.



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This poster plays on the word 'trunk'.

POWERPOINT:
The Post Office
use of words



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Illustrations from *The Jolly Postman* titles © Janet & Allan Ahlberg