

Cinderella Corner

This month's Cinderella Corner edition reproduces the second half of Mr. Vito Milana's and Mr. Patrick Brown's single Frame: *War Loan Bond and Liberty Loan Labels 1917 – 1918: A Centenary Exhibition*. One page, illustrating a complete cinderella sheet, is excluded. I also encourage readers to visit Dave Elsmore's comprehensive website that further considers these labels, amongst others from the Great War era: <http://www.ozrevenues.com/Revenue-Railway-Local-Perfin-Catalogue/Australia-ww1-cinderellas.html>



Label 5: I Own A War Loan Bond Do You?

A second set of different War Loan Bond and Liberty Loan labels was ordered, following the success of the initial four. An article dated 7th March 1918 defines these four designs, with each of the slogans included. They are presented hereon as Labels 5 to 8. These labels are characterised by letter imprints, *A* to *D*. Label 5 was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm and bears the imprint *By Authority: A. J. Mullett, Govt. Print*. Most also illustrate the letter *A* towards the bottom of the cinderella. Figure 1 illustrates an example of Label 5 with 31mm imprint and colour bars at base (black,

yellow, red). Figure 2 highlights another example of Label 5, this time with 18mm imprint and the presence of red dots.



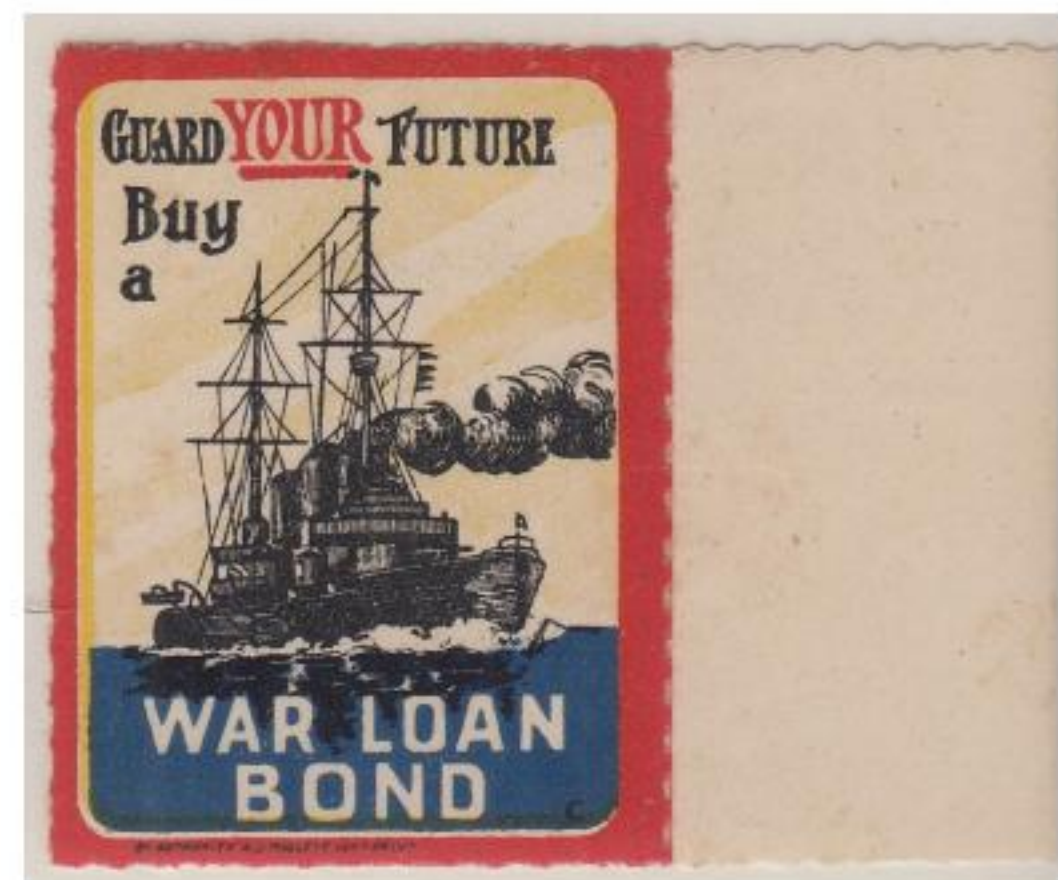
Label 6: Before Sunset Buy A War Loan Bond.



