

Cinderella Corner

'Back To...' Part 3 (1933 – 1960)

Welcome to the February edition of Cinderella Corner. This piece continues the narrative from the previous 2018 March and April editions, exploring some more of the *Back to* cinderella labels that have helped celebrate the actions and milestones of an array of towns throughout Australia. The seven different cinderella labels in this piece cover various years, from 1933 to 1960, with a noticeable concentration in 1957. Along with the 19 different *Back to* labels explored last year, these 26 cinderellas are surely not an exhaustive account of all the different ones that exist under this *Back to* theme. Several more will also be explored next month, in a fourth instalment. As usual, I welcome any feedback about the *Back to* labels and look forward to seeing different types of them as they emerge.

Back To Wodonga

Wodonga is a town situated on the border of Victoria and New South Wales, which was established in 1852 as a customs post with Albury, on the other side of the Murray River. It then grew as a town following the opening of the first bridge across the Murray River in 1860. The cinderella label illustrated in Figure 1 was issued in late 1951 to welcome the centenary of Wodonga. It measures approximately 34mm x 21mm, is coloured red and cream, and is perforated 11 on all sides. The cinderella features the shield-enclosed text: *BACK TO WODONGA / 9th – 17th NOVEMBER, 1951*

The 'Back to Wodonga' festival ran, in November, for nine consecutive days.

Back To Warracknabeal

The wheatbelt town of Warracknabeal is situated in North-West Victoria. It was founded in the late 1850s with a Post Office opening in 1861. Prior to the arrival of Europeans, the district was occupied by the Wotjobaluk Aboriginal group. The cinderella label illustrated in Figure 2 was issued in late 1957 to welcome European natives home to celebrate the centenary of the town. It measures approximately 55mm x 21mm, is coloured cream and navy, and is rouletted 10

on two sites. The simple text on the label reads: *BACK TO WARRACKNABEAL / November 13 – 17, 1957*

The Back to Warracknabeal festival ran for 5 days, in November 1957.

Back To Bourke

The historically iconic Bourke, situated on the Darling River, is a town in the north west of New South Wales with its earliest European settlement dated to 1835. The cinderella label illustrated in Figure 3 was issued in late 1936 to help celebrate the town's centenary and, as noted in some articles, debunk views of Bourke as unpleasant and dusty. It measures approximately 36mm x 25mm and is imperforate on all sides. The

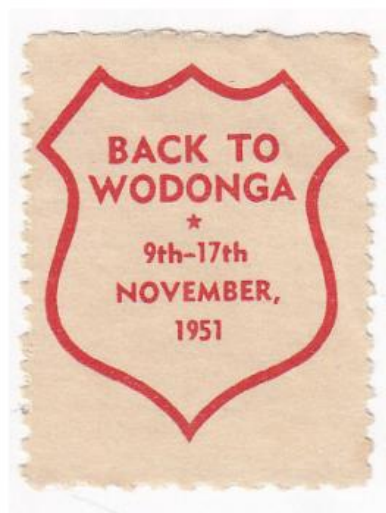
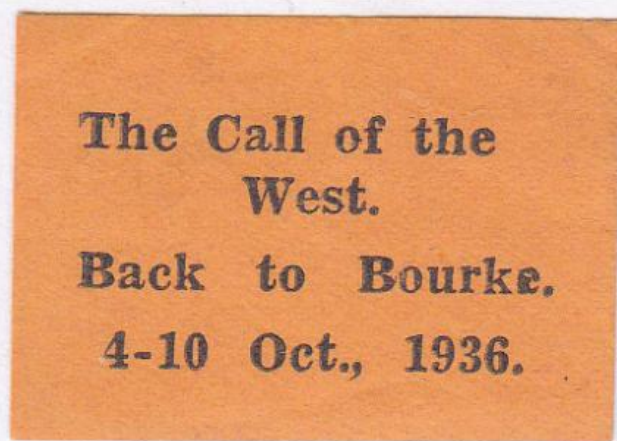


Figure 1

Left: Figure 2
Below: Figure 3



Vito Milana

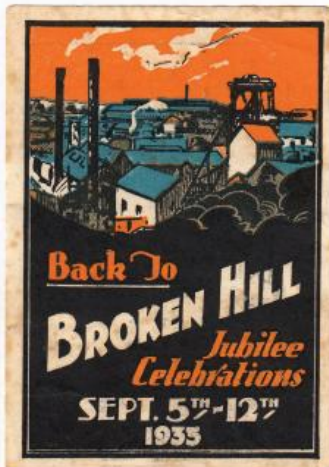


Figure 4

label features the text:
*The Call of the West.
Back to Bourke. 4 –
10 Oct., 1936.*

The festival ran for one week in 1936, stretching from the 4th to 10th of October.

Back To Broken Hill

Broken Hill was established in 1883 as

a small mining town in the western outback of New South Wales, and has since had a rich role to play in Australia's mining and wider economic landscape.

The cinderella label illustrated in Figure 4 was issued in 1933 to help celebrate the town's 50th anniversary. It measures approximately 47mm x 66mm and is imperforate on all sides. The label is coloured blue, black, orange and white and features an aerial view of Broken Hill, complete with a mining rig observable in the top right. The text on the cinderella reads: *Back To BROKEN HILL Jubilee Celebrations SEPT. 5TH – 12TH 1933*

The week long jubilee celebrations comprised of several key events and ran in early September. They were reported as most successful.

