

# Cinderella Corner

## Philately And Music

Welcome to the fourth *Cinderella Corner* piece for 2019. This article features the world of music, a topic that will be revisited in a later issue. Music permeates all cultures, past and present, and has varied significantly across the world, with even the most isolated tribal groups having some sort of music embedded into their social and cultural landscapes. This *Cinderella Corner* explores some Australian labels, all on covers, which celebrate different aspects of music. These cinderellas help further shape, thanks to philately, the environment of music in Australia over time. They are by no means an exhaustive account of what exists in this field, but rather present a snapshot of some material that has surfaced over the years. As usual, I welcome any feedback about these music-related cinderella labels and look forward to seeing different types of them emerge.

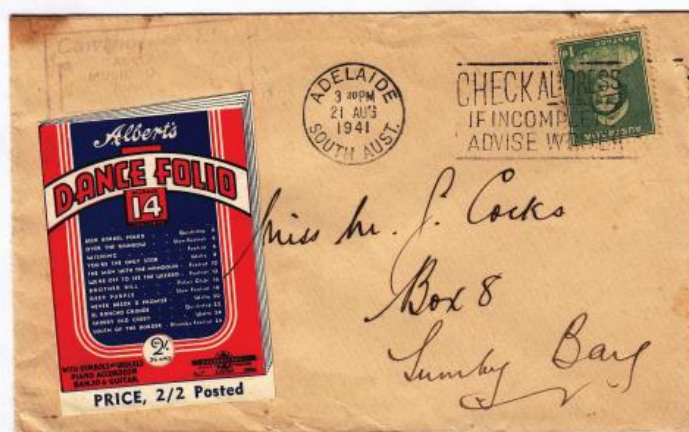
## Albert's Dance Folio

Albert's Music, formerly J. Albert & Son, is an Australian Company with a primary interest in music publishing and production. It was established in the late 1800s when Jacques Albert, a Swiss migrant, began importing and selling a range of musical instruments with his son, Frank. They then opened a shopfront, in 1902, in King Street, Sydney.

The cinderella label illustrated on the cover presented in Figure 1 highlights one of J. Albert & Son's music publications: the *Dance Folios* catalogues. This series of sheet music were published throughout the 1930s to the 1950s, with several volumes offered yearly. The imperforate *Dance Folio* cinderella in Figure 1 measures 45mm x 65mm, and contains the text: *Albert's DANCE FOLIO NUMBER 12 / WITH SYMBOLS FOR UKULELE PIANO ACCORDEON BANJO & GUITAR / PRICE, 2/2 POSTED ANYWHERE*

The label also contains the contents for the volume, namely 12 different songs, along with their page numbers. The label dates to the late 1930s and is affixed to an Adelaide cover postmarked 8 December 1938.

A similar label is illustrated on the cover pre-



Top to bottom : Figures 1, 2 & 3

sented in Figure 2. Coloured blue, red, white and black, and imperforate, it measures 45mm x 65mm and features the text: *Albert's DANCE FOLIO NUMBER 14 / WITH SYMBOLS FOR UKULELE PIANO ACCORDEON BANJO & GUITAR / PRICE, 2/2 POSTED*

# Vito Milana



1941. The cover also features a *Cawthorne's Limited* handstamp on the front, a music store which sold music-related products (including copies of *Dance Folio*).

It is likely that other *Dance Folio* cinderellas exist from editions prior to Number 12 and following Number 14; I welcome any illustrated examples of these.

## Russian Orchestra

As heralded in a news article dated 1967, *The Osipov Balalaika Orchestra of 65 together with stars of the Bolshoi Opera and Russian Ballet* was the most tremendous of all the Soviet attractions. It was presented in several major Australian cities from April 1967, and was met with acclaim, as it charmed the crowds with several performances involving Russian folk music.

The cover illustrated in Figures 3 and 4 is postmarked 31 January 1967 and contains, on its reverse, a cinderella promoting the forthcoming nationwide Russian show. Coloured red and white and rouletted 9 on two sides, the 57mm x 40mm label features the text: *The OSIPOV BALALAIIKA RUSSIAN ORCHESTRA OF 65 together with stars of the BOLSHOI Opera and RUSSIAN BALLET*

The label is scarce and a wonderful reminder of the touring presence of international musicians and performers, throughout Australia, over 50 years ago.

