

Cinderella Corner

Australian Philatelic Trader Cinderella Labels

(Vito Milana with thanks to Rod Perry)

For over 125 years, a great number of philatelic traders and dealers have operated throughout Australia. As a collective, they have been responsible for the production of numerous philatelic items, including serviced covers, illustrated postcards, overprinted glassine envelopes, brochures, pricelists and decorative handstamps. The collector of trader material therefore has several opportunities to tap into different areas of philately to supplement their main interests.

Further to the eclectic list that graces the Australian philatelic traders' material, the occasional cinderella also exists. A few of these are now discussed with an emphasis on those belonging to the Colonial era.

Victorian Stamp Market

Perhaps the earliest example of the few labels in this category that has been recorded, the Victorian Stamp Market label is illustrated in Figure 1. It is neatly affixed to the top left hand corner of a Registered cover addressed to Christchurch, New Zealand. The postmark date on this gem is December 1903. The label itself features a replica design of a Colonial Victorian stamp along with the address 325 Collins St., Melb., Vic. The details align with the early trader manager Fritz Pleuss. The label itself features the same design on several colourful postcards issued by Victorian Stamp Market at the turn of the 20th Century.

Guion, Kelson & Co.

While entering the market every so often and drawing the attention of broad cinderella and kangaroo enthusiasts alike, the Guion, Kelson & Co. label il-



Figure 1

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Figure 2

Illustrated in Figure 2 is by no means a common one. Coloured in simple black and white, it features the text: Guion, Kelson & Co. Stamp Importers – Box 297 G.P.O. – Melbourne, VIC. This advertising label was produced by early stamp trader Arthur Guion Kelson who traded as Guion, Kelson & Co, commencing from the final years of the 19th Century.

Fred Hagen

Fred Hagen is, without a doubt, the most famed Australian Colonial philatelic trader. His Sydney enterprise stretched several decades (from 1890 to 1930) and his contribution to philately is significant, even today. Of the many items that Hagen produced throughout his career, two cinderella seals have been identified. The first, illustrated in Image 3, is the more common of the two. It contains the text: Fred Hagen Ltd. – Postage Stamp Dealers – 182 Pitt Street Sydney – New South Wales. The text flanks a reproduction of the Sydney View one penny stamp. The seal is commonly found affixed to the rear of covers addressed by Fred Hagen and two different printings have been confirmed, most notable by re-touching to void areas in the central image, as well as the depth of red.



Figure 3

The second Fred Hagen seal is trumped by the earlier one. Coloured in blue and white, it can be seen in Image 4 along with part of the envelope it was attached to (postmarked June 8, 1913). This type is far more elusive.



Figure 4

Underprintings

A few months ago, I briefly readdressed the nomenclature of the term *cinderella* and its scope within contemporary philately. The five images presented

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Figure 5

in Figures 5 to 9 challenge the definition further. They present underprints of official foreign stamps, completed by five different philatelic stamp traders close to 100 years apart. If these underprint labels are showcased by collectors face up, they are stamps. However if presented face down with the underprints for all to see, I think they can fall under the cinderella umbrella. I am curious on the thoughts from readers.

WM. Ackland

This handstamp represented in Figure 5 is a large one. The oval shape bears the advertising text: WM. Ackland – Foreign Stamp Importer – Stamps Bought, Sold & Ex-Changed. 162 Elizabeth St. Melbourne. The stamp it underprints is actually a revenue stamp of India. William Ackland was a giant in the Victorian philately scene operating in two different Melbourne locations throughout his years as a trader, from 1892 until the 1950s. He produced a variety of philatelic items, including minisheets, postcards and philatelic literature.

A. Fenton

The faint text that forms the underprint in Figure 6 belongs to a lesser known dealer, namely A. Fenton. The text reads: A. Fenton – Stamp Importer – Newtown, Sydney. It is recorded, however, that Mr. Fenton operated at Erskineville in NSW (a short walk from Newtown) when he started his business in 1889.

Hamilton

I especially welcome any further information about the underprint offered in Figure 7, as little is known about it. The text, while exceptionally faint and printed in green, presents the following text: Hamilton Macrae & Co. – Dealers in Postage Stamps –



Figure 6

Vito Milana



Figure 7

Perth – W. Australia. The trader operated in a few different locations in Western Australia, including Hay Street in Perth, and appears to have operated from 1901 to at least 1929 whereby they were existed in voluntary liquidation.

Stamp Emporium

The most *text heavy* of the provided underprints is the one illustrated in Figure 8. The text, in full, reads: *Stamp Emporium – 7 Elizabeth St. – Breaking up fine collection Foreign and British; 40 to 60p. ct & discount or exchange for old Australian or British, of which any quantity purchased at 10 to 30 per cent advance on all other dealers' prices. Call at once.* The total amounts to an impressive 45 words on a small foreign stamp. Stamp Emporium operated across a couple of locations in Melbourne, peaking during the early years of the 20th Century. When comparing examples of these to those of Fenton and Hamilton, they are the least scarce.



Figure 8

Thailand, Siam Stamps

The final underprint illustrated in this issue of Cinderella Corner, with Figure 9, highlights the practice still in existence a century or so after the earliest recorded examples in Australia. It dates from the early 1990s and reads: *Thailand, Siam Stamps – Always buying – Contact Thawee.*



Figure 9

The philatelic trader cinderella labels presented in this issue of Cinderella Corner offer a snapshot of the elusive world of early Australian dealers where, hopefully, more material is unearthed.