

# Cinderella Corner

## Back To...Part 1 Of 2 (1917)

Welcome to the third edition of Cinderella Corner for 2018. As we welcome the first month of Autumn in Australia and, hopefully, continue to embrace some post-summer sun, we might return to our families, make some visits abroad, and, in doing so, remember our heritage. This article somewhat pays homage to these moments of fleeting nostalgia we all, ever so often, feel. Whether it is the aroma of a meal we encounter that is like what our parents once cooked, or a memory-laden drive through the town we lived in throughout our childhood, there is often a longing to return to these places and embrace the memories of yesteryear. One class of cinderellas that captures the very notion of the past and the towns and places we once belonged to, are the self-titled 'Back To' labels. They are numerous, often colourful, and illustrate several locations ranging from small country communities to bustling cities. In Australia, these were issued as early as 1917 and were produced 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. The earlier patriotic types

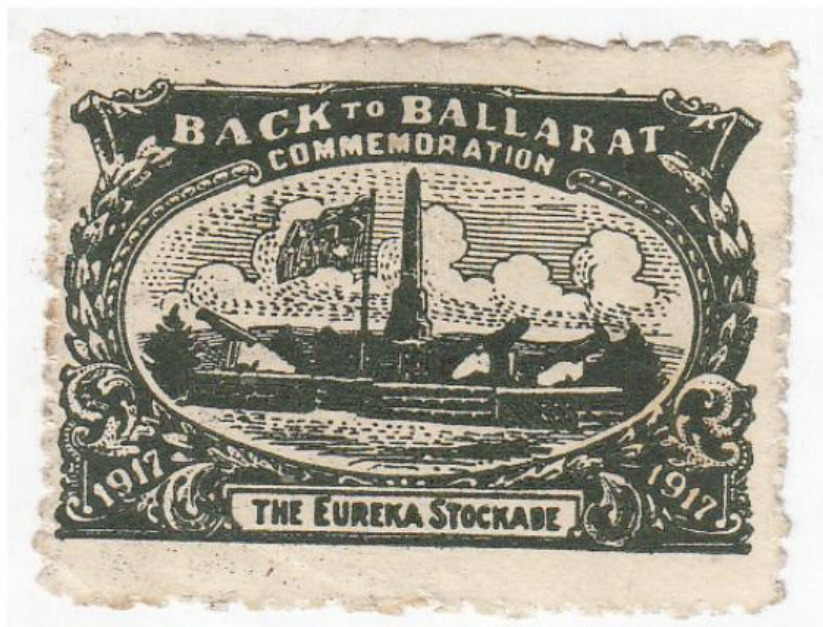


Figure 1

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.

This Cinderella Corner edition explores some



Figure 2



Figure 3

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Figure 4

of the key Back To labels that were issued in 1917, with a focus on some of the scarcer types. It will continue, and be completed, into next month's April edition, with a look at some of those produced from 1918 until 1946. It is, with absolute certainty, understood that many other types of these cinderellas exist under the umbrella of this broad group, and I hope that some readers have different examples to share. Of these labels, it appears that many were affixed to advertising covers that promoted the actions and landmarks of a number of these towns.

## Back To Ballarat

The Back to Ballarat cinderella labels are rather elusive, with pockets of information available about them. These are mainly drawn from two key sources: Alan Jackson's 1987 text *First World War Patriotic Labels of Australia and New Zealand*, and the October 2006 Cinderella Philatelist article *Australia:*

*1917 Back to Ballarat*. The latter piece draws on photocopies of material supplied to the Cinderella Philatelist by the late Captain John Love of South Australia, whose patriotic cinderella labels I purchased in an auction some years ago. Along with their *Back to Bendigo* and *Back to Maldon* counterparts, they are very scarce and highly desirable additions for the cinderella collector.