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Label 6 was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm and bears the imprint *By Authority: A. J. Mullett, Govt. Print.*, and the letter *B*, towards the bottom of the cinderella. Figure 3 illustrates a block of 4 of Label 6 with 31mm imprint. An extra star on flag (C5) is evident. Figure 4 highlights another example of Label 6 with 18mm imprint.



Label 7: Guard Your Future Buy A War Loan Bond

Label 7 was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm and bears the imprint *By Authority: A. J. Mullett, Govt. Print.*, and the letter *C*, towards the bottom of the cinderella. Figure 5 illustrates an example of Label 7, with 31mm imprint and broken 'G' in 'Guard' (RIC5). Figure 6 presents a different version of Label 7 with 'YOUR' in red and underlined. Figure 7 illustrates another Label 5 example



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with 18mm imprint and the ship's shadow extending through 'WAR LOAN.'



Label 8: For Freedom Have You Bought A War Loan Bond?

Label 8 was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm with the letter *D* present and some bear the imprint *By Authority: A. J. Mullett, Govt. Print*. Label 8 is the final example in the second release of the four cinderellas and, perhaps, the one possessing the most variations. These include differ-



ences in: shading, outlines, and the intensity of the black surrounding the text 'Have YOU Bought A WAR LOAN BOND?' Figure 8 illustrates Label 8 with 31mm imprint; Figure 9 with 18mm imprint; Figure 10 with no imprint.



Label 9: Buy War Bonds

Label 9 is heralded as a curiosity amongst the World War I War Bond and Liberty Loan labels. While it bears the familiar Mullett imprint, there are no numerical or letter references like Labels 1 to 8. It also bears a different sheet arrangement to the other 12 labels in this set, with a 4 x 6 organisation. Each label measures 42mm x 50mm. An example of Label 9 is illustrated in Figure 11.



Label 10: Buy War Loan Bonds

Like Label 9, Label 10 also has a unique feature: it is the only label in the set of 13 without the presence of an imprint. Label 10 was issued in sheets of 25 (5 x 5) and separated by rouletting. Each mea-

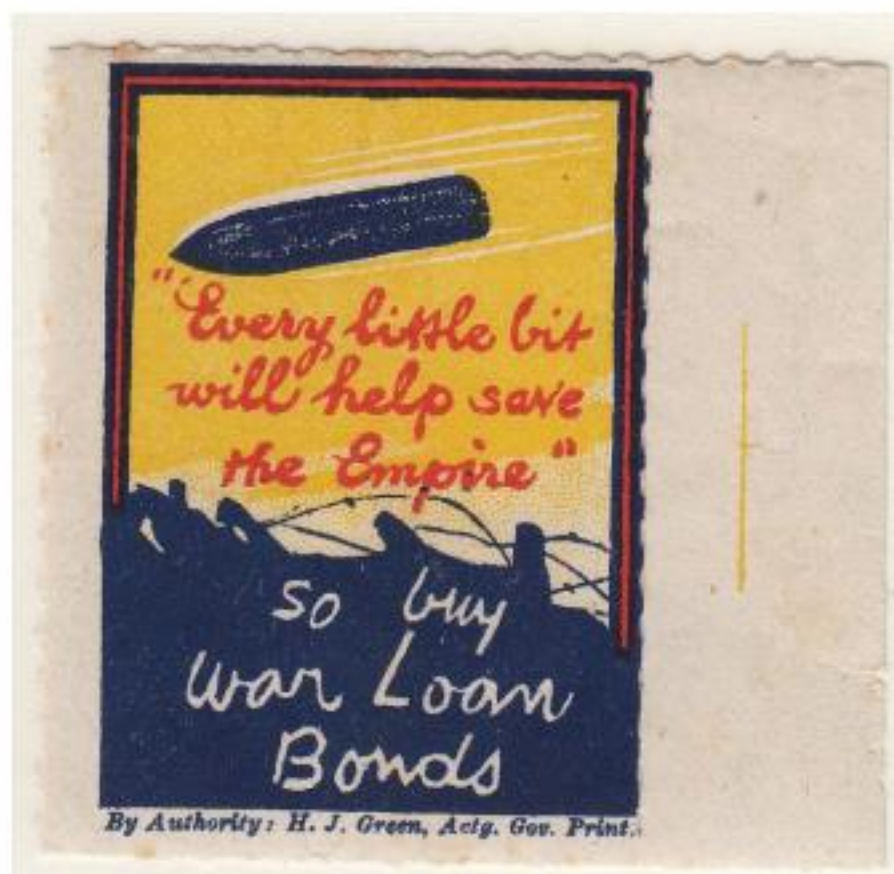
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sures approximately 38mm x 50mm. An example of Label 10 is illustrated in Figure 12.



