

# Cinderella Corner

Welcome to the November edition of Cinderella Corner. With summer approaching and the 2016-17 cricket season about to start, it is an appropriate time to remind readers what the national summer game has to offer for cinderella collectors. This special issue explores a number of Australian cricket labels spanning several decades from the height of the Great War to the 1980s. Feedback is, as usual, welcomed.

## Patriotic Carnival 1917

Figure 1 illustrates what is often revered as the scarcest (and one of the earliest) of the Australian cricket cinderellas.

It is unmistakably patriotic with its message, which bears the text: *To help our returned men. M. C. C. Patriotic Carnival on the M. C. C. Ground Oct. 20 – 27.* The label was issued as part of the 1917 Patriotic Carnival on the Melbourne Cricket Ground from October 20 to November 3, 1917, and aimed to raise funds for Australian soldiers. The Melbourne Cricket Club was founded on 15 November 1838 and describes this round label as a publicity sticker. It measures 50mm in diameter in the Club



Figure 1



Figure 2

colours of blue and red. The label is seldom sighted but when offered is in rather poor condition, occasionally damaged and torn and stuck to paper. Nonetheless, in any condition, it is very scarce and a desirable addition to cricket poster stamp enthusiasts and the wider cinderella collector.

## Melbourne Centenary 1934

The 1934 Centenary of Melbourne was met with state-wide celebrations. These included many private companies and organisations issuing posters, badges and various promotional cinderellas to help commemorate the event. These poster stamps mainly illustrated buildings across Melbourne and were usually issued in only one colour. One of these labels is illustrated in Figure 2. It shows the Victorian Cricket Association (VCA) House in the Melbourne CBD. The logo of the VCA is at top right. The building was built by the VCA in 1924 and served as its head office for over 60 years until 1988. Two sizes of the cinderella have been identified (both illustrated in Figure 2): 33mm x 42mm and 33mm x 46mm. Both of the labels are perforated 12.

## South Australia Centenary 1936

Similar to the Melbourne Centenary a few years earlier, celebrations were held throughout the state to recognise the 1936 South Australia Centenary. These also saw the release of a number of different

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Figure 3



Figure 4

Figure 3. It is one of a set of nine different ones, issued in a strip of three, showing the legendary Don Bradman. The label measures 35mm x 50mm and is perforated 11 ½.

## Melbourne Radio 3AW And Hamilton 3HA

Figure 4, printed in blue on buff colour paper, is a cinderella label that bears the text: *TEST CRICKET Broadcasts – 3AW-3HA BALL-TO-BALL BIG PRIZES!* It illustrates the involve-

cinderella labels, including the one illustrated in

ment of Melbourne Radio 3AW and Hamilton 3HA for the 1954/55 Series in Australia where England retained the Ashes. It is a scarce label, often overlooked and ignored by virtue of its simplicity, and measures 28mm x 43mm in size.

## Ashes Series 1954/55

The collector of cricket cinderellas will be familiar with the items illustrated across Figures 5 and 6 for both their scarcity and portrait appeal. The single example (Figure 5 – in red) and full sheet (Figure 6 – in purple) represent an attempt to promote the 1954-55 Ashes Series. They were issued in red, purple and green by Seven Seas Stamps Dubbo in sheetlets of 18 showing the touring party from England. Australia never made it on a stamp presumably because the whole project was a marketing flop, as stated by Bill Hornadge. The purple sheet in Figure 6 bears the following detailed text in the top margin: *SOUVENIR TEST CRICKET STAMPS – Can be pasted in autograph albums, in school project work books or affixed to the back of envelopes bearing letters to friends overseas.* Each label then presents the image of a different player. The single example in Figure 5 shows Frank ‘Typhoon’ Tyson, a leg-

