

Cinderella Corner

The World Of 'Australian' Delandre Part I: The Red Cross

Welcome to the January edition of *Cinderella Corner*. This piece explores some of the labels produced by well-known WWI-era Frenchman Gaston "Delandre" Aime Camille Fontanille (11 May 1883 - 1923), commonly known as *Delandre*, that were associated with Australia and the Red Cross. A second article will consider other 'Australian' non-Red Cross cinderellas produced by Delandre, including military, ANZAC, and other unissued ones.

A series of seven texts released over a period of nearly 30 years comprehensively unpack and discuss Delandre's thousands of poster stamps. These are:

IMAGES of the GREAT WAR Volume I: A fully-illustrated Catalogue of Delandre's French Military Vignettes 1914-1917 (1984) by Walter Schmidt.

IMAGES of the GREAT WAR Volume II: An illustrated Catalogue of Delandre's non-French Military Vignettes 1914-1917 (1985) by Walter Schmidt.

IMAGES of the GREAT WAR Volume III: An illustrated Catalogue of Delandre's Red Cross

Vignettes 1914-1917 (1994) by Walter Schmidt and Charles Kiddle.

IMAGES of the GREAT WAR Volume IV: An illustrated Catalogue of Delandre's Vignettes other than Military and Red Cross 1914-1917 (1996) by Charles Kiddle and Walter Schmidt.

IMAGES of the GREAT WAR Volume V: A Volume 1 update with discovered vignettes in colour and ALL new information since 1984; A complete rarity guide and prices; Comprehensive 'Notes'; An illustrated comparison between the Italian Military poster stamps and the Delandre's 'reimpressions' (1998) by Charles Kiddle.

EDITIONS DELANDRE: (Hand Painted) Essays and Progressive Proofs of the French Armed Forces (2009) by Charles Kiddle.

DELANDRE VOLUME VII: A Further Study of the (Hand-Painted) Essays, Progressive Proofs and Issued Vignettes of the French, British Empire and Serbian Armed Forces (2013) by Charles Kiddle.

This article primarily draws upon information in Volumes III, with the permission and assistance of Charles Kiddle in the UK, and I thank him for his wealth of Delandre knowledge offered to me over the course of several years.

Delandre And The Red Cross

Australia's Red Cross was established in 1914 with the arrival of the First World War. Subsidiaries and branches then quickly spread countrywide and national and local labels were produced in the millions.

While several hundred different Red Cross labels were produced by Delandre, as identified and

meticulously catalogued in Volume III, three different designs exist for Australia: two for Melbourne and one for Sydney. These are now explored.

Melbourne Type I

Figure 1 illustrates the first of two Melbourne Red Cross labels. Perforated 11, measuring approximately 27mm x 37mm and multicoloured, it features the text: *VENDU*



Figure 4



L-R Figures 1, 2 & 3



L-R Figures 5, 6 & 7

AU PROFIT DES BLESSES FRANÇAIS / MELBOURNE. The English translation reads: *SOLD FOR THE BENEFIT OF THE WOUNDED FRENCH.* The 1916 label features a dominate central Red Cross draped with the French and Australian flags. The bottom left of the cinderella also features the initials of the label's designer, G. Chanorier. In Volume III, the label is given the catalogue reference 30.1. Figure 2 illustrates the imperforate variety of the label. The Melbourne Type I is also known to exist in two black and white proof versions. One example, also drawn from Volume III, is illustrated in Figure 3 and measures 50mm x 70mm. It is reproduced with permission from Charles Kiddle.

Melbourne Type II

The Melbourne Type II Red Cross label, along with

several variants, forms a more intricate landscape than the Melbourne Type I, one. These are much more common than the labels illustrated in Figures 1 and 2. Figure 4 illustrates a strip of three of the Melbourne Type II labels. Each measures approximately 27mm x 39mm and is coloured black, red, white and flesh colour. Each 1916 label also has the text: *MELBOURNE / VENDU AU PROFIT DES BLESSES FRANÇAIS.* From left to right, they present three unique variants, as identified in Volume III. The far left, identified as 31.1.1, presents a white 'oblong' on the right frame next to AIS. The middle label, identified as 31.1.2, presents no white 'oblong' and no bottom line. The far-right label, identified as 31.1.3, presents a short black horizontal line between the soldier's legs. The strip is perforated 11 on all sides, and the label is also available perforated 13 on all sides, with an example illustrated, as 31.1.2,

in Figure 5. This cinderella also exists in a much rarer imperforate form, as illustrated in Figure 6. The Volume III catalogue also lists, as references 31.2.1, 31.2.2, and 31.2.3, examples of the label coloured black

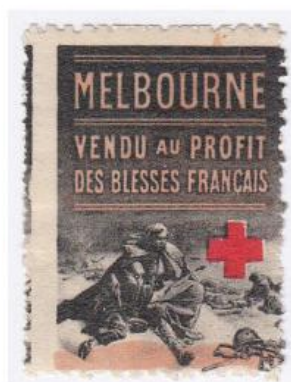


Figure 8



Figure 9

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with a pink cross. An example, identified as 31.2.3 (given the presence of the short black horizontal line between the soldier's legs), is illustrated in Figure 7. Volume III furthermore lists an 'intense black' proof variety. An unlisted variety is illustrated in Figure 8. Perforated 11 on all four sides, it shows an intense shade of flesh colour throughout. Another interesting variant can be noticed in Figure 9. The middle label in this strip of three shows a 'dripping Red Cross' along with several red marks in the battlefield scene. Utilising the cataloguing system offered by Walter Schmidt and Charles Kiddle in Volume III, the following can be deduced for major types and variants identified in the Melbourne Type II Red Cross cinderella:

