

# Cinderella Corner

## Kangaroo Island's Lighthouses – Part I

Welcome to the May edition of Cinderella Corner. I hope that you, the reader, has been able to find topics of interest over past issues. This fifth piece for 2018 explores, in some detail, the Kangaroo Island Lighthouses' minisheet by the Advance Kingscote Association (AKA) nearly 30 years ago in 1990. They are, hopefully, items that are familiar to the collector, as they do occasionally surface online and in various auction Lots. This article is not 'image heavy', and rather examines the many stages and processes involved in producing a more modern series of Australian cinderellas in a local and national context. Next month's Cinderella Corner continues and concludes this exploration of these four fascinating South Australian labels. As usual, I

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### SYDPEX STAND NO.61

#### AUSTRALIAN BICENTENNIAL ISSUE

During 1988 a number of Bicentenary Train Trips will be run throughout Australia. This year's Railway issue depicts the engines hauling these Bicentennial Trains.

<b>AVAILABLE</b>		
1984	NSW Railway m/s (2).....	12.00 .....
1985	NSW Railway m/s (2).....	12.00 .....
1986	NSW Railway m/s (2).....	12.00 .....
1987	NSW Railway m/s (2).....	12.00 .....
1988	NSW Railway m/s (2).....	12.00 .....
	<b>(Special: The above five years complete)</b>	<b>55.00 .....</b>

<b>FIRST DAY ISSUE SILK COVERS</b>		
1984	Eight Covers (8) Different Pmks.....	50.00 .....
1985	Eight Covers (8) Different Pmks.....	35.00 .....
1986	Eight Covers (8) Different Pmks.....	30.00 .....
1987	Eight Covers (8) Different Pmks.....	28.00 .....
	Postage and Packing.....	2.00 .....

**TOTAL**

Figure 1

welcome feedback about these two articles and what they explored.

## Kangaroo Island: A Brief History

Kangaroo Island is Australia's third largest island and is located close to the city of Adelaide, South Australia. Regardless of its size, it remained rather isolated up to the 1950s, and, at present, it has just over 4,000 inhabitants. It is also home to the state's largest national park and offers many unique flora and fauna. Kingscote, Kangaroo Island's capital, became the first official settlement in South Australia on 27 July 1836. Since the 1950s, Kangaroo Island's depressed economy is largely tourist based and, in the late 1980s, this was part of the motivation for the AKA to form and commence discussions towards producing the cinderella minisheet.

## GOULBURN AUSTRALIA'S OLDEST INLAND CITY

 <p>GOULBURN 200 THE AUSTRALIAN AGRODOME</p>	 <p>GOULBURN 200 THE COURT HOUSE</p>
 <p>GOULBURN 200 THE WAR MEMORIAL</p>	 <p>GOULBURN 200 THE BIG MERINO</p>

