

Cinderella Corner

Bulding Some Further Cinderella Breadth

Welcome to the September issue of Cinderella Corner. This issue takes a sideline from recent Cinderella Corner formats, as it explores three key areas, rather than focus on just one topic. I am, as always, keen for reader feedback, so please feel free to offer comments about the labels explored. The article also introduces some upcoming cinderellas from the Ballarat Philatelic Society and their homage to the revered WWI-era 'Back to' labels.

Fameface

The latter part of 2017 saw two separate issues (*Cinderella Corner*, October and December), devoted to exploring the efforts of Novelty Printing and FameFace, a fairly short lived South Australia-based Poster Stamp company with strong ties to Bill Hornadge and his famed political cartoon alignments. Some further breadth is now built to the FameFace landscape, with consideration of some commemorative covers featuring FameFace labels affixed to them.

Figure 1 illustrates an Aeropex Adelaide 1994 commemorative cover with an Aeropex FameFace cinderella attached. This label offers the following text: *Australia / 75th Anniversary Sir Ross & Sir Keith Smith 1919 – 1994 / Aeropex Adelaide 94*. This FameFace label is rather fascinating, as it features, in the top right hand corner, a reproduction of the famed 1919 Ross Smith Vignette, arguably Australia's most expensive cinderella item. This image is rather tiny, measuring 9mm by 10mm. The label was commissioned by Aeropex to help celebrate Aeropex Adelaide 94, and also the 75 Anniversary of the revered Ross and Smith flight. Full sheets were also produced and sold with decorative borders. The covers were also available for sale with at least three differently coloured pictorial postmarks.

Lord Howe Island philately is a much sought after area by collectors. The Lord Howe Island cover illustrated in Figure 2 is numbered 401 out of a limited 1,000 produced covers. Postmarked 31 December 1998, it features a FameFace label, which is a replica of the 1936 issued Lord Howe Island – GOWER WILSON MEMORIAL HOSPITAL APPEAL label. This 1988 cinderella was produced in sheets, which were numbered 1 to 200, and each label features an overprinted price of \$1.80. These cinderella were serviced on items that were couriered around the island, and could be purchased in booklets. They served as a second and 'updated' attempt at producing labels for a courier service, utilising rich colours and a local image familiar to residents and other Australians. Further details about this label can be found in the December 2017 Cinderella Corner article.

FameFace was also commissioned to produce a number of different labels celebrating the 1999 Wagga Stamp Fair. Titled RIVPEX 2001, these labels feature different Australian birds. Figure 3 illustrates a 45 cents Frama



Top to bottom: Figures 1-4

cover with two of these labels, each with a listed price of 80 cents. The left of these two cinderellas shows a Superb Parrot, while the right illustrates a Yellow Rosella. The pair of labels are postmarked WAGGA STAMP FAIR, MAY 15-16 1999.

Vito Milana



Figures 5 & 6

that commemorated the 1999 Wagga Stamp Fair and is numbered 25 out of a limited amount of covers produced. It features six different labels, each titled “WAGGA 150TH”, and each with a portrait of famed 19th century Australian bushrangers. These are as follows:

- Ned Kelly
- Frederick War “Thunderbolt”
- Andrew Scott “Captain Moonlite”
- Harry Power
- Dan Morgan
- Ben Hall

These FameFace labels, in two strips of three, were printed on sheets in rows of six.



PAMABA

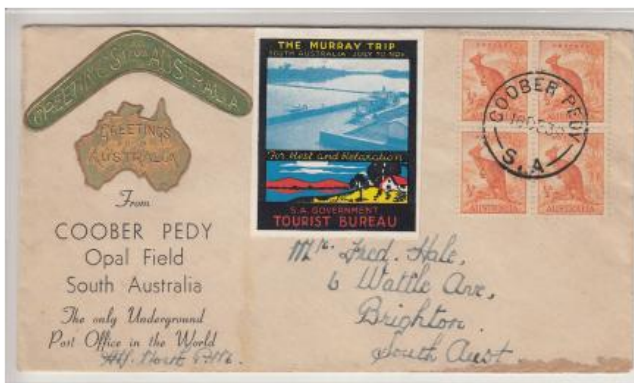
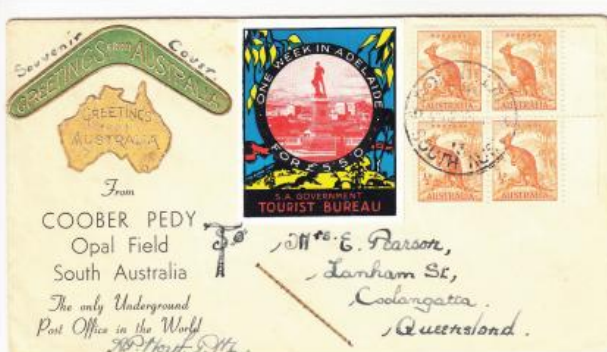
The Kangaroo PAMABA cinderella label has been explored on two separate Cinderella Corner occasions. First, the June 2015 Edition (Stamp News, Volume 62, Number 6) offers a comprehensive account of the label and its link to the incredibly scarce Australian Our Boys League cinderellas (with the presence of the kookaburra motif). One year later, the June 2016 Edition (Stamp News, Volume 3, Number 6) continued the narrative of this 1912 issued piece, as part of a series on soap-related labels. In this latter column, there is a mention of two different sizes and the designer R. W. Viney is offered. It is worth revisiting these Cinderella Corner editions for further background information on the PAMABA label.