Catalogue reference (actual and deduced)	Additional markers	Description
31.1.1	Perforated 11	Black, flesh and Red Cross
31.1.2	Perforated 11	Black, flesh and Red Cross
31.1.3	Perforated 11	Black, flesh and Red Cross
31.1.1	Perforated 13	Black, flesh and Red Cross
31.1.2	Perforated 13	Black, flesh and Red Cross
31.1.3	Perforated 13	Black, flesh and Red Cross
31.1.1	Imperforate	Black, flesh and Red Cross

31.1.2	Imperforate	Black, flesh and Red Cross
31.1.3	Imperforate	Black, flesh and Red Cross
Unknown	Imperforate	Artwork / Proof – intense black
31.2.1	Perforated 11	Black and pink Red Cross
31.2.2	Perforated 11	Black and pink Red Cross
31.2.3	Perforated 11	Black and pink Red Cross
31.2.1	Perforated 13	Black and pink Red Cross
31.2.2	Perforated 13	Black and pink Red Cross
31.2.3	Perforated 13	Black and pink Red Cross

The strip of three Melbourne Type II labels feature on a large sheet of 126 Delandre poster stamps (9 x 14) measuring approximately 561mm x 380mm. Most of the labels, both Red Cross and non-Red Cross, are repeated in duplicate with a total of more than 50 different labels represented. An illustration of the top left of this sheet is presented in Figure 10. Of note, the far-left label (i.e., 31.1.1 or 31.2.1) always bears a printer's mark, as a cross, in the left wide margin. A clearer example of this feature is illustrated in Figure 11.

Sydney

The third and final Red Cross design type (and perhaps the most common of the three) is aligned to Sydney. Figure 12 illustrates this multicoloured cinderella, which was designed by B. Crété, a French artist active throughout Paris in the early 19th Century. Featuring the word *SYDNEY* and a small Red Cross, the 1916 label illustrates an Australian bush scene featuring three kangaroos and a large cockatoo perched in a tree. The label measures approximately 27mm x 40mm and is roughly rouletted 21; it also exists in a much rarer imperforate form (as illustrated in Figure 13). Both varieties are identified in Volume III as number 61.1. Varieties in the blue colour also exist (identified as number 61.2) and a larger 75mm x 105mm hand-paint-



Figure 10

Vito Milana



L-R Figures 11, 12, 13 & 14

ed essay is also known, with a photocopy of this scarce item illustrated in Figure 14.

Of further note, all three Red Cross labels are referenced in Mosbaugh's *Red Cross Seals of the World Catalogue* under the section *DELANDRE EDITIONS*. In this important text on Red Cross cinderellas, the following information is offered:

Melbourne Type I – dated 1916 and allocated the catalogue reference numbers 77.1 (perf.) and 77.2 (imperf.).

Melbourne Type II – dated 1916 and allocated the catalogue reference numbers 76.1 (perf. 11), 76.2 (perf. 13½), and 76.3 (imperf.).

Sydney – dated 1916 and allocated the catalogue reference numbers 78.1 (roul. 21) and 78.2 (imperf.).

Perforated versions of the two Melbourne labels are also illustrated in Mosbaugh's catalogue.

Delandre Album

In addition to Delandre's enormous landscape of poster stamps, he also produced an album to house many of them.

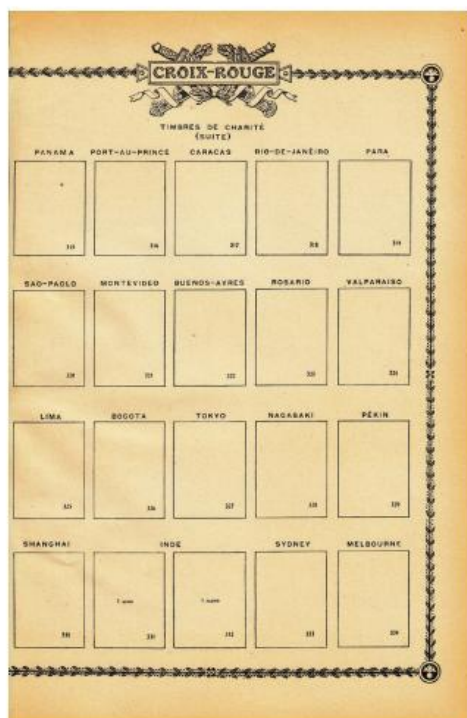
Titled *Guerre de 1914*

ALBUM des Timbres del Guerre, the beautifully crafted album offers space for two of the three Australian Red Cross types, as illustrated in in Figure 15. As noted, the Sydney cinderella is labelled number 333, and the Melbourne cinderella is labelled number 334. The labels, affixed in their spaces alongside a few other Red Cross labels on the allocated page, is illustrated in Figure 16. Given the elusiveness and far greater scarcity of the Melbourne Type I label, it is likely that the 334 space provided was for the Melbourne Type II cinderella, as illustrated in Figure 16.

Conclusion

The field of Delandre is diverse and complex. His

labels number in the 1,000s, and many remain undiscovered. Delandre's production of Red Cross labels is particularly fascinating: the French Red Cross commissioned him to produce labels to help raise funds yet, despite selling many cinderellas, Delandre failed to pay the Red Cross any proceeds. He was subsequently arrested in 1917 and died in jail, in 1923. A future issue of *Cinderella Corner* will continue the Delandre narrative by considering other examples of his 'Austrian' labels. Feedback, as usual, is welcomed.



L-R Figures 15 & 16