

Cinderella Corner

Welcome to the first Cinderella Corner for 2019. This article helps to commence the year with a fresh topic not yet covered in depth within the world of Australian cinderella philately; paint. It will explore a number of labels associated with paint and painting traditions in Australia throughout the years. I extend my thanks to Dave Elsmore for supplying some of the images in this piece and, as usual, welcome readers to offer further scans.

Sherwin-Williams Company

Sherwin-Williams Company is a large US-based firm that deals with the production and distribution of paint and paint-related products, with customers worldwide, including Australia. It was founded in Ohio in 1866 by Henry Sherwin and Edward Williams and currently positions with a total worth of several billion dollars. The cinderella label illustrated in Figure 1 advertises the Sherwin-Williams Company, and presents the text: *MANUFACTURED IN AUSTRALIA / SW / COVER THE EARTH / by THE SHERWIN WILLIAMS Co. (AUSTRALIA) LTD.*

The label is coloured yellow, green and black, measures 43mm x 64mm, and is perforated 11 on all sides. The central motif of paint pouring over the earth is the official Sherwin-Williams company logo.

The Australian division of Sherwin-Williams Company has operated for several decades and is responsible for protecting and decorating many items including wood decking and automobiles. It continues, nationwide, to this date.

Boncote

Boncote cement paints have been manufactured in Australia for nearly a century, commencing operations in 1920. The cinderella labels offered in Figures 2 and 3 illustrate the Boncote Cement paint product. The text in Figure 2 reads: *BONCOTE CEMENT PAINT / PERMANENTLY WATER PROOFS AND COLORS NEW AND OLD CEMENT / DISTRIBUTING AGENTS: H. J. CORDER PTY. LTD. 240 Chapel St., Prahran, S. I. Vic.*

The text in Figure 3 is identical except the distributing



Figure 3



Figure 4



Figure 5



Left: Figure 1
Above: Figure 2

agent reads:

Harris Scarfe & Sandovers Ltd. HAY STREET, PERTH.

These labels each measure 49mm x 48mm and both are perforated 11½ on all sides. They are also coloured yellow, blue black and white. It is likely that other examples of these labels exist with different printed distributing agents identified, nationwide.

Majora Paints

Majora Paints has been established in Australia for over a century. The company also produces and provides organisations with varnishes and brushes and while highly active across Australia, Majora Paints has a noted firmer presence in Victoria. The yellow, black and white cinderella label illustrated in Figure 4 measures 38mm x 29mm and is perforated 13 on two sides. It presents the text:

As easily put on as a hat / International MAJORA PAINTS

The label is scarce and likely dates to the 1960s.

Kem-Cote

The cinderella illustrated in Figure 5 measures 32mm x 32mm, is multicoloured, and features the text: *ONE COAT Kem-cote / TRADEMARK / FLAT ENAMEL*

The One Coat Kem-Cote flat enamel product, as advertised on the label, was first produced in Sydney in 1954 from the large painting company Berger Groups. At the time, it was advertised as a new type of paint finish, released in Australia, for use on interior walls, ceilings and woodwork.

Vito Milana



Above: Figure 6, Right: Figure 7

Walmasta

As an extension to the Kem-Cote product explored above, Figure 6 highlights another Berger Groups paint product, this time the Walmasta Wall Finish. This label measures 72mm by 39mm and is imperforate on all sides. Coloured green, red, yellow, white and black, it features the text: *Exclusive WALMASTA / EXTERIOR REINFORCED RESIN EMULSION WALL FINISH / Free Flowing*

The label also features an image of the Walmaster Finish tin (warm cream colour) and likely dates to the early to mid-1950s when the product was first available in Australia.

Ask For '10-66' Super Enamel

Figure 7 illustrates a cinderella that advertises another Sherwin-Williams Company paint product, namely the 10-66 Super Enamel. This label measures 39mm x 47mm, is multi-coloured, and imperforate on all sides. It features the text: *ASK FOR '10-66' SUPER ENAMEL*

Figures 8 illustrates the front of a cover dated 1934 originating from the Sherwin-Williams Company in Rhodes, Sydney. The reverse of this cover, highlighted in Figure 9, illustrates the same cinderella from Figure 7. This label, as such, likely dates from the early to mid-1930s.