**GOULBURN** NEW SOUTH WALES AUSTRALIA

Miniature Sheet No. 1  
Sheet Price \$4.00



Figure 2

# Vito Milana

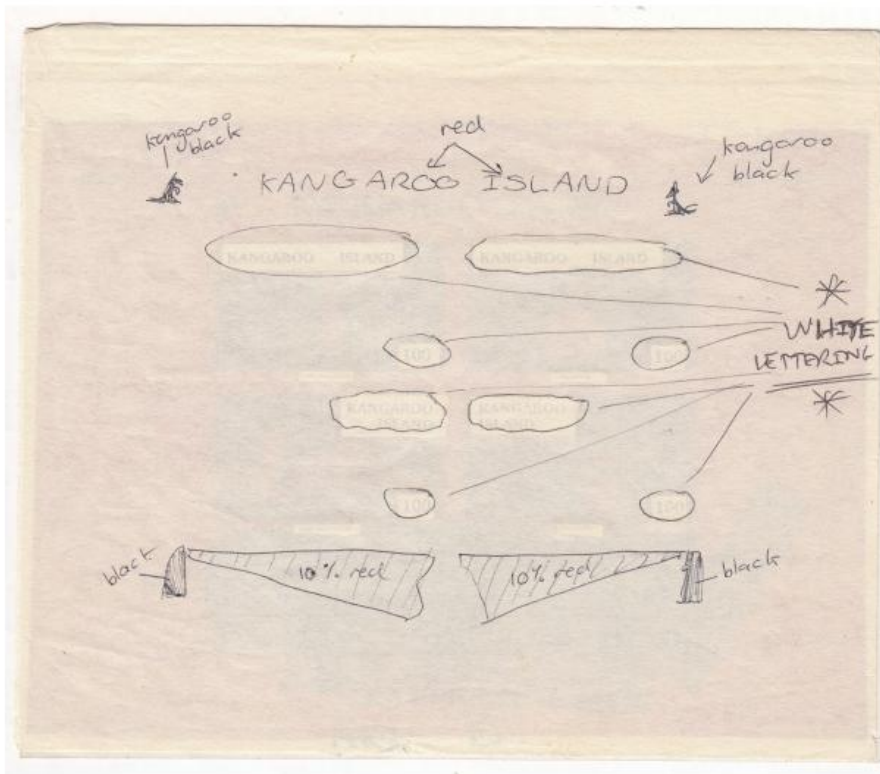


Figure 3

possible to issue anything that may resemble an official postage stamp.

In September that same year, the AKA discussed ‘three points’ to help address the Australia Post concerns:

- Ensuring that the word “postage” did not appear on the proposed stamps
- Printing a denomination that was below the Australia Post cost of sending a domestic letter at the time
- Entertaining the idea of producing a stamp that was a shape other than the traditional rectangular one (e.g., triangular).

After some further points of correspondence, the AKA began to pursue the designing and production of ‘cinderella stamps’, in the form of a miniature sheet, in late 1988.

## Inception

The newly formed AKA, headed by the organisation’s then President, Howard Houck, presented a detailed proposal to the then Minister for Transport and Communication Support, Mr. Peter Morris MP, in the latter part of 1988 regarding the designing, printing and selling of Kangaroo Island ‘postage stamps.’ The proposed stamps were suggested to help boost the tourist industry, as they would be foremost sold to tourists and collectors, and would also have flow-on benefits to all of Australia. The following month, the AKA received a reply from Australia Post, responding on behalf of the Minister, advising that Kangaroo Island issuing their own postage stamps would lead to legal impediments. Further discussions led to Australia Post stating that, under the Postal Services Act, it was not

## Preparing The Minisheets And Moving Towards Production

The AKA had decided to produce a miniature sheet

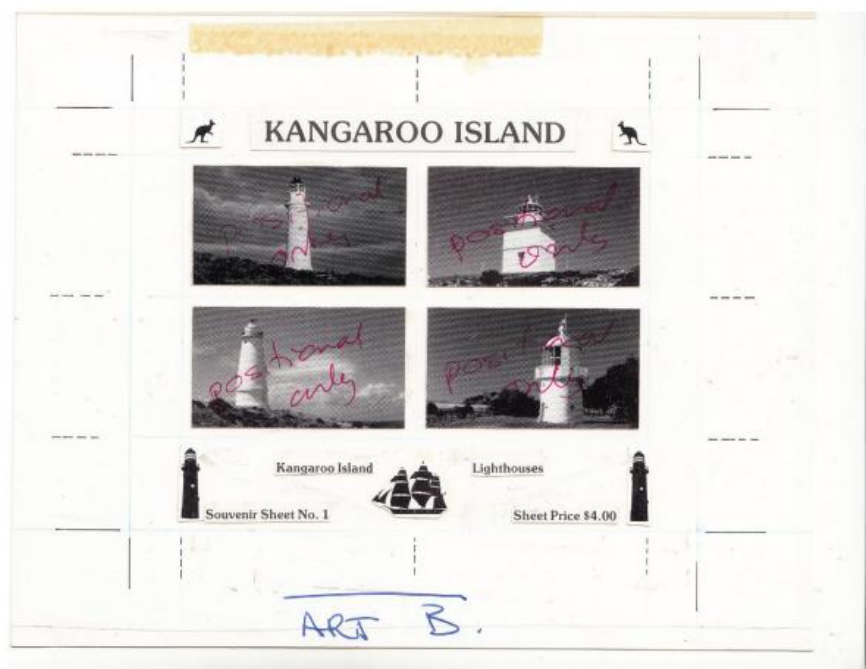


Figure 4

# Cinderella Corner

compromising of four cinderella labels, each illustrating four Kangaroo Island lighthouses. They were impressed by the printing and overall quality of the first miniature sheet (titled Miniature Sheet No. 1) of the Puffing Billy Railway stamps, distributed through Mad on Stamps of Roseville, NSW. A copy of an early advertisement (*Stamp News Australasia*, July 1988) promoting the sale of these miniature cinderella sheets is presented in Figure 1. The AKA contacted the Secretary of Puffing Billy Railway for some further information, and then wrote to several printers in the country, asking for a quote for a similarly styled miniature sheet, with a total amount resting between 10,000 and 25,000. Companies that were contacted included: CPE Australia Ltd., Mercury Walch Printers, Rodenprint Pty. Ltd., and Leigh-Mardon. One response dated 23 November 1988, from Leigh-Mardon, quoted a final price of \$9,700 for 10,000 miniature sheets.

