

Cinderella Corner

Olympics

This month welcomes the 28th modern Summer Olympic Games. Held in Rio de Janeiro Brazil, it will run from August 5 to 21 and will certainly delight fans worldwide as they witness spectacular competitive feats across twenty-eight sports including archery, hockey, swimming and tennis, to name a few. It is an opportunity to cheer for your country and celebrate wins (and near-wins) throughout two weeks.

In a country that notably prides itself of sporting endeavours, it is no surprise that Australia has produced an array of richly vibrant cinderella labels that commemorate the Olympics. This August edition of Cinderella Corner explores some of colourful poster stamps that were produced by this country and abroad to celebrate the Olympic Games in Melbourne in 1956 and, in doing so, helps mark the arrival of this 2016 Olympics and 60 years since it was first hosted in Melbourne.

The illustrations shown here are from the Olympic collection of Noel Almeida, Melbourne.

Melbourne Olympic Organising Committee

The blue label illustrated in Images 1 and 2 is perhaps the most common of those showcased



Figures 1 (above) & 2 (below left)

in this Column. It measures 30mm x 42mm and is rouletted 7 on all four sides. Coloured in simple



Figure 3

Vito Milana



Figure 4

dark blue and white, it presents the text: *OLYMPIC GAMES – MELBOURNE – AUSTRALIA – 22 Nov. – 8 Dec. 1956* along with the image of the Olympic torch skyrocketing from the location of Melbourne, as positioned on a map of Australia. The Olympic Rings are also seen underneath the words *OLYMPIC GAMES*.

The production of this label has been attributed to the Melbourne Olympic Organising Committee and two separate printings have been identified. The first, on cream paper, saw the labels issued in sheets of 32 with a vertical gutter strip separating two panes of 16 labels.



Figure 6

gutter strip (full or in part) would help determine the origin.

OlympeX Exhibition

The Organising Committee of OlympeX Expo produced the 10 different OlympeX labels (two different images across five different colours) featured in this article. Each of these labels measure 38mm x 45mm and is rouletted 7 and present the following text: *OLYMPLEX VPA PHILATELIC EXHIBITION – At Preston Motors Showroom – 104 Russell St. Melbourne – Nov. 12 – 24 1956*. The labels advertised the upcoming philatelic exhibition, hosted by the Victorian Philatelic Association, in Melbourne.



Figure 5

Cinderella Corner



Above: Figures 7 & 8
Below: Figure 9

One of the label pairs features a sprinter and the other shows a track and field competitor jumping over a hurdle.

The labels were offered as singles or pairs and were available perforated or imperforated. They were also produced in five different colours: pink and green, yellow and green, blue and red, green and red, peach and green. Image 3 illustrates an example of the five different cinderellas (all perforated) and Image 4 showcases the green and red labels issued as an imperforate pair. The labels were also available as full sheets, both perforated and imperforated. They were issued in sheets of 12 (4 x 3) and a complete sheet of



the perforated blue and red variety is presented in Image 5. Imperforate sheets are much scarcer than their perforated counterparts.

Seven Seas

Another set of labels produced to publicise the Melbourne Olympics are those 16 illustrated across Images 6 to 9. They are the work of famed cinderella enthusiast and former Cinderella Corner writer, Bill Hornadge, who owned Seven Seas Stamps of Dubbo at the time. Monty Wedd of Sydney designed the stamps for Bill, as he did for many products of Seven Seas. Encased within an intricate frame of two Olympic torches and the text *OLYMPIC GAMES – MELBOURNE – 1956*, four different sporting images are displayed in four different colours. These are:

hurdles, cycling, running and swimming. The colours issued were red and brown, blue and brown, violet and brown and green and brown. Each label measures 42mm x 35mm and is perforated 11.2 on all four sides. The labels are fairly common and often turn up in a collection of cinderellas in varying conditions. Printing of the labels was completed at Dubbo, New South Wales and were sold at 6d for a set of four.

National Association Of Round Tables East Africa

By far the rarest of the Olympics 1956 labels discussed in this issue, examples of those produced by the National Association of Round Tables in East Africa are illustrated in Image



10. The International Round Tables Association is a social networking and charitable organisation for men that was founded in 1927 with affiliates in many

countries around the world. It is still in existence with headquarters in London. The East Africa association was based in Nairobi, Kenya. The label measures 26mm x 38mm and rouletted 7.5 and present the following text at top: NATIONAL ASSOCIATION OF ROUND TABLES IN EAST AFRI-

Above: Figure 10

Below: Figure 11

CA; below the latter: a round, spoked coat of arms of the Round Table Association with its motto ADOPT, ADAPT and IMPROVE. Below this text are the Olympic rings and XVI OLYMPIAD/MELBOURNE 1956. An empty panel across the bottom in a lined border completes the design. In the empty panel, as shown in Illustration 11, was printed the name of the company that sponsored the East Africa Association.

References:

1. Almeida, Noel & Moore, Michael, *Australian Philatelic Covers No 4 1956 Melbourne Olympic Games*, self-published, Lara, Vic, 2001.
2. DuBois, Robert J, *Catalog of Olympic Labels 1894-1985*, self-published, Pottstown, Pennsylvania, 1986.

