

COLLECTING NEW ZEALAND CINDERELLAS

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New Zealand is a country that is a wonderful source for Cinderella material but if we are not careful a collection can quickly become a lot of pieces without any theme or direction.

We must first try and establish what we mean by the term CINDERELLAS. This is not an easy thing to define. Over the years many different definitions have been stated. The old definition was a stamp that is not listed in the catalogue, but which catalogue are we talking about? There are so many different catalogues, even in New Zealand. Let us take a different approach and list some of the groups that describe New Zealand cinderellas: — a) Patriotic Labels b) T.B. Stickers c) St Johns Easter Seals d) Publicity Stickers e) Safety Labels f) Post Office Stickers Labels and Seals g) Environmental Stickers h) Charity Stamps i) Discount Stamps j) Saving Stamps k) Fruit and Produce Marketing Board Stamps l) Revenue Stamps m) Railway Charges Stamps n) Railway Freight Parcel and Newspaper Stamps o) Exhibition Labels p) Locals q) Forgeries r) Pigeon Post Stamps s) Wages, Social Security and Unemployment Stamps. You will note that within the groups there are names used — labels, seals, stickers, stamps. To these we can add vignettes, etiquettes, in fact almost anything that can be stuck on an envelope or parcel that is not sold in the normal way by the Post Office.

The information that we need for our stamp collecting is very similar to that required when collecting cinderellas: a) What was the reason for the issue? b) What was the date of issue? c) Did the issue consist of a set or a single item? d) What was the sheet size and format? e) Who were the printers? f) What form of separation was used on the sheet?, perforated, rouletted, slotted, etc. In the early stages of your collection a great deal of the information will be difficult to obtain, the main references will be specific catalogues and the handbooks that either specialise in or have sections that deal with cinderellas. Quite often when a Cinderella item is going to be issued some prior publicity is arranged, try to save this information and start to put together your own reference files.

Where will you find your best source of Cinderella material? Generally in the same places that you find your stamps — stamp fairs; stamp dealers; auctions held at your local stamp clubs and swapping with your friends. Sometimes the cinderellas have been sorted, but often they are mixed stamps in old albums or at the back of the album.

When you sort through a box of covers always look at the back of the envelope, the postal regulations for many years prohibited putting anything but the stamp on the front of the cover although there was

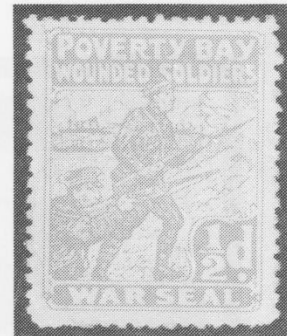
provision for the placing of exhibition stickers in the front top left hand corner. These regulations have now been relaxed and now many people position stickers (along side) the stamps.



I always consider a sticker or label that has been "tied" to the cover by the postmark to be a prized item, especially if the postmark date and possibly the place name is significant to the item. However, beware of stickers that are not tied when a high price is asked for the cover, these stickers could have been added at a later date. Do not separate a tied cinderella from a cover unless the cover is torn or dirty. In the early stages of your collecting most of the cinderellas that you find will be singles. As your collecting interest grows you will come across complete sheets, these will provide a great deal of the information that we listed earlier — you don't have to own the complete sheet but note the details such as: sheet format, eg 2 rows x 5 stickers; the printers name and the type of separation applied to the sheet.



What should you pay for Cinderellas? The answer to this is difficult, generally I would say as little as possible but as the demand increases so the price will rise. Very few Cinderellas will be found in catalogues and so your main price guide will be comparison between the price asked by different dealers. Estimates in auction lists (these can often be misleading), or some idea gained from discussion with fellow collectors. Normally the cheapest time to buy Cinderellas is when they are first issued as a publicity or fund raising item.



It has not been possible in this article to give more than an introduction and guide to the collecting of cinderellas. Remember it is important that you get enjoyment out of your collecting, try and collect items that interest you, don't collect everything. Use the same general rules that apply for good stamp collecting — good hunting.



Bibliography: — (1) Stirling and Co Christchurch — Stamp catalogue. (2) Auckland City Stamps — Stamp catalogue. (3) New Zealand Collectors Handbook 2nd Edition. (4) All the Stamps of New Zealand — L. Franks. (5) Captain Cook Stamp Magazine — Christchurch P.S. (6) Handbooks of the Royal Philatelic Society of New Zealand, (Revenue Stamps). (7) British Commonwealth Revenues-Barefoot & Hall. (8)-Stamp News-Australia. (9) Cinderella Stamps of Australia -Hornage. (10) The Cinderella Philatelist-Cinderella Stamp Club UK. (11) The N.Z. Stamp Collector - Royal Philatelic Society of N.Z.