

Cinderella Corner

Novelty Printing And Fameface (Part Two)

Welcome to the final issue of Cinderella Corner for 2017. The arrival of December signifies, for most of us, that the festive season has begun and further serves as an invitation to spend some 'catch up' time with all matters philatelic. This December issue continues the narrative from October's Cinderella Corner edition on Novelty Printing and FAMEFACE. I suggest that a copy of October's text remain open when reading this current piece, as it directly continues the discussion.



Figure 1

Bill Hornadge And Fameface (Continued)

As noted in October's Cinderella Corner, Bill Hornadge maintained a healthy relationship with Novelty Printing for several years, and had many FAMEFACE labels printed for him. Figure 1 illustrates a block of 6 identical labels from a sheet requested by the revered philatelist. Each label produces the same variation of the 1963 Australian postage stamp commemorating the 1963 Royal Visit, along with the text:

Dubbo! Dubbo!..... Isn't that the place in Orstralia where the waitress came in and said "Hands up all you'se who wants Cornflakes"?

The sharp contrast between the regal context of the 1963 stamp with Bill's familiar humour is most entertaining.

Bill Hornadge also endorsed some Ex Libris labels to be printed. These were used as

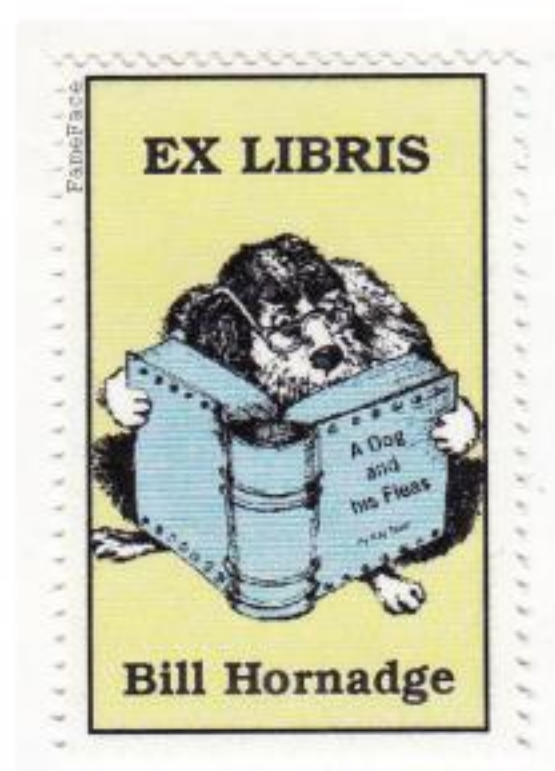


Figure 2

bookplates and placed inside some of his publications. There were several colours of the same design that were made, include the example illustrated in Figure 2. Imperforate varieties also exist for some of these Ex Libris types.

A final example of one of Bill Hornadge's many labels printed by FAMEFACE is truly a marvel. As illustrated in the Figure 3 block, the label is titled *Boris & Bill* and shows a colourful, digitally altered



Figure 3



Figure 5

image of Bill Hornadge with one arm around the shoulder of former Russian Federation President, Boris Yeltsin.

The FAMEFACE labels produced for Bill Hornadge are numerous and clearly offer an insight into the eclectic sense of humour from the philatelic giant. Dieter Blasche holds fond memories of Bill and remembers when he visited him and his wife in South Australia. These labels were also occasionally used by Bill by sticking them on mail corre-

spondences from Dubbo.

Sporting Themes

There are 23 known FAMEFACE labels that link closely with sporting themes, all with the usual 'FameFace' text printed in the top-left margin. The first 10 of these are as follows:

1. The Ashes.

This label bears the text: *116th Anniversary of The Ashes – 1988/99 England Tour of Australia* (with the additional text *DKSI*).

2. Golf. This label, attributed to Bill Hornadge, presents the image of a man about to swing a golf



Figure 4



Figure 6 (above) & Figure 7

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stick. The text, *THE GOLFER*, appears at the base.

3. Don Bradman. This label is an exact reproduction of the infamous 1936 South Australia centenary Don Bradman label. Like the original, it bears the text: *SOUTH AUSTRALIA – CENTENARY CELEBRATIONS – 1836.....1936*. This cinderella is illustrated in Figure 4. The original 1936 label is also significantly larger than the reprint, with measurements of 35mm by 52mm (see October's Cinderella Corner for measurements and perforations of FAMEFACE labels).

4. Rugby Union. The rugby cup is presented in this label with the text: *1999 RUGBY UNION WORLD CUP WON BY AUSTRALIA*.

5. and 6. Cricket (World Stamp Expo 1999). Two joined labels celebrate the 1999 World Stamp Expo. One of the pair showcases the S.S. Great Britain, and the other presents the text: *All-England Eleven visit Australia 1981-62*, along with a black and white image of the cricket team.

