

Cinderella Corner

Welcome to the first Cinderella Corner for 2018. This year promises to be an exciting period of time to explore the growing range of cinderellas and build further breadth into what is already known about them. As per several previous editions in 2016 and 2017, I will explore and concentrate on one area of cinderella philately in this issue and several others throughout the course of the year.

For well over a century, philatelic societies and organisations have existed and thrived throughout Australia and across the rest of the world. Some of these hold memberships from individuals that celebrate very particular avenues of interest, such as historical postcards originating from a region of the world, whereas others broaden their focus to consider all philatelic matters, such as the Royal Philatelic Society of Victoria, which celebrates 125 years of service last year. Their existences hinge on membership, and many societies have produced their own cinderella labels and poster stamps to advertise their efforts, encourage individuals to join, and celebrate various milestones. Some of



Figure 1

these groups, in fact, are devoted solely to discussing and expanding the knowledge of cinderellas and revenue stamps, including the Cinderella Stamp Club of Australasia, which has existed for more than 30 years. This January issue of Cinderella Corner explores some of these labels created by philatelic societies

from around the world. It is by no means an exhaustive (nor comprehensive) illustration of them. And, given the very nature of this column, some emphasis is placed on cinderella clubs producing and distributing their own cinderellas. These labels are a sort of natural extension to those produced by Australian philatelic dealers and traders, which was the subject of the article from last year's July Cinderella Corner issue. It therefore helps build the narrative of cinderella labels, and also ascertain their firm place in philately.

Cinderella Stamp Club

The Cinderella Stamp Club (CSC) is the largest and most successful cinderella-based philatelic society in the world. It was founded in June 1959 (the very same year that Cinderella Corner initia-



Figure 2

Vito Milana



Figure 3

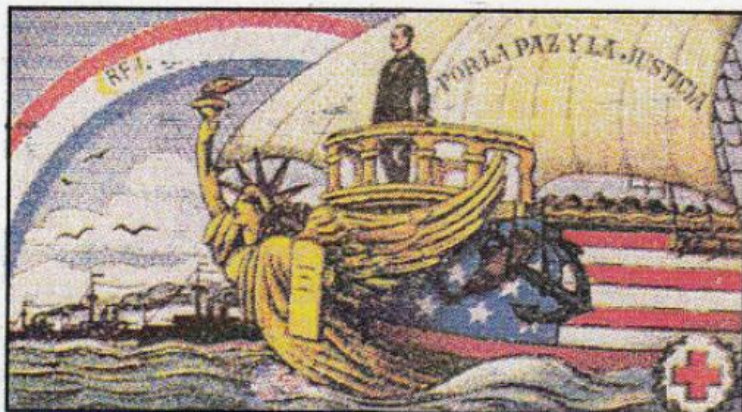


Figure 4

tor, Bill Hornadge, started Stamp News Australasia) and, nearly 60 years later, remains a goliath in its field. Based in the UK, the club welcomes philatelist membership interested in a range of areas, including revenues, Red Cross labels, bogus and fantasy stamps, registration labels and charity seals. To mark various milestones reached by the CSC, members designed and produced several cinderellas. Some of these are now illustrated. Figure 1 shows a label issued in 1980

to commemorate the club's 21st anniversary. The label, coloured in red and white, measures 53mm by 39mm and bears the text: CINDERELLA STAMP CLUB: 1959 – 1980 21ST ANNIVERSARY. DOCKWRA'S POST TERCENTENARY – PENNY POST PAID. Dockwra's post, as mentioned on the cinderella, refers to a private postal service that covered London and surrounds commencing in 1680, 300 years before the formation of the CSC. Its founder, English merchant William Dockwra, utilised an early triangular Penny Post Paid marking on its items, which is also reproduced on the 1980 CSC label. The cinderella was offered free to members and also made its way to other cinderella enthusiasts.

Figure 2 presents a sheet issued by the CSC, nine years later in 1989, to commemorate the club's 30th year of formation. This detailed and fascinating item, with its textual-rich margins, banners the heading: JOIN THE CINDERELLA CLUB and, at the base, gives a list of the different collecting interests of its members, along with costs and membership benefits. Each of the individual labels on the sheet measures 191mm by 178mm and illustrates the 19th Philatelic Congress of Great Britain, held in Brighton from June 13 to 17, 1932. Other details about the sheet



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Figure 5

Cinderella Corner

can be observed in Figure 2. It was also available in other colours. The sheet, in its entirety of 12 labels and intact margins, is rather scarce.

Figure 3 highlights a third and most recent effort of the CSC, nearly 30 years after the 1980 label. Produced in 2009, it measures 29mm by 20mm, is coloured gold, yellow and green, and is perforated 11 on all sides. The text on the label reads: 1959 – 2009 alongside the initials CSC and the number 50. Along with this label, a second unissued colour arrangement of the label was produced and is illustrated in Figure 4. The labels herald a milestone for the society and a triumphant mark in cinderella philately.

