

Cinderella Corner

Welcome to another issue of Cinderella Corner. I hope you enjoy the labels presented in this issue and the discussion points offered about them. If you would like to share some of your cinderellas, please email me: vitomilana@hotmail.com

The Grahame Book Company

The Grahame Book Company was established in Martin Place, Sydney (New South Wales) in the 1940s and was registered as printers, printermakers and sellers of new and used technical books (they were foremost known for providing school textbooks). Articles and other research documents highlight the business as most prominent throughout Australia in the 1950s. Many libraries across the country have examples in their collections of books printed by the company.

Three different, similarly-designed cinderella labels have been identified that advertise the Grahame Book Company. Of these three advertising-based labels (Figures 1 to 3), two different prints are noted, with details as follows:

Printing 1: Red border design, black centre.

Printing 2 (Type 1): Black border design, red centre

Printing 2 (Type 2): Blue border design, brown centre

All three types are perforated 12 x 12, with frames measuring 30mm x 21mm, and present the text GRAHAME BOOK COMPANY – SYDNEY.

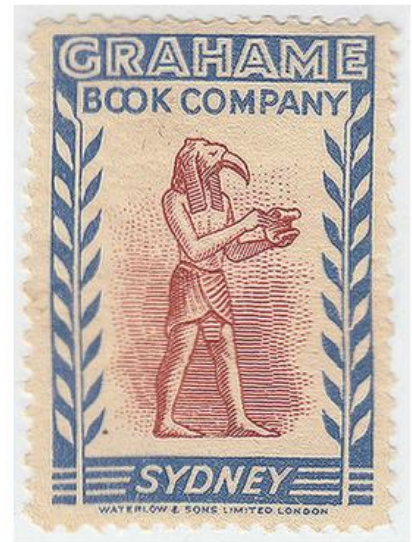
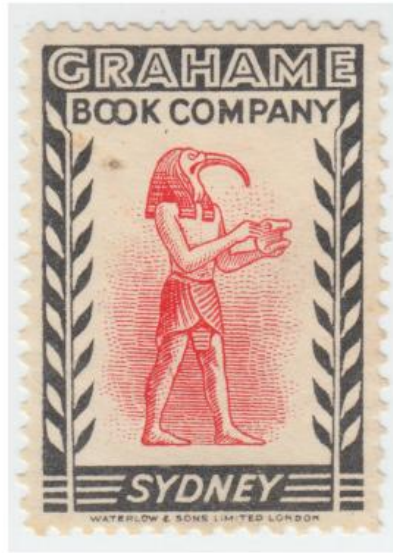
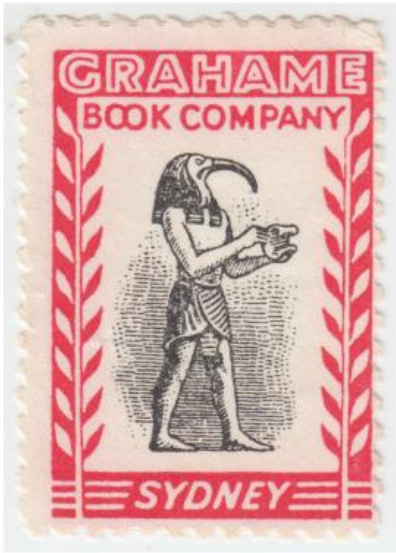
Each of the three types presents the central (and appropriate) figure of Thot, the Egyptian god of wisdom, writing and music, as he examines a short opened scroll. Noticeable differences in the facial features of Thot are apparent in the two types of Printing 2, including size of the beak and length of hair. This vignette also appears on official Grahame Book Company stationery, such as the image of an envelope provided with this article postmarked 1959 (Figure 4).

The two types of Printing 2 (foremost differentiated by colour) also present the base imprint: Waterlow & Sons Limited London. This engraver was one of the major companies from the United Kingdom in operation for over 100 years until its acquisition in 1961.

The Grahame Book Company labels appear occasionally on internet sites and auction houses and retail from \$20 - \$50 each. Printing 1 appears to be rarer than the two known varieties of Printing 2.



Vito Milana



These cinderellas are examples of *book trade labels*, often found affixed to the inside covers of books printed within Australia and examples have been cited dating as early as the late 1800s. As such, an afternoon rummage inside one of the few surviving second hand bookstores across the country may uncover some of these labels glued inside an old textbook or two.