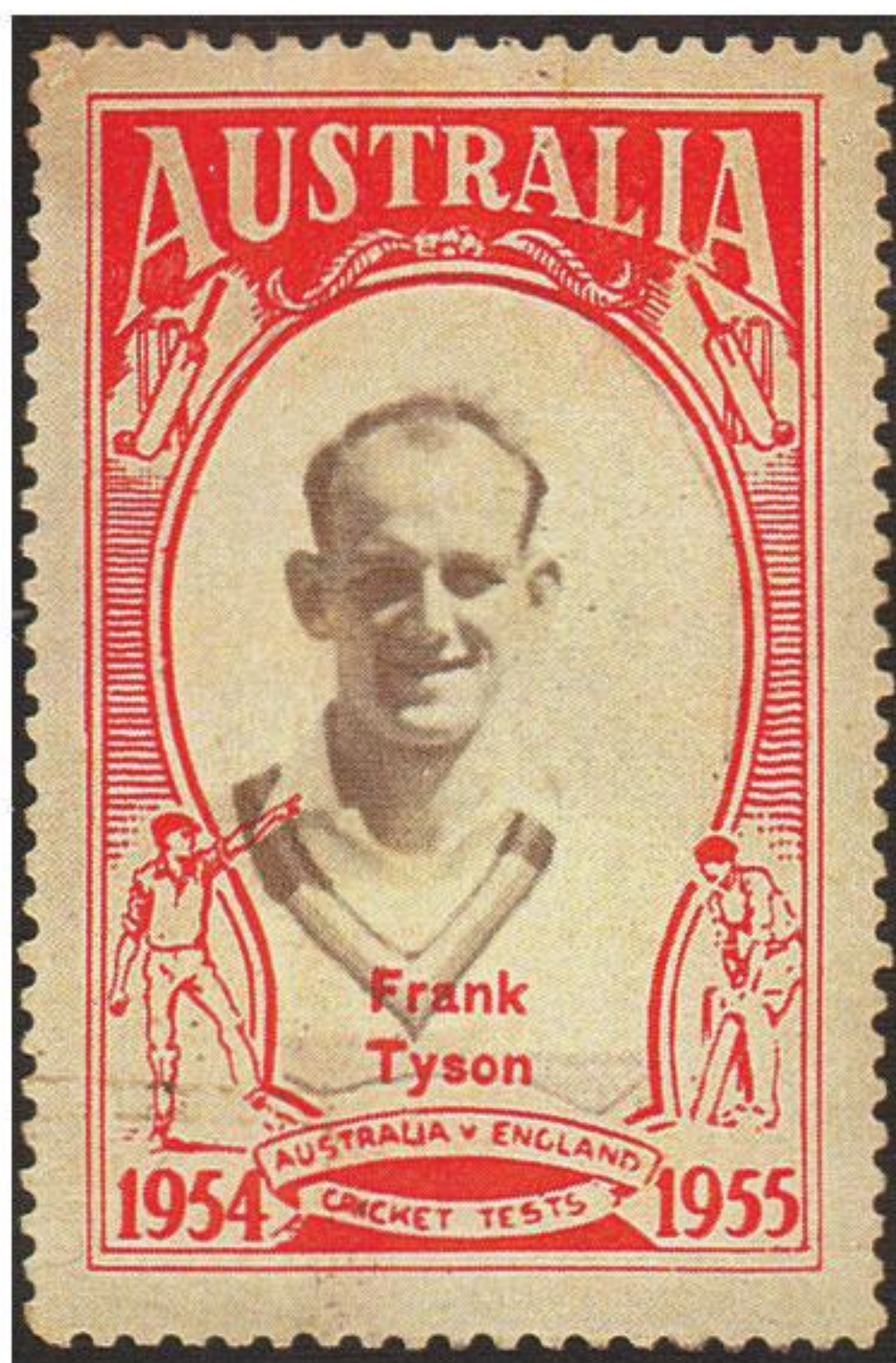


Figure 5

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end of that Ashes Series. Monty Wedd of Sydney was the designer of these cinderellas with letter-press printing completed in Dubbo. The sheetlet is 227 mm x 190mm and sold for 9d. Singles are 34mm x 52mm in size and are perforated 11½.



Figure 8

## BOAC & QANTAS

Figure 6 presents a BOAC (British Overseas Airways Corporation) & QANTAS (Queensland and Northern Territory Aerial Services) publicity label released in the 1950s. Full-size travel posters with exactly this design indicate that it is from the early 1950s. This could, however, be a BOAC production and thus from Great Britain. It is a scarce label and measures 37mm x 39mm in size. Further information about this cinderella is most welcomed.

## Airmail Labels

While airmail labels have their own dedicated following, both within Australia and overseas, many collectors incorporate them into their cinderella collections. Figure 7 shows two slightly different airmail labels with cricket motifs, first produced in 1985 by Noel Almeida for use on his letters. The

sizes are 52mm x 27mm and 53mm x 28mm, with ten self-adhesive labels to a sheet.

