

# Cinderella Corner

## The Kangaroo: A Goliath In Australian Philately – Part III

This month's article is devoted to continuing to explore the Australian kangaroo as a visual feature in many Australian (and worldwide) cinderellas. As highlighted in last year's November and December *Cinderella Corner* pieces, the breadth of 'kangaroo labels' explored does not represent an exhaustive list but rather offers a snapshot of what exists; it is anticipated that another piece will be written to explore other native Australian animals showcased in Australian and foreign cinderellas.

### Third Victory Loan

The first cinderella label offered in this article is rather large, measuring 68mm x 38mm. It also presents the detailed text: *Lend Wings to Victory with your Victory Bonds / Your Union Representatives urge you to support the THIRD VICTORY LOAN*. It features a kangaroo hopping in front of a large winged 'V'. The label dates to the end of World War II, with the Third



Figure 1

Victory Loan instituted in March, 1945 (replacing the 1944 to 1945 Second Victory Loan). This ended once the Fourth Victory Loan commenced, in July 1945, which in turn ended in September the following year. The Third Victory Loan was reported as a successful venture with more than 400,000 subscribers.

### Carry On!

The cinderella label illustrated in Figure 2 is perforated 11 on all four sides. Measuring 38mm x 50mm and multicoloured, it features the text: *Australian Made is Britain's Aid! / CARRY ON!*. The cinderella features a large prominent red kangaroo in its centre, and is one of four different *Carry On* labels that were issued in the series. This label likely dates to the 1942 or 1943, as two different examples of *Carry On* labels have been identified on covers from those two years. The origin of the prominent *Carry On* slogan, which features at the base of the label, can be traced to 1940 when the then Australian Minister for the Interior urged Australians to "Carry On" in the midst of war and its developments, thereby echoing the slogan previously used by Lord Kitchener (1850 – 1916) during the Great War.

### 90<sup>th</sup> Anniversary Of Federation

Australia celebrated its 90<sup>th</sup> Anniversary of Federation in 1991, and to help commemorate the event, a few different cinderellas were released, nationwide. One is illustrated in block of six (see Figure 3). Coloured dark yellow and black, the imperforate label features a several Australian items including a pair of kangaroos. Each label measures approximately 50mm x 33mm and features the text: *Commonwealth of AUSTRALIA / 5c /*



Figure 2



Figure 3

*1901 – 1991 / 90th ANNIVERSARY of FEDERATION.*  
One of the labels in the block is signed by the producer of the labels, Mr. Robert Kennedy, who was a stamp dealer operating out of David Jones (Elizabeth Street, Melbourne). The labels were sold for 5 cents each and produced in sheets of 21 (3 x 7) measuring approximately 156mm x 232mm. The label also exists in white and black, and this is considered as scarcer than the illustrated yellow and black one.

### World YWCA Council Meeting

The cinderella illustrated in Figure 4 (affixed on the reverse of a 1967 cover) was issued to help celebrate the 1967 World YMCA Council Meeting. Imperforate (with a superimposed outline of perforations) and measuring 58mm x 41mm, it features an indigenous illustration of a kangaroo as well as images of several kangaroo paws. The cinderella also features the text: *WORLD Y.M.C.A. COUNCIL MEETING / AUSTRALIA 1967*. The envelope's insert informs that 1967 was the first time the



Figure 4

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World YMCA Council had met in Australia, and that the event would run for 14 days from 19 August to 1 September, at Monash University. It was also reported that the gathering featured Human Rights as its global theme.