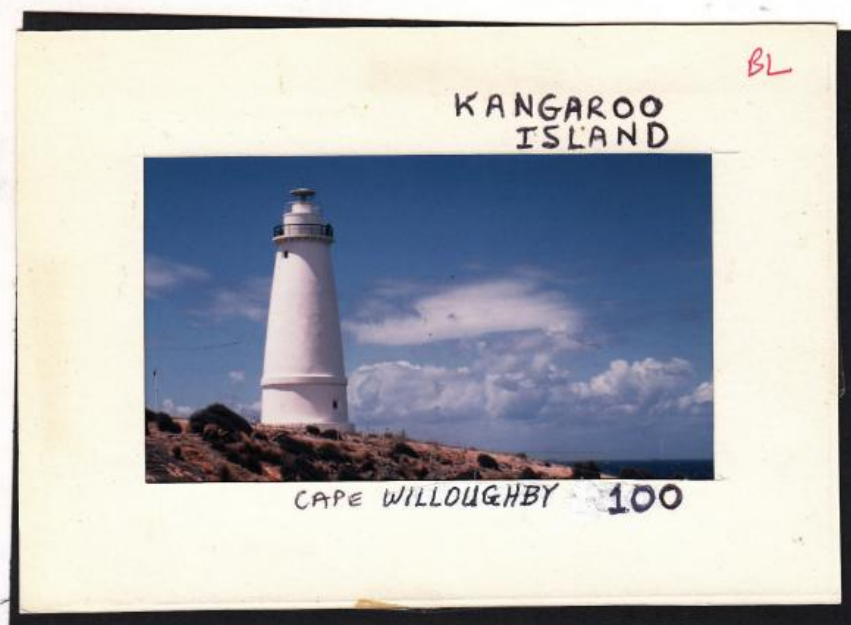


Figure 5

After contacting well-known Philatelic Dealer Ron Madden from Mad on Stamps for some further information, a detailed letter, dated 30 November 1988, was sent to the AKA. In this, Ron informed the AKA that significant sales for the proposed labels may prove difficult, and he cited the underwhelming sales of the then recently produced miniature sheet

for the Goulburn Tourism area, as illustrated in Figure 2. He also noted that, unlike the Puffing Billy Railway miniature sheets, the thematic appeal of Lighthouses was not as popular amongst collectors. Ron had also forwarded details of Scancolor Australia, who were responsible for producing the sheet.

The AKA contacted Scancolor for a quote, settling on 10,000 units, and suggested that they would provide photographs of images to be used on the proposed miniature sheet to help offset costs (Howard Houck was also an established photographer at



Figure 6

# Vito Milana



Figure 7

the time). A quote of \$10,680 for 10,000 miniature sheets was provided, which the AKA decided was a reasonable price, given the high quality of the Puffing Billy labels.

After deciding that the forthcoming sheets of 4 labels would be sold for \$4.00 each, and therefore total projected sales would yield \$40,000, the AKA applied for a community grant, in February 1989, for the full cost amount of \$10.680 through the State Bank of South Australia.

By the middle of 1989, Australia Post had responded to a query regarding the applying of currency symbols on cinderella labels, informing the AKA that these could be used on the design. At this time, a draft copy of the miniature sheet, along with a backing card containing information about the four photographed lighthouses, were complete. A reduced total price of \$8,755.20 was also

negotiated with Scancolor, provided that the Kangaroo Island issue ran co-currently with a similar project requiring the same type of paper and printing. An agreement was then made with Ron Madden, of Mad on Stamps, to share the process, as he was preparing a stamp series of the Don River Railway in Tasmania. Then, on 25 August 1989, the community grant application was accepted, for a total of \$8,800 to be awarded during an official presentation held in February 1990.

Some of the original artwork and design for the miniature sheet is illustrated in Figures 3 and 4, along

with the original photographs taken that capture the island's four landmark lighthouses (Figures 5 to 8).

Next month's June edition of Cinderella Corner will complete this two-part special featuring the Kangaroo Island miniature sheet of cinderella labels.



Figure 8