

Cinderella Corner

V For Victory

Welcome to the April edition of *Cinderella Corner*. This article focuses on labels bearing the *V for Victory* slogan, one of the most recognisable motifs prevalent during World War II. Attributed to Winston Churchill, and then used widespread by the Allies of Great Britain, it served as a symbol and gesture for solidarity, triumph, and defiance.

This article extends upon an earlier one I wrote for *Cinderella Philatelist* and serves to explore some of the many Australian *V for Victory* cinderella labels that existed during the World War II period. While these are by no means exhaustive, they do offer a reasonable snapshot into several types that have been discovered and printed during 1939 to 1945.

Figures 1 to 10

The *V for Victory* cinderella labels illustrated across Figures 1 to 5 (the one in Figure 5 is from a 1941 postmarked cover) all present a 'three dots and a dash' sequence; this is the Morse code for *V*. The label illustrated in Figure 6 plays up the resemblance between the *V* Morse code and the first four notes of Beethoven's Fifth Symphony, represented by the musical three dots and a dash. An example of this attractive label cancelled on a cover is illustrated in Figure 7, postmarked in Melbourne (November, 1941).

Figure 8 illustrates a label with giant blue *V*, shaped from multiple *V* Morse code sequences. Atop of the *V* is the symbol for The Australian Comforts Fund (ACF) – a six-pointed red star, with the ACF acronym centrally placed. The ACF was first formed at the height of The Great War, in August 1916, from several previous Australian State-based organisations. These had been independently formed at the commencement of WWI to send a variety of comforts to the troops situated abroad.

Like Figure 8, the label illustrated in Figure 9 also offers a dominant *V* aligned with a WWII organisation. This time, the Australian Imperial Force (AIF) is presented. The full text on the cinderella reads: *Volunteer for Victory / Join the A.I.F NOW!* During WWI, the

AIF was the main expeditionary force of the Australian Army, having formed in August 1914, shortly following Britain's declaration of war on Germany. The label is affixed to the reverse on a Sydney cover postmarked April 1942.

A label similar to the cinderellas illustrated in Figures 8 and 9 is highlighted in Figure 10. This time, a dominant *V* is aligned with the organisation: the Fighting Forces Comforts Fund (FFCF). The full text on the label reads: *FFCF / V FOR VICTORY*. The FFCF was the South Australian division of the ACF and formed in the early 1940s.

Figures 11 to 16

The block of 4 red and white *V for Victory* cinderellas illustrated in Figure 11 were printed in Sydney during the 1940s. A single example of this label, bearing the name of the city of *Sydney* in the top margin, is illustrated in Figure 12. Another image of this label with a slightly longer example of the imprint in upper margin, along with other examples of Australian *V for Victory* labels, can be found on Dave Elsmore's excellent World War II resource, at: <https://www.ozrevenues.com/Revenue-Railway-Local-Perfin-Catalogue/Australia-ww11-cinderellas.html>.

- The multicoloured and scarce label illustrated in Figure 13 presents the text: *HOBART ARC WELDING / A Flame of VICTORY*. The company was at a peak during the WWII-era and continued to operate for several decades afterwards.

- The block of 8 labels illustrated in Figure 14 presents the text: *V / STAMP OUT THE JAP*. The *Stamp Out the Jap* campaign started around August 1942, encouraging individuals to buy stamps for 1d each for every Japanese plane that was reported as destroyed. These stamps were then affixed to cards (some issued by the FFCF). Each square label itself is rather small, measuring only 12mm x 12mm.

- The large label illustrated in Figure 15 presents a dominate *V* with the text: *V FOR VICTORY / ISSUED*



Figures 1 to 5

Vito Milana



Above : Figures 6 & 8
Right : Figure 7 & 9



the front of a Western Australia cover. It is perforated on three sides and features the simple text: *V Victory*.

- The self-adhesive foil label illustrated in Figure 17 is affixed to the front of a 1945 cover addressed from NSW to Queensland. The cinderella is coloured green and gold.

- The self-adhesive label illustrated in Figure 18 is affixed to the front of a January 1942 cover addressed to the USA from Hobart, Tasmania. It is coloured gold and red and features a *V* surrounded by a wreath.



Figures 19 and 20

The following two *V for Victory* labels are makeshift, and both feature on the same philatelic item. The first, illustrated in Figure 19, is a small cut-out of a *V*, likely from a newspaper, and it is affixed

to the front of a 1941 Sydney postmarked cover. The reverse of this same cover illustrates a second cinderella, namely a larger (and outlined) *V* (also likely from a newspaper source), and this is illustrated in Figure 20.

BY DIGGERS' ASSOCIATION (QLD.). This association was formed several decades earlier during World War I and continued to have an active role in assisting soldiers during World War II, too. This gummed label dates to 1941. The approximate diameter of this label measures an impressive 115mm.

- The cinderella illustrated in Figure 16 is affixed to

Figure 21

The cinderella illustrated in Figure 21 is notable different to previous *V for Victory* ones as the *V* is much narrower than the others. It is Australian in origin as it bears a partial 'THE A.I.F.' imprint across its face.



Figure 22

The final cinderella label offered in this article is rather large, measuring 68mm x 38mm. It also pres-



Top : Figures 10, 11 & 12

Bottom : Figures 14, 13 & 15

Cinderella Corner



Top L-R
 Figures 16 & 17
 Middle L-R
 Figures 18 & 19
 Bottom L-R
 Figures 20 & 22
 Left Figure 21

ents the detailed text: *Lend Wings to Victory with your Victory Bonds / Your Union Representatives urge you to support the THIRD VICTORY LOAN*. It features a kangaroo hopping in front of a large winged 'V'. The label dates to the end of World War II, with the Third Victory Loan instituted in March, 1945.

The *V for Victory* labels offered in this April *Cinderella Corner* edition represented some of the many ones that were issued during the World War II period. There are others that exist, and scans, alongside further information, is needed to help form a more complete picture about the breadth of them.