

Cinderella Corner

Australian Department Stores

Welcome to the first 2020 edition of *Cinderella Corner*. The post-Christmas end of year period, and the days extending into early January, signals stocktake shopping nationwide, and this time accommodates the countless individuals on the hunt for a bargain. This piece is inspired by those who brave the crowds from Boxing Day onwards to catch a sale by exploring some of the department stores that have, and some that to continue to exist, across Australia.

Buckley & Nunn Ltd.

The centenary of white settlement in Australia was met with much celebration over the 1934-1935 period. This time was of particular philatelic importance as many different cinderellas were issued to commemorate this occurrence, not only in Melbourne, but Australia-wide. Over 50 of these labels advertised Melbourne buildings and department stores, including one design for Buckley & Nunn.

Buckley & Nunn Limited was a popular Melbourne department store that opened on Bourke Street in 1851 by Mars Buckley (1825 – 1905) and Crumpton John Nunn (1828 – 1891). It was a popular store, in particular, for ladies' garments and fashion. After more than 130 years in operation, Buckley & Nunn closed in 1982; David Jones purchased its business and properties that same year.

Figure 1 presents a Buckley & Nunn Ltd. cinderella



Figure 1

issued as part of the 1934-1935 centenary celebrations. As illustrated, it was issued in four colours: red, blue, pale green, and burgundy. The labels each measure 34mm x 42mm, are perforated 11 on all sides, and feature the text: *MELBOURNE CENTENARY 1934 – 1934 / BUCKLEY & NUNN LTD / BUCKLEYS / MAIN STORE – MENS STORE / BUCKLEY & NUNN LTD.* The pictured main store building is still the site for part of Melbourne's David Jones.

David Jones

David Jones Pty. Limited (David Jones) is one of Melbourne's oldest department stores. It was founded more than 180 years ago, in 1838, by Welsh-Australian merchant David Jones (1797 – 1873). As of 2019, it is the oldest continuously operating department store, worldwide, trading under its original name. It currently has over 40 stores located throughout Australia as well as one in New Zealand.

Several Australian labels have been issued to help promote and commemorate David Jones. The first explored in this *Cinderella Corner* is highlights in Figure 2. It is one of several Parcel Post labels believed to have been issued by private companies rather than the PMG and is thereby relatively scarce. The label measures 57mm x 34mm and features the black on white text: *PARCEL POST. SYDNEY, N.S.W. / 23536 / DAVID JONES LTD. / FOR SERVICE.* The top and base of the label is rouletted.

The cinderella label illustrated in Figure 3 is provided courtesy of Dr. Ron Lafreniere of Canada. The label was issued in 1955 to celebrate David Jones' 117th birthday. It features images of its buildings in Sydney, Adelaide and Perth. The cinderella is blue, pale red and white and



Left : Figure 2
Left below : Figure 3

Below : Figure 4



Vito Milana



Figure 5



Figure 6



Figure 7

features the text: *117 BIRTHDAY DAVID JONES' / 1955 / SYDNEY – WAGGA WAGGA – ADELAIDE – PERTH.* The following year, in 1956, another label was issued to help celebrate David Jones' 118th birthday. This Sydney-produced item is illustrated in Figure 4 and features the storefront of the Brisbane store and is coloured black, white and red. Measuring 37mm x 39mm and perforated 11 on all sides, the cinderella features the text: *DAVID JONES' 118 BIRTHDAY / SYDNEY – ADELAIDE – PERTH – WAGGA WAGGA – BRISBANE.* It was printed in sheets of 15 (3 x 5). Other David Jones' labels celebrating different birthday and milestone years are likely to exist.

Foy's

Foy & Gibson (once more commonly known as Foy's), like David Jones, was one of Australia's earliest department store chains. Founded by Bendigo-born prominent businessman Mark Foy in Collingwood, Melbourne, in the 1860s, it sold a significant array of goods including clothing, hardware, food and furniture. After several name changes and purchases from other stores, including 10 by David Jones in 1964, it closed in 1977.

Figure 5 illustrates an imperforate 'coupon label' advertising Foy's. Coloured pale red, black and white, the label measures 47mm on all four sides and features the text: *FOY'S Melbourne CENTRAL / The Family Department Store Since 1866 / SWAP EXCHANGE HEADQUARTERS For Melbourne / BOURKE STREET ONLY.* The reverse of the label, as illustrated in Figure 6, is text heavy and reads: *This Square could help you win £50 and a chance to take your Mother with you for a holiday trip by TAA Vickers Viscount. / If you are quick and clever enough to collect more Foys Swap Cards than anybody else, then Foys will give you £50 spending money to take your Mother on a holiday to either Sydney or Hobart. / Return tickets will also be provided for your*

flight in a TAA Vickers Viscount – Australia's most modern commercial airliner. / Start to collect NOW! These swap cards appear to have been issued and available in the mid to late 1950s, placing a similar date for the label itself.