Cinderella Publications Label

The colourful and patriotic-rich label illustrated in Figure 5, complete with American motifs including parts of the Statue of Liberty, the American Flag, and USA-coloured rainbow, measures 41mm by 39mm and is multi-coloured. It was produced by Poster Stamp Bulletin Editor and cinderella expert Walter Schmidt. Walter, now in his late 80s and still active in his field, has written some key texts in the area of cinderellas including the famed 1980s publication *Images of the Great War: An Illustrated Catalogue of Delandre's Non-French Military Vignettes 1914 – 1917*.

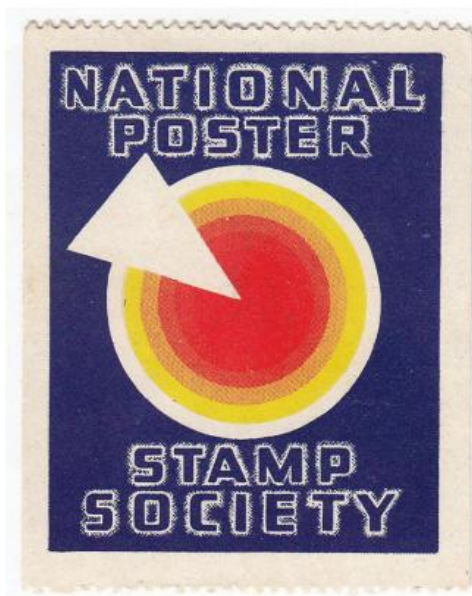


Figure 6

When I receive his monthly Bulletins in the mail, his cinderella always adorns the front on the envelope. Walter's contact details are clearly illustrated on the label, too.

Poster Stamp Societies

There are several poster stamp societies commissioned with the task of creating (and also endorsing) poster stamps and cinderella labels for different worldwide organisations. The National Poster Stamp Society, who published an earlier version of Walter Schmidt's Poster Stamp Bulletin from 1936 to 1951, along with the International Poster Stamp Society, were two such bodies. The labels that they produced are well documented and most are not too scarce for collectors to pursue. The societies also produced their own advertising labels as a means of self-promo-

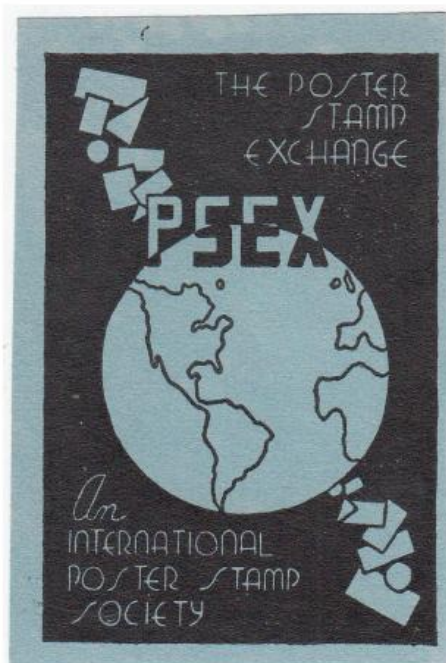


Figure 7



Figure 8

Vito Milana



Figure 9

tion. Figure 6 illustrates one for the National Poster Stamp Society, featuring the organisation's circular logo. It is multi-coloured, measures 46mm by 58mm, and is perforated 12 ½ on the top and bottom. Figure 7 illustrates one for the International Poster Stamp Society. It is coloured blue and black, is imperforate on all sides, and measures 48mm by 63mm. The label shows a globe of the earth with the additional text: THE POSTER STAMP EXCHANGE PSEX. Alongside the black shade, this label was also issued in three other colours: pink, green, or orange. A larger version of this poster stamp, measuring 59mm by 86mm, is illustrated in Figure 8. It is coloured deep blue and gold.

American Stamp Dealers Association Inc.

There are many cinderellas issued by philatelic organisations and plenty feature in catalogues and articles. Purely for the point of illustration, I have decided to highlight one of my favourites. This label, featured in Figure 9, bears the text: THE AMERICAN STAMP DEALERS ASSOCIATION INC. in front of the visage of an American Indian. The label measure 46mm by 33mm, is coloured grey and white and is perforated 11 on all sides. The cinderella is affixed to the rear of a cover postmarked 1922 and addressed to prominent philatelic trader A. H. Davis in Birmingham, England. And, as the printed address details on the flap, it was sent by W. F. Slusser – Secretary-Treasurer A. S. D. A. – USA. Formed in 1914, the ASDA promotes philately and helps recognise and celebrate the efforts of philatelic dealers and traders. The label was

therefore produced in the early years of the ASDA's now century-old history as a means of promoting the society. This is of significance and interest towards better understanding the relationship between philatelic traders and cinderellas, given the correspondence from the ASDA to an international stamp dealer. The label is not particularly scarce but a great addition to any poster stamp collection.

The cinderella labels explored in this Cinderella Corner edition, as aforementioned, offer only a glimpse into the many issued by philatelic organisations, along with their wider affiliations. I welcome any other interesting ones that readers may have to share. These could gladly feature in future 2018 issues.

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