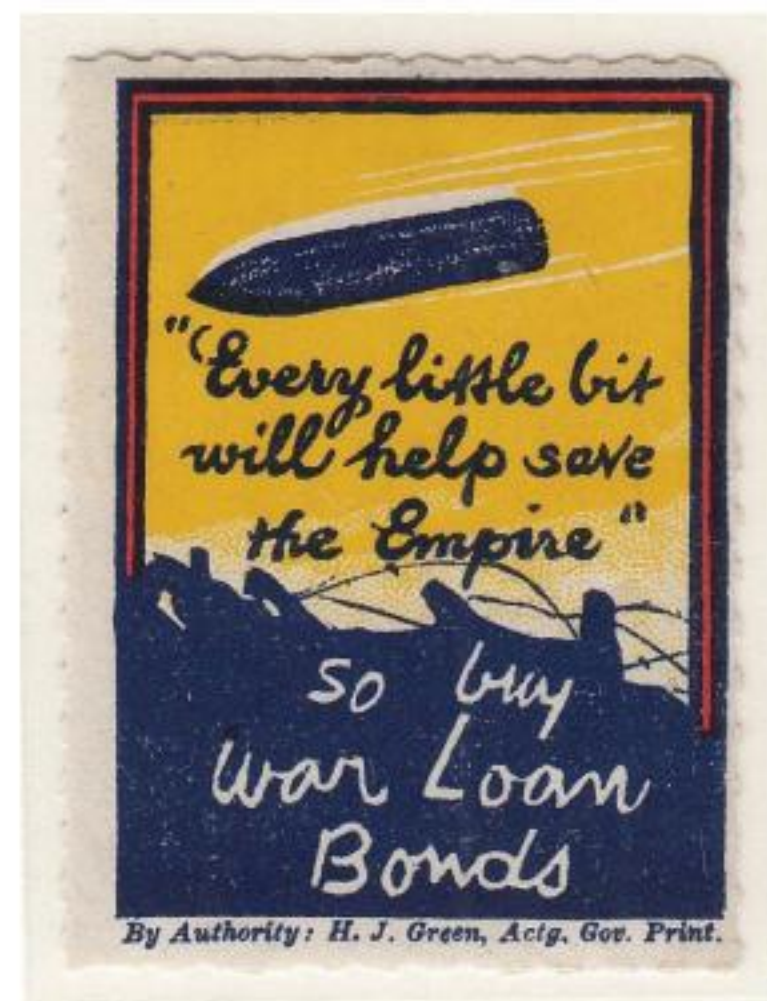
Label 11: Have You Done Your Bit? Buy War Loan Bonds

Label 11 is the first of the final three labels to feature the imprint: *By Authority: H. J. Green, Actg. Gov. Print.* It was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm. An example of Label 11 is illustrated in Figure 13.



Label 12: "Every Little Bit Will Help Save The Empire" So Buy War Loan Bonds

Akin to Label 11, Label 12 also shares the imprint:



By Authority: H. J. Green, Actg. Gov. Print. It was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm. An example of Label 12 is illustrated in Figure 14. Another example, illustrated in Figure 15, highlights a rarer 'blue text' variety of Label 12.

Label 13: Keep It Up! Buy War Loan Bonds

Label 13 is the final in the World War I War Loan Bond and Liberty Loan series. It was issued in sheets of 25 (5 x 5) and separated by rouletting. Each measures approximately 38mm x 50mm and bears the imprint *By Authority: H. J. Green, Actg. Gov. Print.* All known examples of Label 13 demonstrate a constant flaw - a white dash underneath the 'a' and 'n' of 'Loan'. An example of Label 13 is illustrated in Figure 16.