There are five different views from the Back to

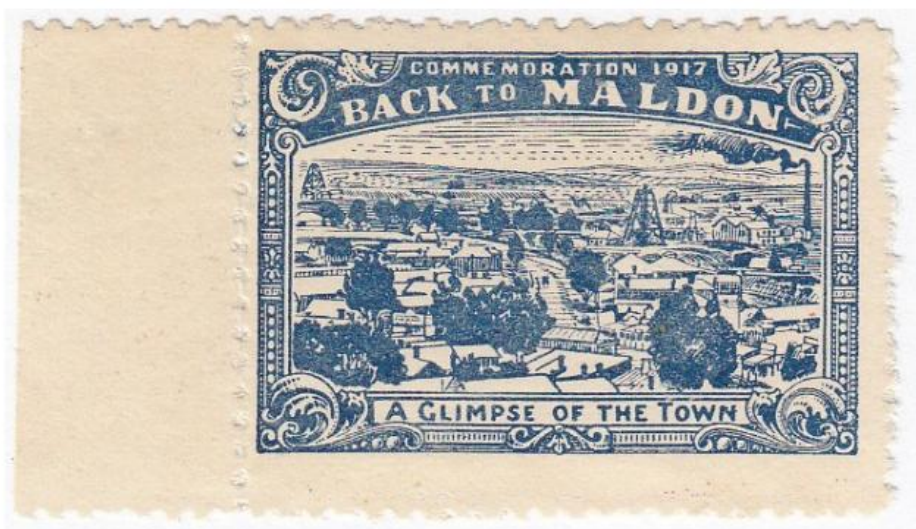


Figure 5

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Ballarat series. These are as follows:

- The Eureka Stockade
- The Post Office
- The Flight from Pompeii
- Sturt Street and Town Hall
- Lake Wendouree

Figures 1 to 3 illustrate the first three of these views from this series. Figure 1 shows 'The Eureka Stockade' and Figure 2 illustrates the 'The Post Office', a grand building erected in 1858. Each of the five different labels herald the banner text 'BACK TO BALLARAT COMMEMORATION' along with the year 1917. They measure 40mm by 35mm and are perforated 11 on all sides. In Figure 3, a barely visible reproduction of the text THE FLIGHT FROM POMPEII is also presented at the base of the illustrated statue (which is currently housed in the Ballarat Gardens).

The arrangement of a complete sheet of the Back to Ballarat labels is not known, yet some information regarding part of its layout is apparent from a se-tenant block of 15 of these cinderellas sold in an Australian Auction in 2005. This possibly represents a complete offering of the labels, but this too is uncertain. The block consists of the five different views, as abovementioned, with each view presented in three different colours (from left to right on the block): blue, red, grey-olive. The pane in mention has a selvedge on the left and top sides only, suggesting that a full sheet was made up of four of these panes.

The nature of these labels is complicated further by the existence of a strip of three of The Flight of Pompeii labels in a slightly different arrangement: pale olive (top), deep blue (middle), pink (bottom). The slight differences in the three colours, and a change in their ordering, suggest that they represent

part of a different printing. Colour differences are made more apparent in the examples offered in Figure 4. Here, the examples of the blue in the provided The Post Office and Flight from Pompeii cinderellas are much more profound than that in the cinderellas illustrated in Figures 2 and 3, respectively.