United Paint

The cinderella label illustrated in Figure 10 is imperforate on all sides and measures 36mm x 55mm. It is multi-coloured and features the text:

loured and features the text:

UNITED / AUSTRALIA'S HIGH GRADE PAINT

The United Paint advertised on this label was produced by the Australian United Paint Co Limited, which formed in Port Adelaide, South Australia, in 1912 and remained in operation for just over 40 years until 1954 (although it was purchased by Dulux Australia Ltd. in 1918, with the name United retained). The product was advertised in the early 1920s and the label likely

dates to this period of time. It was available nationwide.

Ripolin

Ripolin, as foremost a brand of enamel paint, was founded in the Netherlands by chemist Carl Julius Ferdinand in the late 1800s. It is also famously known for being one of the paint brands used by Pablo Picasso and Swiss architect and painter Charles-Édouard Jeanneret. Ripolin products were imported in Australia from at least 1916 and, in its early years here, was advertised as a paint for cars. Initially available in Australia only in white, it was then available in 'all colours' from 1921.

The cover featured in Figure 11 in Figure 12, dated May 1932, originates from the then only Australian distributor of Ripolin paint, Lindsay McCormick. As the details on the reverse of the envelope lists (as per Figure 12), the address was 4 Underwood Street, Sydney.

The cinderella label affixed to the front of the cover illustrated in Figure 11 bears the text: *RIPOLIN / A PAINT READY FOR USE / on Wood Metal Stone Cement etc. / TRADE-MARK*

It also features the addition-

Figure 10

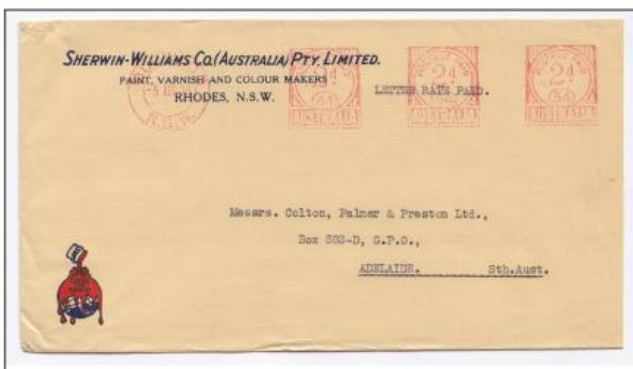


Figure 8



Figure 9

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al text:

RIPOLIN dries with a rich glossy service

The label measures 50mm x 38mm, is multicoloured and imperforate on all sides.

Of further interest is the additional cinderella label illustrated in Figure 13. It features the original Ripolin advertising from the Netherlands, written in Dutch, with the text *RIPOLIN TER BESCHILDERING* present, equating to the English 'RIPOLIN for painting.' It likely predates the English version, which would have been adapted from it.

Taubmans

Taubmans are the oldest manufacturers of paint and painting products in Australia, and still function as an independent enterprise today. Taubmans was formed in Sydney, 1912, by brothers Nathaniel and George Taubman. George was already in the field of paints, having established himself as an importer of paint supplies since 1897. Nathaniel then sold his share of the company to his brother, two years later, and George continued to expand the business until his death in 1938. From then, until 1952, it was chaired by George's son, Henry Taubman, and became Australia's second largest paint company, with factories expanding across all States, as well as abroad.

The cover illustrated in Figure 14 is postmarked Queensland, July 1920, and, on the reverse, as illustrated in Figure 15, features a Taubmans cinderella. This label is diamond shaped and imperforate on all sides. The label is also coloured yellow, black and white and features the text: *TAUBMANS VARNISHES LTD / SUPER FINE*

The advertised varnish product therefore dates to the early years of Taubmans' presence in Australia, shortly after the end of World War I. It is a very scarce cinderella and the scans of the cover were kindly supplied by Dave Elsmore.

Conclusion

Early Australian and Australian-connected paint cinderella labels are rather scarce. They do, however, offer a snapshot into the world of paint and painting products and offer some further insight into architectural, coating and cement practices in Australia from the late 1890s onwards. If readers

have other examples they wish to share, they would be most welcome. I once again extend my thanks to Dave Elsmore for offering scans of some of the labels in this *Cinderella Corner* piece.

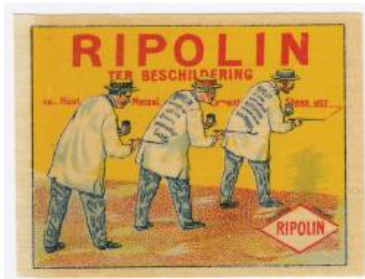


Figure 13



Top to bottom: Figures 11, 12, 14, 15