7. and 8. Don Bradman (pair). Two joined different labels both illustrated famed Australian cricketer Sir Don Bradman. One of the labels presents the text: *50th Anniversary "The 1948 INVINCIBLES" AUSTRALIAN TOUR OF ENGLAND DON BRADMAN (Captain)*; the other presents the text: *90th Anniversary Birth of Sir Donald Bradman AC – Born Cootamundra, NSW 27th August 1908*.

9. Cricket (World Cup). This label illustrates the Cricket World Cup along with the text: *1999 CRICKET WORLD CUP WON BY AUSTRALIA*.

10. Ashes Tour 2001. This label privately overprints an early FAMEFACE label, celebrating the Ashes. It presents the text: *ASHES TOUR 2001 – 50p – 2nd TEST MATCH* (all as private overprints) with the central image of Lord's Ground in the United Kingdom.

In addition to these 10 labels, another 11 cricket ones were produced and sold overseas as set. These



Figure 8

labels were offered in a presentation pack titled: *100th TEST MATCH at LORD'S GROUND 13 OFFICIAL M.C.C. PUBLICITY LABELS*.

While these labels bear the 'FameFace' text, they were sold by Stamp Publicity (Worthing) Ltd. in West Sussex, United Kingdom. The labels all, except one, present images of cricketers and were designed by A. Melville-Brown from photographs by Patrick Eagar, before being sent to Novelty Stamps for producing and printing. As a set, these labels are scarce and a limited quantity of 3,600 complete sets were sold. They aimed to commemorate the occasion when, on 29 June 2000, at the Second test Match of the Tour, the West Indies joined England to play the 100th Test Match at the famous Lord's Ground. The labels, in their original presentation pack, are illustrated in Figure 5.

Lord Howe Island

Lord Howe Island philately is a much sought after area by collectors. In the world of cinderellas, the 1936 issued Lord Howe Island – GOWER WILSON MEMORIAL HOSPITAL APPEAL label is often prized and, in sound condition, can fetch prices greater than \$100. An example of this item is illustrated in Figure 6.

In 1988, FAMEFACE produced a total of 200 sheets of a label that replicated the design shown in Figure 6, with the additional text: *LORD HOWE*