## Registration Labels

The previous remarks on airmail labels also apply to registration labels. To mark the 1977 Centenary Test Match in March, Australia Post issued a set of six stamps and a commemorative postmark. The postmarker was used at the Melbourne Cricket Ground from March 9 to 17, 1977, at a temporary post office. Official records show that 101,332 articles received the postmark. Of these only 56 items were registered using the special printed "Centenary Test Melbourne" label, as illustrated in Figure 8 (No. 0031). Auction realisations for a single cover bearing the Label have been in the thousands of dollars in the last ten years. The registration fee at the time was just \$2 but few knew about the production of this special registration label because Australia Post

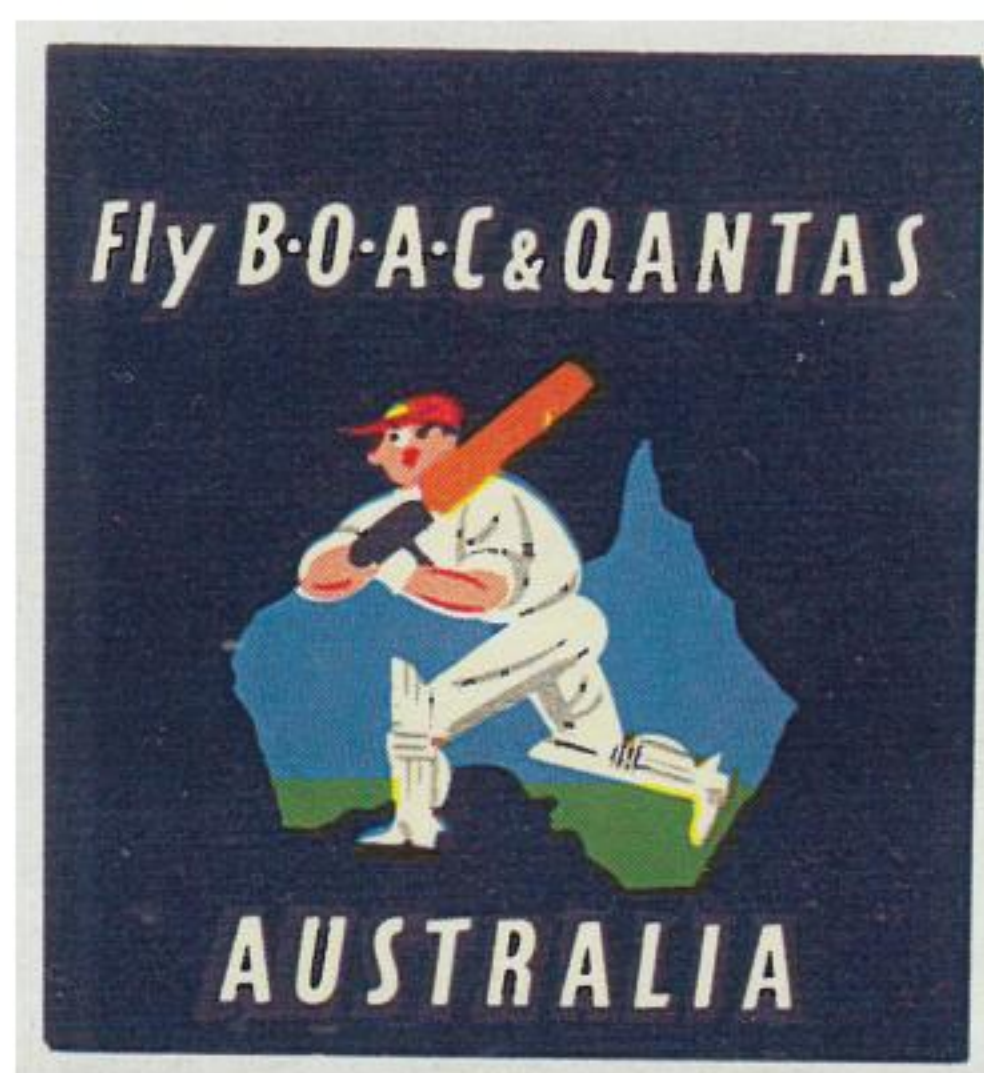


Figure 7



Figure 6

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Figure 9

did not announce its availability.

## AUSIPEX 1984

Leigh-Mardon of Melbourne was the principal printer at the time of the stamps of Australia. The perforated souvenir sheet illustrated in Figure 9, measuring 125mm x 95mm, was given away at Ausipex from their stand at the Show. It is rather common but illustrates three greats of cricket (Greg Chappell, Dennis Lillee and Rod Marsh). Some of the Sheets were overprinted by different organisations to help celebrate different events, and many of these are rather scarce.