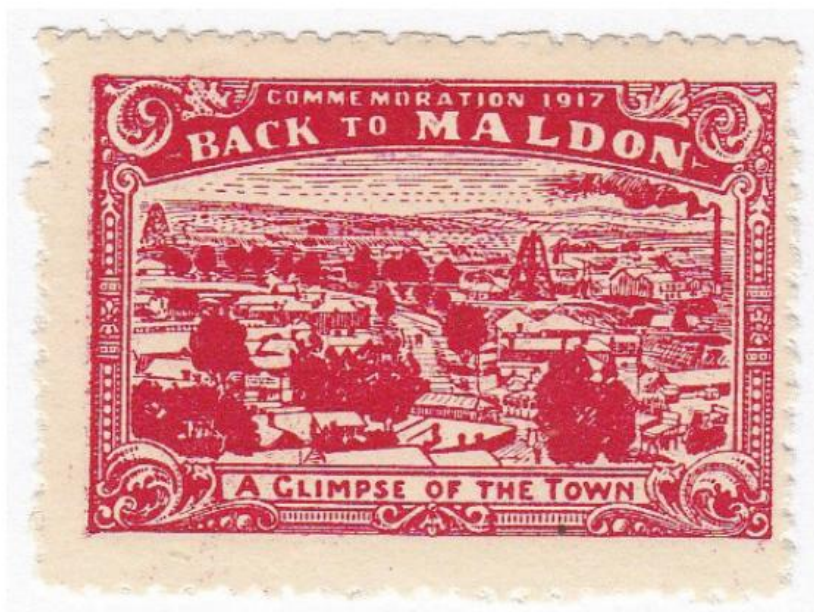


Figure 6

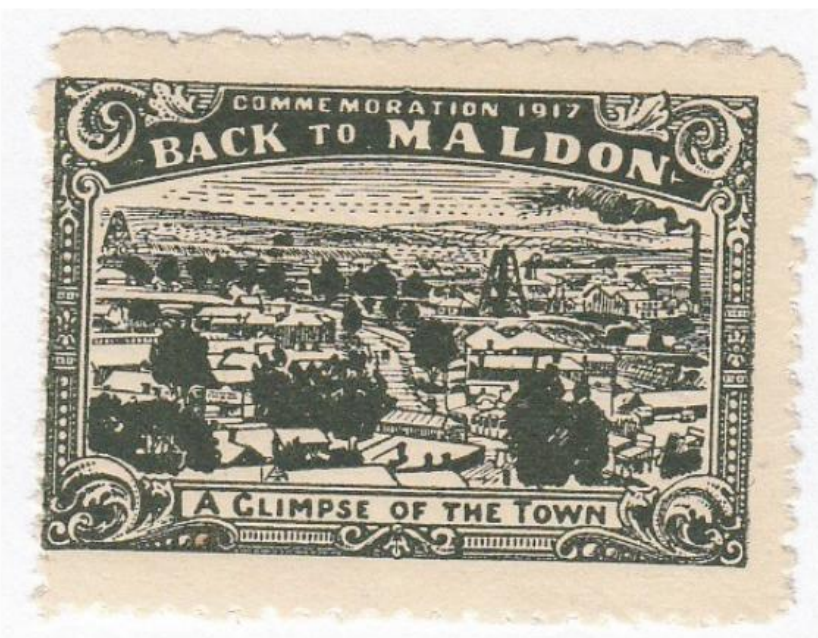


Figure 7

# Vito Milana



Figure 9

## Back To Maldon

Figures 5 to 7 illustrate one of the Back to Maldon designs, namely A Glimpse of the Town, issued in three different colours: red, blue and grey-ish olive. Along with another view, The Southern German Gold Mine, illustrated in Jackson's text, the two types unlikely reflect a complete representation of different labels issued for this town: they are strikingly similar to the Back to Ballarat ones and given the proximity of the towns, likely shared the same printer and printing processes. One key difference between the two groups of cinderella labels is that the year 1917 features in the title of the label for the Maldon ones, yet is repeated, twice, in the bottom parts of the Ballarat ones. Like the Ballarat cinderellas, the three Maldon illustrated in Figures 5 and 7 measure 45mm by 30mm and are perforated 11 on all sides. They were also once joined, demonstrating the same left to right colour sequence as the Ballarat cinderellas: blue (left), red (middle), greyish-olive (right). Further information is clearly needed to build more breadth to the Back to Maldon series.

## Back To Bendigo

Within proximity to Ballarat and Maldon lies Bendigo. This populous Victorian town also issued labels similar to the earlier two discussed groups. One

such example (the only one I know of) is illustrated in Figure 8, with a view of Pall Mall. It has a clear 4:30pm – May 16, 1917 postmark. It is also coloured red, and measures 45mm by 30mm, with 11 perforations on all sides. Its design more closely resembles the Ballarat ones, rather than the Maldon cinderellas, given the double presence of 1917 in the bottom. The different colour schemes and sheet arrangements for this label are unknown, but it is likely that they reflect the Back to Ballarat and Back to Maldon sets.

These 1917 labels across the three towns in Victoria are truly fascinating and much is needed to develop a more complete picture about them. If any readers have further examples of these labels, I would love to know.

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