Bright & Hitchcocks

The business Bright & Hitchcocks Pty. Ltd. was established in Geelong in 1850 shortly after the three brothers G. M., William, and W. M. emigrated from London to Geelong. They shortly after formed a partnership with W. M. Hitchcock in 1853 and the store was then opened in 1855. Bright & Hitchcocks then operated at the same site for more than 125 years, closing its doors in 1979.

The label illustrated in Figure 7 is one of several issued to help celebrate Geelong's centenary celebrations in 1938, with similar styles to the Melbourne ones. Measuring 42mm x 32mm and perforated 11 on all sides, it features an image of the department store situated on the corner of Moorabool and Little Malop Streets. The text on the label reads: *GEELONG CENTENARY CELEBRA-*



Figure 8

Cinderella Corner

TIONS OCT. 1938 / BRIGHT & HITCHCOCKS PTY. LTD. / EST. 1850 / THE STORE OF HAPPY SHOPPING.

Peoplestores

Peoplestores drapery was found over a century ago, in 1905, by W.H., Williams (1874 – 1938). It was built in Adelaide near its central market and expanded several times over the years at the same location, including major renovations in the 1930s. It had several locations, including a number of stores in country South Australia. After nearly 75 years in operation, all Peoplestores buildings closed down.

The cinderella label illustrated in Figure 8 is also one of the labels issued to celebrate the 1936 to 1937 Adelaide centenary. The navy and white label features an image of the original Peoplestore building, since demolished, in front of the Adelaide GPO, and is perforated 11 on three sides. Measuring 47mm x 37mm, it features the text: *ADELAIDE CENTENARY 1836 – 7 In the shadow of the G.P.O. - / PEOPLESTORES LTD. GOUGER STREET – NEW ADELAIDE.*

Myer

Myer is a popular Australian department store, well-known nationwide. It was established in 1900 in Bendigo, with a second store also opening in Bendigo, in 1908. Over the

years, Myer developed into the largest chain of department stores and the only one with stores in all Australian States. Part of the Myer chain was the Myer Philatelic Department in Melbourne (also known as the Myer Emporium Philatelic Department). It was established in 1938 by Phil Downie and his wife Zita and the following year the Department began circulating Myer Philatelic News. Over the span of many decades, The Myer Philatelic Department helped nourish the philatelic needs of many collectors from the Myer store in Bourke Street, Melbourne. It has also been documented that some of the cinderellas that have been seen on Myer-related items were produced within the Myer Philatelic Department in Melbourne. The February 2018 *Cinderella Corner* piece is devoted to exploring Myer cinderella labels. One large label, personally acquired after the 2018 *Cinderella Corner* publication, is illustrated in Figure 9. Measuring 49mm x 86mm and roughly rouletted 7 on three sides, the 1936 label features the Myer Emporium building in Adelaide and is coloured pale red and white. The cinderella features the text: *SOUTH AUSTRALIAN CENTENARY 1839 – 1936. MYER'S For Value and Friendly Service / The MYER EMPORIUM (S.A. Ltd.) RUNDLE STREET, ADELAIDE.*

Shop In Wollongong

The final cinderella explored in this *Cinderella Corner* is illustrated in Figure 10. The green and white label measures 35mm x 27mm, is perforated 10 on all four sides, and features the text: *SHOP IN WOLLONGONG.* While the label does not directly advertise a department store, it does encourage individuals to shop in Wollongong where, situated on one of the main streets, a David Jones exists.

Department stores have a long history in Australia and many, with the ongoing rise of online shopping, struggle to remain open. Images of other department stores nationwide on cinderellas are welcomed.

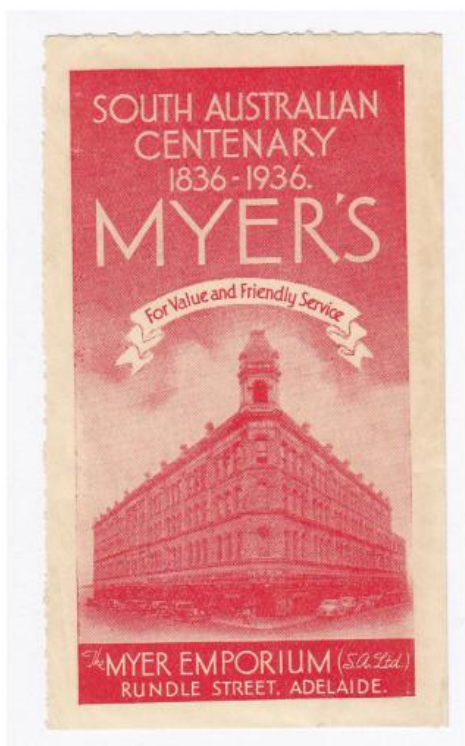


Figure 9



Figure 10