## Amalgamated Press London

While Figure 10 illustrates a label that is certainly of UK origin, it has nonetheless a close connection to Australian cricket. It is the final item in this set of cricket cinderellas and heralds from Amalgamated Press London. It was part of a 1935 set of 64 poster stamps titled 'Champion Record Breakers' with portraits of champions and their associated machines. Three cricketers are honoured in the set: two Englishmen and our Don Bradman. The size of the label measures 32mm x 42mm, perforated 11. It is a scarce item.

All images shown in this article are from the collection of Noel Almeida, Honorary Life



Figure 10

Member, Cricket Philatelic Society, London.

## References:

1. Cricket Philatelic Society, *Wickets*, the quarterly journal of the Society, London.
2. Almeida, Noel, *Australian Cricket Stamps*, Cricket Local Post, Dandenong, Vic, 1991.

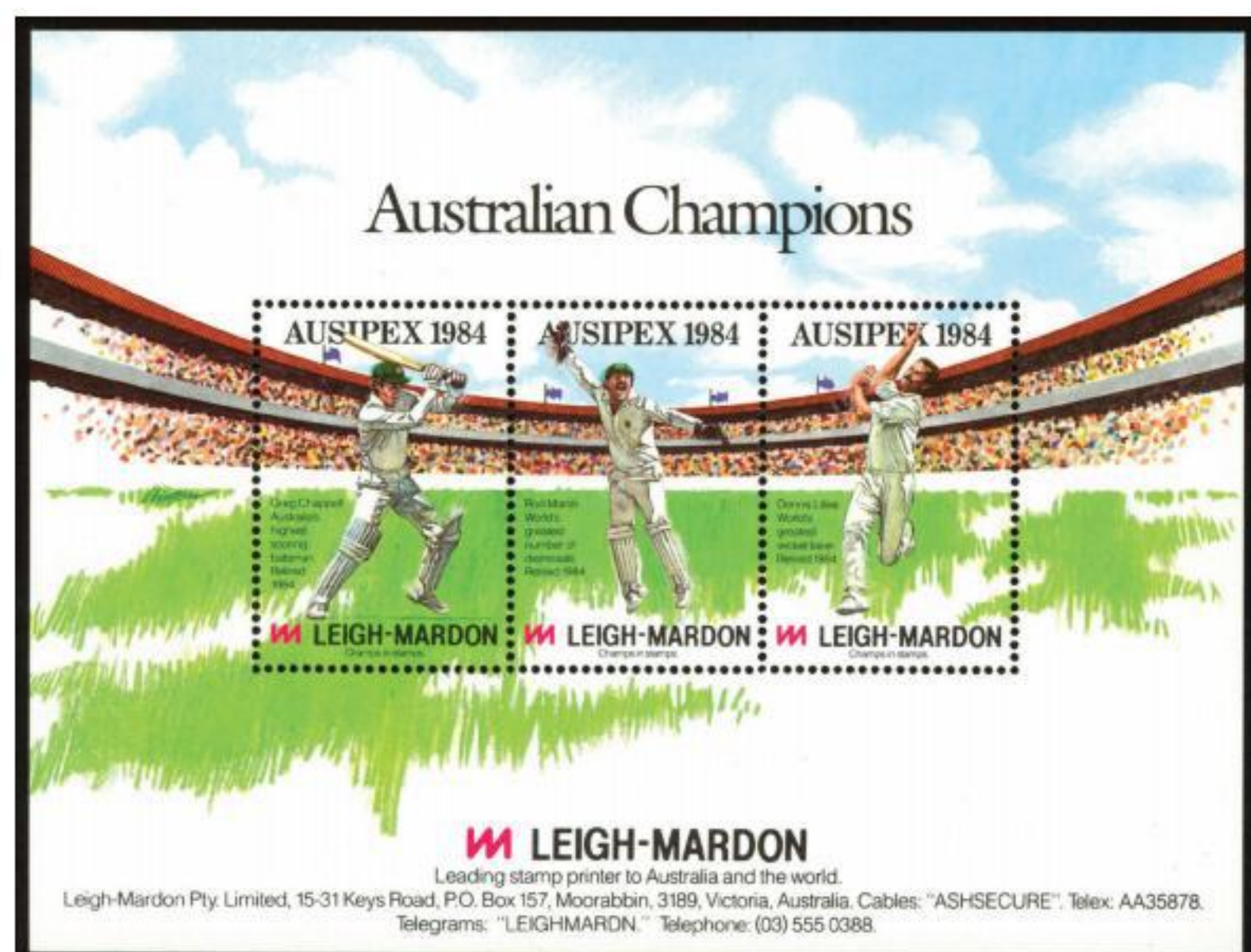


Figure 10