## Sydney Red Cross

Figure 5 illustrates the earliest of the ‘kangaroo’ cinderellas explored in this *Cinderella Corner*. Measuring 27mm x 40mm and roughly perforated on all four sides, the label, while French in origin, is fundamentally ‘Australian’ in all of its presented motifs. Multicoloured and featuring the word *SYDNEY*, the label features three kangaroos, as well a tree-perched cockatoo and a prominent Red Cross in the lower right-hand corner. It was produced circa 1916 by the French entrepreneur Gaston Aime Camille Fontanille Delandre (11 May 1883 – 1923), who was a prolific producer of more than 4,000 different cinderellas during the World War I era. This label is only one of a handful of Australian ones Delandre produced recognising Australia and some of its positions during the 1914 to 1918-era (and only one of two different Red Cross ones). Interestingly, while a Red Cross features on the label, the proceeds of the sale of this label, similar to all of produced Red Cross ones, did not reach the Red Cross and were rather kept by Delandre himself. This led to imprisonment and death, shortly after, in 1923. The label also exists in several scarcer varieties, including one with flesh colour missing, and another as completely imperforate.

## Portland Cement



Figure 6



Figure 5

The cinderella illustrated in Figure 6 was issued to advertise Kangaroo cement. Imperforate and measuring 57mm x 45mm, the red, yellow, white and black label features the text: “KANGAROO” *best Portland Cement / FOR LASTING WORK ABOUT THE FARM, HOME OR STATION / AGENTS ELDER, SMITH & CO., LIMITED*. The cinderella features an image of a bag of Kangaroo cement (with its central image of a kangaroo) along with the additional text: *ONE CUBIC FOOT / 24 BAGS 1 TON / ADELAIDE CEMENT COMPANY LIMITED / BEST PORTLAND / KANGAROO / NO HOOKS PLEASE*. Portland Cement has a long history in Australia dating over 150 years. Adelaide Cement was formed in 1913, commencing operations in Birkenhead. The company then marketed as Kangaroo Brand before shifting to Brighton Company in 1952. The label therefore likely dates from the 1930s to the early 1950s.

## Queensland Tourists

The cinderella label illustrated in Figure 7 is one from a set of 12 *Queensland Tourist* ones. Measuring 27mm x 37mm and roughly perforated on all four sides, the label, coloured blue and white, illustrates several iconic

# Vito Milana



Figure 7

Queensland and Australian features, including a small kangaroo. It also presents the text: *QUEENSLAND / THE MECCA OF TOURISTS*. A full sheet of the labels, printed in a 3 x 4 arrangement, is illustrated on Dave Elsmore's website exploring 'Queensland Cinderellas'. They all date to the 1950s and were issued to help increase Queensland tourism.

## Greetings From Queensland

Similar to Figure 7, the label illustrated in Figure 8 was also issued to help promote Queensland and encourage tourism. Imperforate on all four sides and measuring 48mm x 30mm, the label is coloured green, white and red and presents the text: *Greetings from*



Figure 8

*QUEENSLAND*. The backdrop of the cinderella features a large kangaroo nestled in some grassland.

## Australia International Camp 1959

The final cinderella explored in this *Cinderella Corner* is illustrated in Figure 9. Roughly rouletted on two sides, the square label is coloured white, dark yellow and blue and measures 28mm x 28mm. It features the text *AUSTRALIA INTERNATIONAL CAMP 1959*. The label features a large hopping kangaroo in front of a trefoil: a three-leaf plant, and the Girl Guide symbol. This 1959 Girl Guide event was held in Victoria in the latter part of January and saw attendees from several countries, including New Zealand, Japan, Canada, and Hong Kong.

Kangaroo's feature on many Australian (and foreign) cinderellas, often helping to symbolise the quintessential features of the Australian landscape. While this *Cinderella Corner* has functioned as the third piece exploring these fascinating cinderellas, many more examples of 'kangaroo labels' exist, and I welcome readers to provide further examples of such labels to help continue broaden the breadth and scope about them.

## Captain Cat – Update

Many thanks to Dave Elsmore for his most welcomed update on Australia Post's *Captain Cat* label series, as presented in August's *Cinderella Corner*. Dave has added that there were 8 labels in the set printed singular but for one issue which came in pairs. He also mentioned that all but the first were cracked-back and the first was released with tropical gum.



Figure 9