

Cinderella Corner

The Kangaroo: A Goliath In Australian Philately Part I

Welcome to the November edition of *Cinderella Corner*. This month's article is devoted to exploring the native Australian kangaroo as a motif present across many Australian (and foreign) cinderellas. Famously recognisable as the central feature in the early Australian 'Kangaroo and Map' stamps, both for the simplicity in the design and the high prices some of these consistently yield at auction, the kangaroo is popular amongst worldwide collectors. The presence of this Australian creature in several Australian cinderella labels is now explored, with a supplementary piece to be concluded next month. These labels, collectively, do not represent an exhaustive list but rather offer a taste of what exists. Next month's issue will continue the narrative on kangaroos, and it is anticipated that another will be written to explore other native Australian animals used in Australian and foreign cinderellas.

Guion, Kelson & Co.

While entering the market every so often and drawing the attention of broad cinderella and kangaroo enthusiasts alike, the Guion, Kelson & Co. label illustrated in Figure 1 is by no means a common one. Coloured in simple black and white, it features the text: Guion, Kelson & Co. Stamp Importers – Box 297 G.P.O. – Melbourne, VIC. It measures 22mm by 28mm and is perforated 11 on all four sides. This advertising label was produced by early stamp trader Arthur Guion Kelson who traded as Guion, Kelson & Co, commencing from the final years of the 19th Century. Further information about cinderellas produced by early Australian philatelic dealers and traders was explored in the July 2016 *Cinderella Corner*.

PALS

Perhaps the more popular of the several issued 1920s PALS cinderellas are the zoo series. They were first advertised in the 11 August 1923 edition of the *PALS* magazine and were heralded



Figure 2

as more 'splendid' than the Pictorials' set. More than 50,000 sets were eventually sent to readers and they were all designed by Melbourne artist Mr. Hans Praetorius who, at the time, had illustrated for several years many portraits of Australian animals. The six labels are arranged in a minisheet are illustrated in Figure 3, with one showcasing a kangaroo.

In the 26 July 1926 issue of PALS, a notice titled Pals Pictorial Stamps: Grand Offer to our Readers was printed. Readers were offered, for a very short period of time, a set of labels that mixed the zoo with other PALS sets. Limited to one set per reader, the stamps were: platypus, lyrebird and kangaroo (from the zoo set) and Western Australia, Tasmania and Queensland (from a pictorials' set). It appears that stamps in this second printing were offered as six singles to readers and were issued in at least two colours (blue and brown). They were printed in two strips of three and measure the same as those issued in the first printing. These labels are much scarcer than the first printing. Three different examples (size and colour) of the kangaroo



Figure 1



Figure 3



Figure 4



Figure 5

PALS label from this second printing are collectively illustrated in Figure 3. Further details about the range of PALS-issued cinderella labels can be found in the April 2016 *Cinderella Corner* edition.

PAMABA

The fairly well-known (and scarce) PAMABA labels featuring three kangaroos and a small encircled kookaburra were issued in 1912 and were designed by R. W. Viney, whose initials are printed on the label. An advertising piece in 1910 offers the slogan: *Pamaba is good enough for PA – PAMABA is also good for MA – There's no other so good for BA – by.* Figure 4 illustrates two examples the two different sizes of these Kangaroo PAMABA cinderellas. 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:

- 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.

Further information about the kangaroo PAMABA label can be found in the June 2015, June 2016, and September 2018 *Cinderella Corner* articles.

Figure 5 illustrates a second designed PAMABA cinderella featuring a kangaroo with joey in pouch, alongside a wombat and kookaburra. Some of the features of the cinderella also align with the second Kangaroo type. For example, a double border is present, and the designer's initials are absent. This label, however, is not perforated and also contains full gum on its reverse.

Australian Scout Jamboree

There are several Australian scout and jamboree-related cinderellas that exist, dating from the 1930s onwards. Of these, a few present the kangaroo motif. Figure 6 illustrates one example of

such a label in two varieties (perforate and imperforate). These labels, issued in 1934 as part of many cinderellas released to help celebrate the Victorian and Melbourne Centenary, both present the text: *CENTENARY VIC-*



L to R : Figure 6, Figure 7 & Figure 8

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TORIA AUSTRALIA / CHRISTMAS 1934 / JAMBOREE.

This label is one four jamboree ones, embedded in a sheet of 20 different perforated cinderellas, issued to help celebrate the centenary. This complete sheet is illustrated in Figure 7. Each of these four jamboree labels were also issued imperforate (all four sides). A third variety of this kangaroo jamboree label presents three sides imperforate and a perforated base. It was issued in a strip of four of the jamboree labels, and is much scarcer than the perforated and complete imperforated issues. An example of this type is illustrated in Figure 8.

The 1938-1939 Australasian Scout Jamboree (Sydney) was the second Jamboree held in Australia and included a large gathering of scouts from all around the world. It was staged at Bradfield Park, NSW, 80 years ago, from 29 December 1938 to 9 January 1939. The cinderella label illustrated to the left in Figure 9 features a scout feeding a kangaroo. It is coloured deep yellow, black and white, and is perforated XX on all sides. A second example of this label also features in Figure 9, bearing a double 1938 cancel. This label was placed as the middle of a strip of three different ones issued for the event and the only one of the three featuring a kangaroo.



Figure 9

variety of this label presents it as completely imperforate. This is scarcest of the varieties.

Next month's *Cinderella Corner*, the final for the year, will continue the discussion and presentation of kangaroos featuring across Australian cinderellas. I welcome readers to offer further examples of these labels and thereby broaden the scope of them.

Victoria And Melbourne Centenary

A sheet of 20 centenary cinderella labels issued to help commemorate the 1934 centenary of Victoria and Melbourne is illustrated in Figure 10. In this sheet, one the multi-coloured labels (measuring 30mm x 44mm) features a kangaroo, as an identical joined pair (R3, C2 and C3). Perforated 11 on all four sides, the cinderella features the text: *KANGAROO / VICTORIAN & MELBOURNE CENTENARY AUSTRALIA 1934-35*. The modified version of this sheet, as previously illustrated in Figure 7, also features this same label, but as a single rather than a joined pair. This kangaroo label was also issued as part of a block of 8 different labels, as illustrated in Figure 11, with the right-side imperforate. A final



Figure 10 & Figure 11