## The Woodpecker Song

The *Woodpecker Song* was originally an Italian song, with the music written in 1939 by Eldo di Lazzaro. The English lyrics were then penned a short time later by American lyricist Harold Adamson. It then became a hit in 1940, performed that year by several successful artists and groups, including The Andrew Sisters.

The cover illustrated in Figure 5 is postmarked in Adelaide on 13 February 1941 and contains a cinderella label on its front advertising *The Woodpecker Song*. This label is imperforate and measures 39mm x 55mm. It is coloured green, brown, burgundy and cream and features the text: *World-Wide Novelty Song Success / The Woodpecker Song / PRICE 2/. PER COPY*



Top to bottom : Figures 4, 5 & 6

The label also contains the contents for the volume, namely 12 different songs, including the wonderfully named *The Beer Barrel Polka*. Interestingly, it also lists the additional price of 2/6 for postage to New Zealand, reflecting an increase in international postage. The label dates to the early 1940s and is affixed to an Adelaide cover postmarked 21 August

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The addition of the Cawthorne's Ltd. handstamp on the front of the cover suggests that copies of the sheet music were available to purchase at Cawthorne's Ltd. in Adelaide.

## That Old Feeling

That Old Feeling was a popular song in the late 1930s which was written by American Jewish composer Sammy Fain, with lyrics by American lyricist Lew Brown. It was released in 1937 and was nominated that same year for an Academy Award for Best Original Song.

The cover illustrated in Figure 6 is postmarked in Adelaide on 3 March 1938 and contains a cinderella label on its front advertising That Old Feeling. This label is imperforate and measures 35mm x 48mm. It is coloured pale yellow and black and features the text: *It's a Big Hit! That Old Feeling / Full Words & Music Price 2/. Per Copy*

Like the previously explored labels affixed to covers illustrated in Figures 1, 2 and 5, the addition of the Cawthorne's Ltd. handstamp on the front of the cover suggests that copies of this sheet music were available to purchase at Cawthorne's Ltd. in Adelaide.

## Peg O' My Heart

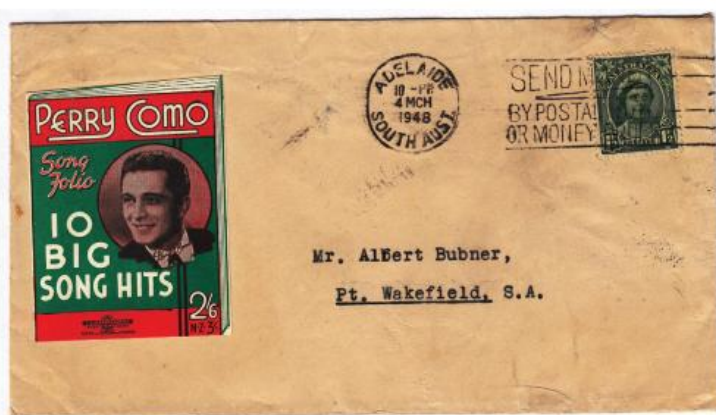
Peg O' My Heart, written by Canadian lyricist Alfred Bryan and German-born American songwriter Fred Fisher, was first published in 1913.

The cover illustrated in Figure 7 is postmarked in Adelaide on 9 December 1947 and contains a cinderella label on its front advertising Peg O' My Heart. This label is imperforate and measures 40mm x 64mm. It is coloured pink, white and black and features the text: *The Irresistible Evergreen Hit Peg O' My Heart / Full Words & Music / 2/. Per Copy*

The cinderella bears the interesting inclusion of actress Laurette Taylor, who featured in the 1922 silent film *Peg O' My Heart*, and who passed away a year before the postmarked date of the cover, in 1946.

## Perry Como

Pierino Ronald "Perry" Como (1912 – 2001) was an American singer and popular television personality.



Top to bottom : Figures 7 & 8

He sold millions of records over several decades and was heralded as one of the most popular musicians and entertainers of his time.

The cover illustrated in Figure 8 is postmarked in Adelaide on 4 March 1948 and contains a cinderella label on its front advertising Perry Como. This label is imperforate and measures 45mm x 60mm. It is coloured green, red, white and black and features the text: *PERRY COMO Song Folio / 10 BIG SONG HITS / 2/6 N.Z. 3/.*

The label also features the text and logo for J. Albert and Son (Sydney), who produced this Perry Como catalogue.

## Conclusion

Music is a rich and everchanging feature of societies and an important reflection of their values. I welcome any reader who has other examples of music-related cinderellas to share. These will then, hopefully, combine into a second *Cinderella Corner* piece about these fascinating items.