Figure 5 illustrates the two different sizes of the Kangaroo PAMABA Cinderella. On the left, the central frame measures 32mm by 24mm, whereas the label on the right is larger, measuring 33mm by 26mm. Other noticeable differences in the right label include:

- The absence of the designer’s initials, R.W.V., in the bottom right hand corner of the frame
- Lighter purple colouring
- The distance between AUSTRALIA and the bottom border, which is a function of the larger shape of the frame
- The presence of a second, and more pronounced, curved border around the frame.
- Additional details at the base of the kookaburra circular (below the branch).

It is unsure whether these differences, which appear to be consistent across several labels that have been identified, signify different printings; both label types are also perforated 11 on all sides.

A second designed PAMABA cinderella was purchased by me from the USA last year. This label, illustrated in Figure 6, is light blue in colour and features three koalas alongside the trademark kookaburra in circle. Some of the features of the cinderella also align with the second Kangaroo



Top to bottom: Figures 7-9

The final cover aligned with FameFace labels presented in this article is highlighted in Figure 4. It is also a cover

Cinderella Corner

roo type: a double border is present, the designer's initials are absent, and there is pronounced tree design under the branch. This label, however, is not perforated and also contains full gum on its reverse. If other types of PAMA-BA labels exist, they, perhaps are illustrated with further examples of different native Australian animals.

South Australian (SA) Government Tourist Bureau

In the late 1930s, the SA Government Tourist Bureau produced six different multicoloured cinderella labels, each measuring 56mm by 46mm. These are illustrated collectively in Figure 7. Each label highlighted a key activity or place in South Australia, bearing the following information:

- LABEL 1 – One week in Adelaide for £5' 5' 0
- LABEL 2 – The Murray Trip – South Australia – July to Nov – For Rest and Relaxation
- LABEL 3 – Kangaroo Island – The Fisherman's Paradise
- LABEL 4 – August – Almond Blossom Time in Adelaide
- LABEL 5 – The Flinders Ranges South Australia – Where Summer spends the Winter
- LABEL 6 – South Australia – Vintage Tours March – April

The SA Government Tourist Bureau formed in 1908 to promote South Australia as a tourist and health resort. The labels, produced more than 40 years later, promote SA as an affordable Australian State, with various tourist and relaxation options across the State.

A handful of covers have surfaced of late with examples of these labels affixed to them. These covers mainly date 1939 and 1940. Figures 8, 9 and 100 illustrated three examples of these covers with labels 1, 2 and 5, respectively. These covers also present with examples of the SA Government Tourist Bureau labels cancelled on the reverses. The covers themselves are rather spectacular, all souvenir ones from Coober Pedy Opal Field, heralded on the covers as *The only Underground Post Office in the World* (and each with Coober Pedy postmarks). The signature of Alfred North, who was the Postmaster of Coober Pedy from 1935 to 1940, is also presented on each cover, matching the script of the written addresses. This underground postal facility was first opened on 18 September 1915 and relocated aboveground nearly forty years later in 1953. I welcome any further information about the three cinderella areas covered in this September Cinderella Corner edition and, of course, any suggestions for future topics.

Ballarat Philatelic Society – 2018 Cinderellas

Having formed over 110 years ago in 1904, the Ballarat Philatelic Society is regarded as one of the oldest active clubs in Victoria. To help commemorate a number of milestones reached over its rich history, the Society will issue a number of limited high quality cinderella labels. These have been designed by club members and draw upon



Figures 10 & 11

the images from the infamous 'Back to Ballarat' labels, as discussed in the March 2018 *Cinderella Corner* edition.

The first cinderella to be released next month will commemorate the Ballarat Eureka Stamp Fair, and an example of this is presented in Figure 11. This label will be produced by well-known printer Juergen Schwarz in fully gummed and hand-perforated sheets of 30. A small amount will also be available imperforate. Following this initial release, two further labels are planned for release in March and October 2019, including one to commemorate the Ballarat Begonia Fair. These will be released in different colours and will also draw upon the classic 'Back to Ballarat' 1917 cinderellas. The Society also produces a limited number of covers, and next month's will be number 17. A limited number of these covers with overprinted minishets, with the option of the cinderella label affixed and tied to it, will be available at the fair on 14 October, and then again next year on Labour Day 2019.

Further information about these upcoming high quality labels can be obtained by emailing Jack Van Beveren at the Ballarat Philatelic Society on annejack3@bigpond.com.