

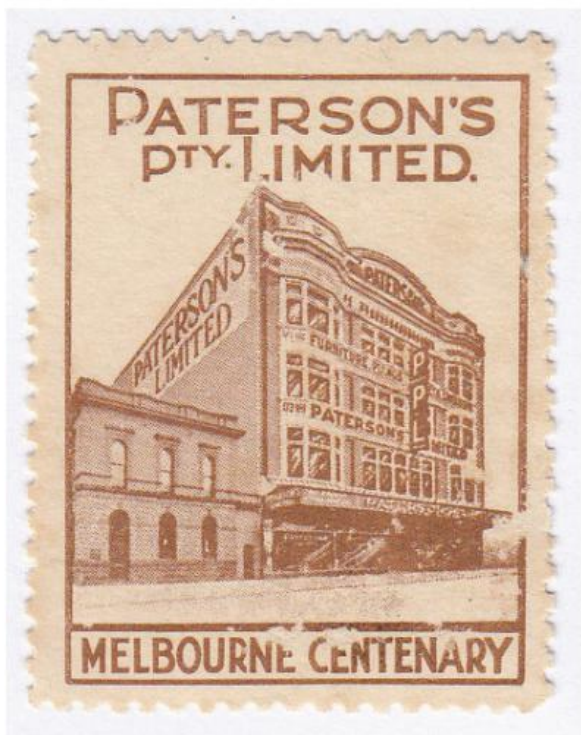
Cinderella Corner

Introduction

Welcome to the February edition of *Cinderella Corner*. This issue continues the discussion from last month concerning the many 'building' cinderellas issued as part of the 1934 – 1935 Melbourne Centenary celebrations. Next month's *Cinderella Corner* will conclude the discussion; it is hoped that the breadth of these labels is then extended following reader feedback.

Paterson's Pty. Limited

Paterson's Pty. Limited was an interior furniture and furnishings store. Established by brothers Simeon (1861 – 1925) and George Walter Nathan (1862 – 1932), the industry reported success during the turn of the 20th Century, where many furnishing establishments enjoyed similar statewide prosperity. The cinderella illustrated in Figure 1 measures 28mm x 38mm and is perforated 11 on all four sides. It features the text: *PATERSON'S PTY. LIMITED. / MELBOURNE CENTENARY*



The towering building featured on this label is located at 173 – 181 Smith Street in Fitzroy. The building was constructed over a century ago, in 1911, and was one of several retail entities built along the bustling Smith Street during the early years of the 20th Century.

Pears Pty. Ltd.

Pears new furniture warehouse opened on Chapel



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Street, Prahran, in March 1927. It was one of several Pears' buildings, including several in regional Victorian locations. Just over a decade later, in 1938, the previously mentioned Paterson's Pty. Limited purchased all Pears' stores, including their stock, and assumed control in July that year. The two cinderella labels (blue and white; brown and white) illustrated in Figure 2 each measures 28mm x 38mm and are perforated 11 on all four sides. They each features the text: *MELBOURNE CENTENARY / PEARS PTY. LTD. PRAHRAN. / FURNITURE WAREHOUSE*

Pitmans Shorthand

Pitmans Shorthand was developed by Isaac Pitman (1813 – 1897). It was the most widely used shorthand, first proposed in 1837, and in part led to Isaac being knighted by Queen Victoria in 1894. The cinderella illustrated in Figure 3 measures 27mm x 42mm and is perforated 11 on all four sides. It is one of the scarcest of the building labels explored in this and last month's *Cinderella Corner* pieces. The cinderella features the text: *MELBOURNE CENTENARY 1934 1935 / PITMANS SHORTHAND / THE UNIVERSAL SYSTEM*

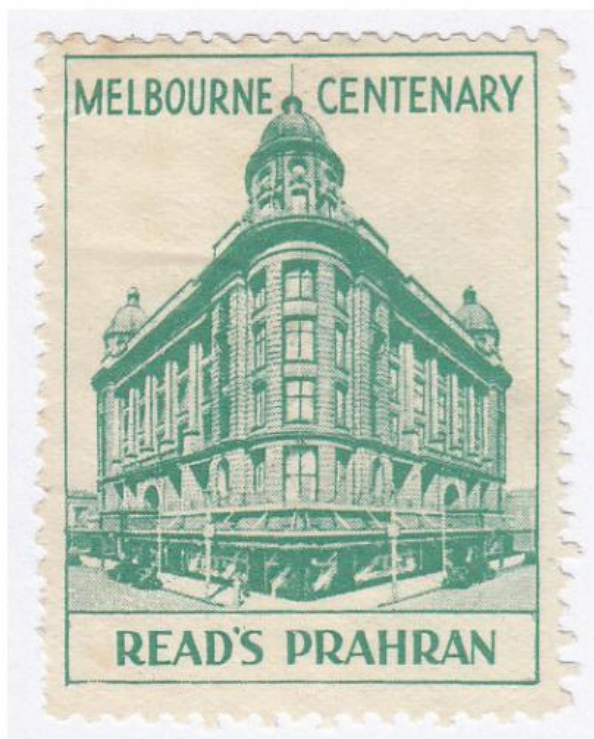
The building featured on the cinderella is Pitman House, located on Collins Street, Melbourne. In the *Sands & McDougall Melbourne or Victorian Directories*, it was listed, in 1935, as the central location for Sir Isaac Pitman & Sons Ltd. Publishers. This British organisation was founded by Pitman and his sons, Alfred and Ernest, in 1886 and soon became one of the world's leading educational publishers. In addition to Melbourne, Sir Isaac Pitman & Sons Ltd. Publishers had offices located in several cities worldwide, including Toronto, London, New York, Johannesburg and Tokyo. The publishing division was bought, just shy of a century later in 1985, by Pearson.