Vito Milana

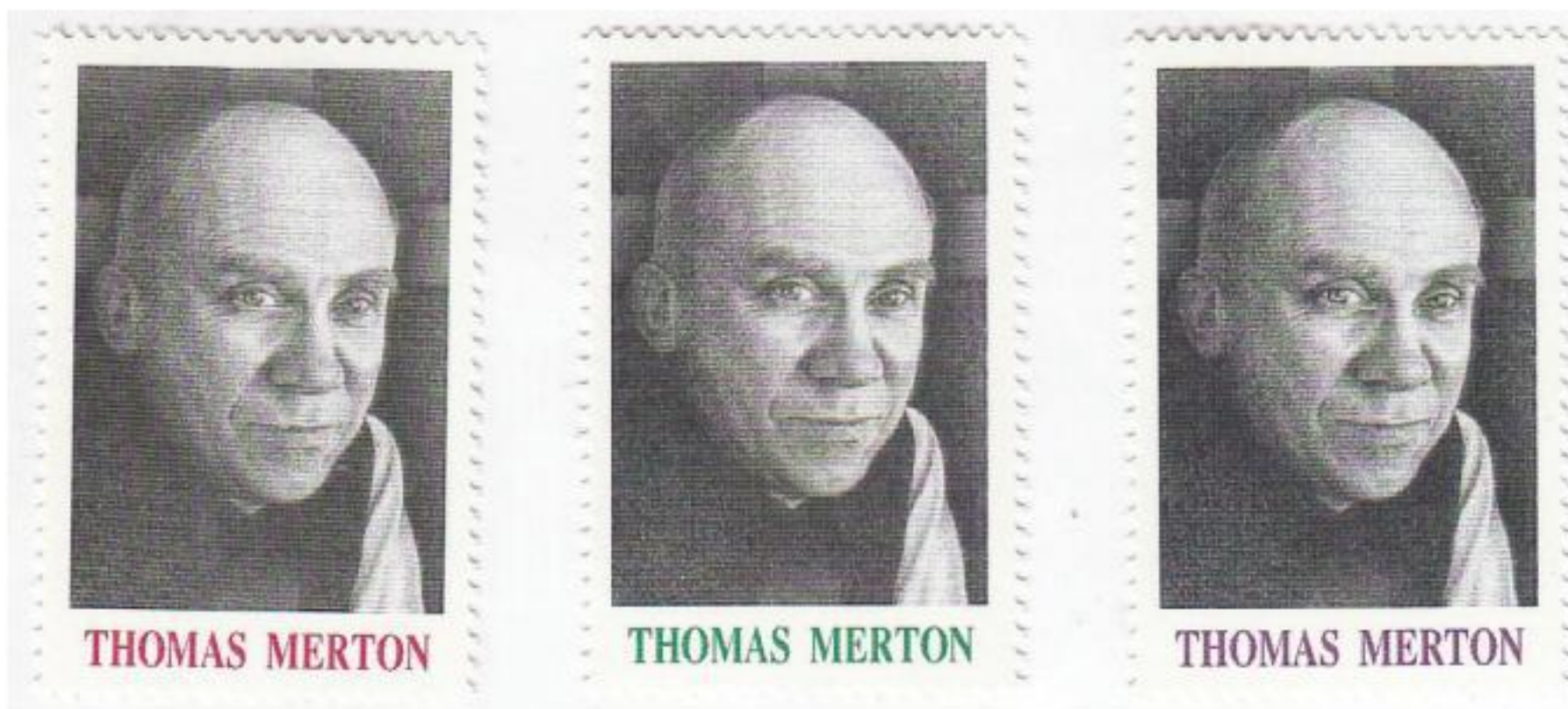


Figure 11

ISLAND COURIER POST and a overprinted price of \$1.80. These labels 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. An example of this label is illustrated in Figure 7. With a 61mm by 42mm measurement, the label is much smaller than the original 1936 one.

Advertising

Aside from the odd propaganda label or cinderella illustrating sports and various milestones, FAMEFACE labels also exist that advertise various companies and their products. Figure 8 illustrates one of these (as a joined pair): Collingrove Homestead. This label bears the text: *COLLINGROVE HOMESTEAD – HERITAGE ACCOMMODATION – Bed & Breakfast Barossa Country Hospitality*. Figure 9 offers another one of these advertising label types, this time belonging to photographers 'Anthony of Adelaide.' An example of their work is offered on the cinderella.

Noel Almeida And Fameface

Noel Almeida of Dandenong had five different sports'-related labels printed by Novelty Printing. How-

ever, unlike the 23 sporting ones already discussed, none of the labels present the typical 'FameFace' text in top left hand corner, nor anywhere on the labels, as per Noel's request. The full 6 x 6 sheets were all illustrated with the FAMEFACE bowtie motif and publication details.

In addition to sporting labels, a label was also issued in July 1994 bearing the face of writer, theologian and mystic Thomas Merton (1915 – 1968). As instructed by Noel Almeida to Novelty Printing, three different varieties of this label were to be printed, each distinguished by the colour of the 'THOMAS MERTON' text (green, red, or purple). These three labels are illustrated, collectively, in Figure 10.

Conclusion

Novelty Printing's FAMEFACE enterprise, while short lived, resulted in the output of many high-quality labels that extended across a range of themes, including advertising, humour, sporting endeavour, and commemorative. Those

FAMEFACE labels discussed and illustrated in this Cinderella Corner, along with the edition offered in October, are by no means exhaustive. They merely offer a snapshot of the various types of cinderellas that Novelty Printing produced over the course of 6 years. I extend my thanks to Dieter Blasche, Ann Garrick and Noel Almeida for their instrumental assistance in helping with material that assisted in the production of these two articles. As usual, I welcome readers to offer any further information (and, of course, scans) about the many labels that they produced.

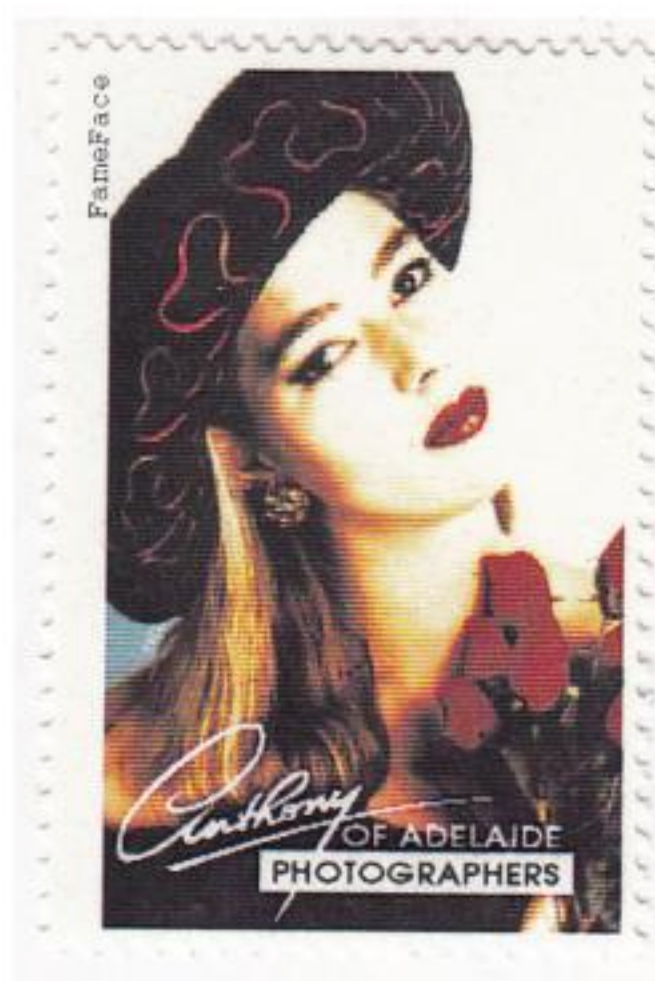


Figure 10