

Cinderella Corner

Welcome to the February issue of Cinderella Corner. The feature of this piece is an extended investigation into a World War One-era Australian Red Cross label. This is then followed by a large Nestle's label dating 1937.

1915 Red Cross

Red Cross labels, both nationally and internationally, are no stranger to Cinderella Corner. They form a genuine staple in the philatelic archives regarding charity and patriotic labels produced in Australia and, since its inception in the 1970s, this *Stamp News Australasia* column has featured many different Red Cross cinderella labels.

In 1914, Australia's Red Cross counterpart was established 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. Of those produced during the WWI-era, only a handful of different ones are known and usually featured state-wide patriotic efforts. Ray Mosbaugh's Red Cross catalogue and Alan Jackson's famed *World War One Patriotic Labels of Australia and New Zealand* offer some insight to material the heralds from this time.

One such label, as presented in Figure 1, appears in the latter of these catalogues. This remarkably scarce item, coloured in simple red and white, was issued shortly after the Australian Red Cross was formed and illustrates the acronym-rich text: *R.A.O.B G.S.B TO AID RED CROSS FUND WESTERN AUSTRALIA*. The cinderella measures **XXmm** by **XXmm** and is perforated **XX** on all sides. The additional text of *1D* appears in the top left and top right, with red crosses presented below each. The central motif is unmistakably common for the time: a wounded soldier with hat removed and gun to his side, while



another soldier remains on guard in front of him.

The organisation tied to the label has a rich and fascinating history which renders the cinderella even more appealing. The R.A.O.B. is the Royal Antediluvian Order of Buffaloes, a Masonic body formed in the United Kingdom nearly 200 years ago in 1822 and has since spread throughout the British Commonwealth, with lodges forming in Australia, Canada, India and New Zealand. It remains one of the largest fraternal organisations in the United Kingdom.

A total of 500,000 of the cinderellas were printed as of July 25, 1915 in order to aid the Red Cross Fund. The RAOB GSB (Grand Surrey Banner) helped raise money for the Red Cross Fund (Western Australia Branch) through the production of the labels which were printed, sorted and bound by several volunteers. They were sold at 1D each and printed in books of 24. At the time, the RAOB was situated at 9 Pier

Vito Milana



Street in Perth and over 20,000 booklets were printed. It was reported that the total cost of the labels was less than 20 pounds yet the return, if all the cinderellas were sold, would be in the excess of 2,083 pounds. There was also a competition issued where a collector who purchased the most 'stamps' would be awarded a suitably inscribed medal.

One way the RAOB garnished support for their fundraising efforts was with the enlistment of the help of 'Toby', a faithful dog owned by R.A.O.B. Buffalo Reg. Harrison. Toby was seen on the streets of Perth with some of the volunteers pulling a miniature ambulance with *Buffalo Collector TOBY - RED CROSS* painted on the side. Members of the public could purchase the stamps via Toby and his helpers. Funds that were raised helped return wounded soldiers from the frontline and provide them with a range of necessities. The grand secretary, J. C. Plater, was also available at the time to answer

any queries about the patriotic effort. While a seemingly large number of these cinderella labels were produced in 1915, like many of the WWI-era Australian cinderella labels that *deal with* patriotic and austerity themes, not many of them, unfortunately, have survived.

Mosbaugh's catalogue does not list this item and Jackson's catalogue references it as A31. Jackson also notes that the earliest known example of the label cancelled on cover is postmarked 29 June 1915 (Subiaco, Western Australia). An example of the label cancelled on the front of a cover postmarked 5th August 1915 (addressed from Perth, Western Australia, to Bendigo, Victoria) is illustrated in Figure 2. Another publication from 2013, *Australia's Red Cross: WWI Rarities and WWII Lady Gowrie and Duchess of Gloucester* (Joseph D. Ward with Vito Milana) also features a coloured copy of the cinderella.

While Australian WWII and Inter-War period

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Red Cross cinderellas are bountiful and regularly creep into the philatelic market, those that pertain to World War One are much scarcer and seldom seen. If found, they should adorn a collection of war material as they help form a rich tapestry of understanding of Australia's early charitable and fundraising efforts.

1937 Nestlé's Cheese

The brand Nestlé, headquartered in Switzerland, was founded 150 years ago in 1866 by Henri Nestlé (10 August 1814 – 7 July 1890). Since this time, it produces a range of products including snacks, dairy products and baby food. It has locations in nearly 200 countries and formed an Australian base in 1908.

Figure 3 illustrates a larger Australian cinderella label, measuring **XXmm** by **XXmm**, advertising a Nestlé product. It is wonderfully multi-coloured with yellow, green, white, black, brown and grey colours within its white frame.

It is rich in text, presenting the following:

NESTLÉ'S CRUSTLESS CHEDDAR CHEESE
The Cheese with the DISTINCTIVE FLAVOUR
AN EMPIRE PRODUCT

It is affixed to the front of a cover postmarked 26 January 1937 (Adelaide, South Australia).

While the cover dates early 1937, the Nestlé product, Crustless Cheddar Cheese, was available in Australia from at least 1933. It was also one of the showcase pieces of Nestlé in the October 935 Perth Royal Show.

The Nestlé cinderella label is iconic given that it advertises a product from a brand cemented in Australia for over 100 years. It would have been offered for free for various businesses to attach them to letters and other written forms of correspondence. I welcome other examples of cinderella labels that advertise Nestlé products in Australia.



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An Invitation

It is with great pleasure that **Logan City Philatelic Society** invites your Club to attend our **Annual Stamp Day** to be held on Sunday February 19, 2017 at the Senior Citizens Hall, Jacaranda Avenue, Logan Central.

This auspicious event will be officially opened by our Society Patron, Councillor John Raven
The program for the day includes the following:

- **Stamp Auction.** Lots will be accepted from 9.00 am
- Viewing of Auction Lots at 10.30 am with the Auction taking place after lunch.
- **A Bargain Table** will be provided (Please note nothing over \$5.)
- **Lucky Door Prizes** and a Canteen will be open to provide food and drinks.

We encourage and welcome all Stamp Club members and their Exchange Superintendents to attend and to bring your Exchange books with you. For your interest we have arranged for at least five Stamp Dealers to be in attendance on the day.