

Cinderella Corner

Welcome to the October issue of Cinderella Corner. It is pleasing to note that the field of cinderellas and poster stamps is alive and well, with a number of philatelic auctions successfully selling Cinderella Lots for respectful sums. It was only a few months ago that a set of 7 Australian WWI pro conscription propaganda patriotic labels sold at Auction for over \$AUD1,000 (including Buyer's Premium). The 1914-1918 War Loan Bond issues of Australia have also featured in the stamp market of late, with blocks of 4 and full sheets surfacing across Australia and other parts of the world. These too have resulted in some healthy bidding with many fetching deserving prices into the hundreds.

In this 10th issue for 2016, I explore a number of individual cinderellas rather than focus on a particular set or type of them. If you have any labels you would like featured or discussed in a forthcoming issue of Cinderella Corner, please let me know. I am particularly keen to receive scans on Christmas-related labels in preparation for December's issue.

C. E. Welch (Bendigo)

There is a certain charm to early poster stamps advertising key products and occupations that are either obsolete or not so popular in the days of today. One such

label is the pale red and white one illustrated in Image 1. Measuring 26mm by 22mm and imperforate on all four sides, the label presents the following text: *C. E. Welch – Jeweller & Watchmaker – Mitchell St. Bendigo*. The business was prominent in the early 1890s and the label likely dates to that era. It is therefore rather rare and a poignant point of historical reference for the Bendigo area. It was a business that advertised all forms of watch repairing at minimal cost. Further information is needed (and welcomed) regarding this label and the owner of the former business it promotes.

Freedom From Hunger Campaign

The small vertically joined pair of labels featured in Image 2 dates to the early 1960s. Each measures 32mm by 19mm and is rouletted 7 on all four sides. The black text on the peach background reads as follows: *SUPPORT THE FREEDOM FROM HUNGER CAMPAIGN – 217 Adelaide Street, Brisbane – 2 2359*. The label advertises the Brisbane branch of a nationwide effort to raise funds and awareness towards eradicating world poverty. Each State set targets for desired funds and promoted problems involving global starvation and poverty.

PALS



Figure 1



Figure 2



Figure 3

In April of this year, Cinderella Corner produced a fairly thorough issue on some of the well-known 1920s PALS labels. Now, six months later, I add to this body of knowledge following two further discoveries. If any reader has identified any further findings about these fascinating poster stamps, I would love to know.

- The labels that were offered as part of a second printing in 1926 appear to have also produced a light blue variety for at least the kangaroo issue in the popular zoological series. It is unsure whether examples of this colour exist for other issues in this series (although, given that the darker blue issued labels were joined in strips of three, this is likely for at least the adjoining platypus and lyrebird ones).
- The second printing also produced labels across all of its series in the standard blue issue with significantly larger margin sizes. These extend as follows: right margin from 4mm to 13mm and base margin from 4mm to 15mm. It is unsure, however, if these noticeable increases in size existed across the even scarcer brown issued labels. Image 3 illustrates these two variations in the second printing in the kangaroo label alongside the previously illustrated 'standard' second printing (smaller size; darker blue).

Phantom Philately

Since its inception in 1977, several editions of Cinderella Corner have addressed the foundation of the term

cinderella and how it has shifted in scope over the years, especially as the number of items considered cinderellas broaden in breadth. For the purpose of entertaining the reader, I revisit the *idea* of cinderella items and draw upon a colourful text titled *Phantom Philately* by Fred J. Melville, the then President of the Junior Philatelic Society in London. Written in 1900 (nearly 60 years before the term *cinderella* was coined as part of the philately vernacular), the writer makes reference to phantom stamps that are *not what they seem* and includes items such as exhibition, charity and advertising labels. Melville warns the reader of such *corrupted* items and encourages collectors to, rather, acquire official stamps listed in different catalogues. Views on cinderellas have certainly changed since 1900, as the reader is well aware of the legitimacy of such items in the world of philately today.

Cigar Bands

To *challenge* the boundaries of cinderellas a little further, the scan presented in Image 4 is offered. It illustrates examples of cigar bands from experienced collector Don Catterall. With a history dating nearly 200 years, cigar band varieties number into the 1,000s. However the ones offered by Don are rather unique and interesting as they exemplify, through their centres, images of European stamps. These items from the 1940s and 1950s are a delight – I wonder how many were issued and how many countries were represented on them. I also welcome some feedback on

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whether these particular varieties of cigar bands can be classified as cinderellas.

Revisiting The St. Kilda Portes Timbres Item

In the earlier June issue of Cinderella Corner, I illustrated what was, perhaps, the only known example of an Australian Portes Timbres item (re-illustrated here with Image 5). It derived from St. Kilda Pier and Pavilion (in Melbourne) and was affixed to the reverse of a postcard. The item is a spectacular one and drew

Figure 4

some interesting comments from various enthusiasts. One reader, Richard Breckon (Team Leader, Philatelic Archives Collector Services, Australia Post), affirms its scarcity, noting that while advertising 'collars' have been cited *printed* on Australian-produced envelopes, the St. Kilda item was the sole example of an Australian Portes Timbres that he knew of. Richard then also offered some insight into the year

Vito Milana

Cinderella Give Away

Richard Muller of NSW kindly sent me the poster stamp illustrated in Image 6. It measures 49mm x 32mm and is perforated 11.5 on all four sides. After sending a scan to famed-UK collector Charles Kiddle, the label was confirmed as an 1898 German Kaiser Anniversary advertising Cinderella and it is rated as **rare**. They were also issued in sheets of 12 (4 x

3). This wonderful and rare label is in need of a good home! The first reader who sends through a scan of an item to discuss in a forthcoming Cinderella Corner issue will be awarded the item, as well as another 'freebie.' Thanks again to Richard for sending it through.



Figure 5

that the label was most likely to have been produced, suggesting a range from April 1905 to June 1906. Richard kindly offered the following that led to this timeframe:

The "Commonwealth One Penny" inscription refers to 1d postage applying to a postcard bearing correspondence in the left half of the address side, and posted for delivery within Australia. The postal regulation to allow the concession was adopted in April 1905. (Previously, all correspondence had to be confined to the "picture side" of the postcard.)

"Foreign Ordinary Letter Rate" refers to postcards with correspondence on the address side, posted to an overseas country; these being invalidated as "postcards" and requiring letter rates of postage. The 1906 Rome UPU Convention removed the prohibition against postcards with correspondence on the front being circulated in the international mails. Australia implemented the change immediately after the Rome congress concluded in June 1906.

Therefore, the Paper's Pavilion Porte Timbre must have been produced no earlier than April 1905 (the year after the pier opened), and no later than June 1906.

An extended thanks to Richard; it is rewarding to have this information and apply it to the label. Perhaps more examples of such Portes Timbres from Australia will surface in the future.



Figure 6