Back To Sale

Sale (previously known as Flooding Creek), in the Gippsland region of Victoria, was credited as being discovered by Angus McMillan in 1840, before being renamed to Sale in 1850. During its early years, it benefitted significantly from the gold rush and thereafter grew significantly as a town. The cinderella label illustrated in Figure 5 was issued in 1957, more than a century after the town was officially

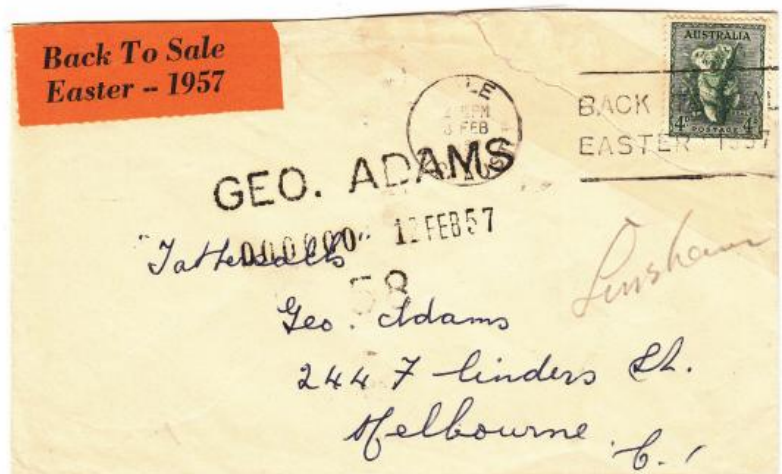
Top: Figure 7
Right: Figure 8



Figure 5

recognised as 'Sale.' It encouraged natives to return as part of Easter celebrations held at the time. The label measures approximately 44mm x 17mm and is rouletted 10 on all sides. It is coloured orange and black and presents the text: *Back To Sale / Easter -- 1957*

An example of this cinderella affixed to the front of a cover is illustrated in Figure 6. Addressed to the CBD in Melbourne and with a Sale postmark, it also



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features the matching slogan: *BACK TO SALE EASTER 1957*.

Back To Bacchus Marsh

Bacchus Marsh, situated in Victoria, was established by early European settlers in 1836 and was created a district in 1862. It is a significant producer of fruit and vegetables and exports produce throughout the State. The cinderella label illustrated in Figure 7 is tied to the reverse of a cover, postmarked at Bacchus Marsh. It measures approximately 55mm x 22mm and is rouletted 11 on two sides. The cinderella is coloured pink and black and presents the text: *12th to 20th OCTOBER, 1957 / "Back To Bacchus Marsh"*

Similar to the Back to Sale festivities, the Bacchus Marsh ones were also celebrated in 1957. Of further note, there was also a *Back to Bacchus Marsh* event that ran in late October, 1930.

Back To Merbein

White settlement commenced in Merbein, previously known as White Cliffs, in 1909. It is situated just north of Mildura, Victoria, and population numbers are noted as having dropped shortly after the end of World War II. The cinderella label illustrated in Figure 8 measures approximately 38mm x 28mm and is rouletted 11 on two sides. It is coloured navy and cream and features the text: *BACK TO MERBEIN 1909 – 1959 / Aug. 14-21, 1959*

The label marked *Back to* celebrations for the 50th anniversary of the town, welcoming natives to return and celebrate for a week in August, 1959.

Conclusion

The *Back to* cinderella labels in this article help to



Figure 9

further capture some of Australia's past, following early European settlement, and shed some insight into a variety of towns scattered across the land.

They were issued in Australia as early as 1917, and were then

produced as a means to encourage natives of a town to return (normally during set festivities) for a visit, and they were often tied to milestones and events, including anniversaries, fundraising fetes and fairs. As noted last year, the earlier patriotic types also had a broader war-theme, as, for a few key towns, they were available during the later years of World War I and aligned with festivities in the town to support (and fundraise) for returning Australian soldiers, including the selling of badges and lottery-style competitions. Next month's Cinderella Corner will help explore a few more of these *Back to* labels and thereby further broaden the landscape of some of Australia's historical towns.

Ballarat Philatelic Society – 2019 Cinderellas

Having formed over 110 years ago in 1904, the Ballarat Philatelic Society is regarded as one of the oldest active clubs in Victoria. To help commemorate several milestones reached over its rich history, the Society is issuing a number of limited high quality cinderella labels, the first of which was discussed in last year's September 2018 *Cinderella Corner*. These have been designed by club members and draw upon the images from the infamous 'Back to Ballarat' labels.

The second cinderella, to be released next month, will commemorate the Ballarat Begonia Stamp Fair, and an example of this, as a block of 4, is presented in Figure 9. This label will be produced by well-known printer Juergen Schwarz in fully gummed and hand-perforated sheets of 30. A small amount will also be available imperforate. Following this second release, three further labels are planned for release.

Further information about these upcoming high quality labels can be obtained by emailing Jack Van Beveren at the Ballarat Philatelic Society on annejack3@bigpond.com.



Figure 8