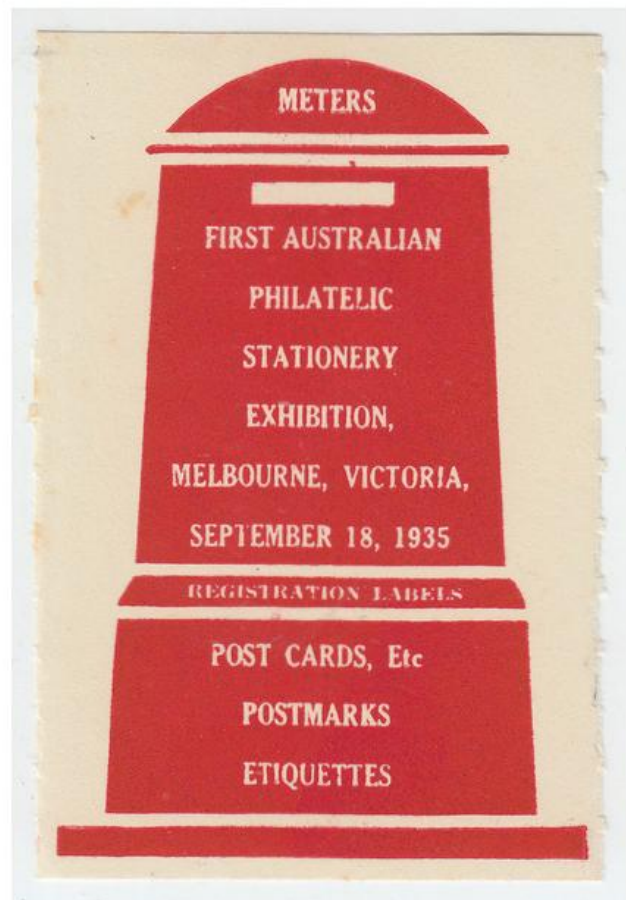
Any further information about these cinderellas is welcomed.

Philatelic Stationery Exhibition

The first Australian Philatelic Stationery Exhibition was held in Melbourne (Victoria) on September 18, 1935. With its free admission, a few reports highlight that the occasion drew reasonable crowds with stalls exhibiting a range of registration labels, post cards, postmarked items, meters and other etiquettes (including interwar Australian cinderellas).

To help commemorate the event, a special cinderella was issued (Figures 5 to 7). Coloured in red and cream, this label illustrated a tall red Post Office box with some superimposed text about the event. They were rather large at 59mm x 40mm and were offered perforated 11, rouletted 7 and imperforate. It is also known that these labels were printed in strips of four. So while the label does occasionally surface, the collector should try to claim all three varieties (perforated, rouletted, imperforated) of this label. A special cover was also issued that contained

a much smaller, simple grey and white imperforate cinderella label bearing the text: FIRST AUSTRALIAN PHILATELIC STATIONERY EXHIBITION. This label is much scarcer and, on cover, can fetch a few hundred dollars.



Cinderella Corner



Australia-Themed On Foreign Labels (Part 1)

A growing interest amongst worldwide collectors of Australian cinderellas is to broaden their interests to include non-Australian labels that advertise or celebrate Australia and Australian-related themes and events. *Cinderella Corner* will aim to exhibit a range of these labels over upcoming issues.

Tasmanien (1982)

This modern label (Figure 8) is part of a series issued by Germany over several different years to help celebrate some of the world's earliest postal stamps. The cinderella pictures a one penny stamp from Van Diemen's Land released in 1853. The label was offered for free throughout Germany to coincide with Junior Stamp Collector's Day (April 18, 1982). Several other labels in this set have been cited but it is not known how many exist. Any further help about these poster stamps would be greatly appreciated.



Neusüdwaales

The presented Neusüdwaales labels (Figures 9 to 11) date to 1913. They are part of a large series of 100s if not 1,000s designed for those businesses who could not or did not want the expense of having their own poster stamps designed. So, for relatively little money, they could have their details added to the margins of a stock

Vito Milana



poster stamp design. Figure 9 illustrates the ‘original’ label, part of a series showcasing different flags and people from around the world, and it is numbered *No. 45 Neusüdwaales (New South Wales)*. Its frame is 61mm x 36mm and it is perforated 11 on all sides.

The other two labels, Figures 10 and 11, are examples of added German advertising. Details are as follows (translated with the help of my German friend, Chris Gerlach):

Figure 10: New South Wales. Pharmacist Wilhelm (Wilm.) Lahusen. Bremen (town in Germany). The best and most effective (powerful) cod-liver oil. Iron Liver iodine brand, Jodella.

Figure 11: New South Wales. O. Fritze & Co. Inc. Demand – the products of the Offenbach/Main varnish factory.

The advertising of these two companies found in Figures 10 and 11 have been cited across several different labels in the series and the companies have also advertised on different labels outside of the flag/people set. These labels are rather rare and offer a unique insight into the philatelic advertising processes in Europe pre-WWI.