Figure 4 illustrates a striking example of this label cancelled on the front of an August 1934 cover from Sir Isaac Pitman & Sons Ltd. to Dunedin, New Zealand.

Read's Prahran

Reads Emporium was a bustling department store built in 1914. The cinderella illustrated in Figure 5 measures 28mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY / READ'S PRAHRAN*

Cinderella Corner



The building illustrated in Figure 5, located on the iconic corner of Chapel Street and Commercial Road, Prahran, remains relatively unaltered and is heritage listed. It was built on the site of the Prahran Hotel, for Charles M. Read, and continues to dominate the busy Melbourne intersection. The seven-storey palazzo style complex, defined by its twin green



domes, is currently occupied by residential apartments.

Richmond Furnishing Co. Pty. Ltd.

Richmond Furnishing Co. was a popular furniture and furnishings warehouse located on Swan Street, near Richmond Station, Melbourne. It flourished at the turn of the 20th Century. The company was founded by George Walter Nathan and his brother, Simeon, who were mentioned earlier as having also founded Paterson's Pty. Ltd. Alongside a third brother, Benjamin, the Nathans were prominent and wealthy members of the furniture and furnishings landscape. The cinderella illustrated in Figure 6 measures 28mm x 38mm and is perforated 12 on all four sides. It features the text: *RICHMOND FURNISHING CO. PTY. LTD. / MELBOURNE CENTENARY*



Scott's Hotel

The pink and cream 1934 cinderella illustrated in Figure 7 measures 27mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY / SCOTT'S HOTEL*. This hotel was built in 1860 at 444 Collins Street, Melbourne, by Edward Scott. Known as 'the city home of country people', Scott's Hotel was built over the previous Clarendon Family Hotel. Remodelling

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commenced in 1913, and the hotel was then renowned as the gathering place for horse breeders and owners. It featured six floors and ceased trading in 1961, after being purchased by the Royal Insurance Company, and was demolished a year later in 1962.

When the Scott's House building illustrated in Figure 7 was demolished, it reportedly ended Victoria's oldest continuously licensed site, as the place once occupied, in the 1830s to the 1850s, one of Melbourne's first pubs: The Lamb Inn.

Scottish House

The building that accommodated the shipping company McIlwraith, McEacharn Ltd. was known as Scottish House. It was built under the guidance of the notable architect, Charles Debro, between 1907 and 1908. The company itself formed several decades earlier, in 1875, by Scots Malcolm Donald McEacharn and Andrew McIlwraith. The cinderella illustrated in Figure 8 measures 28mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY 1934 1935 / SCOTTISH HOUSE / Mc ILWRAITH, McEACHARN. LTD. MELB.*

Scottish House was designed as a six-storey office block, and with its fine stonework and elegant design, it was hailed as an architecturally significant.



Stokes & Sons Pty. Ltd.

Thomas Stokes arrived in Australia in 1854. He set up a small factory business the following year in Melbourne as a "Die-Sinker and Electroplater". The business was then later registered, after several name changes, as "Stokes & Sons Pty. Ltd." and expanded to Flinders Lane, Melbourne. Many exhibition medals were struck by Stokes over a period of 36 years, from 1870 to 1906. The cinderella illustrated in Figure 9 measures 29mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY 1934 - 35 / STOKES & SONS PTY. LTD. / ESTABLISHED 1860*

The four storied Calendonian building illustrated in Figure 9 was the centre of Stokes & Sons' operations from 1888 until 1935, when the company shifted premises to Albert Street, Brunswick.

Conclusion

The tapestry of labels issued as part of Melbourne's 1934 - 1935 celebrations is rich, with those highlighting various buildings and organisations diverse. Next month's *Cinderella Corner* will conclude the exploration of these many 'building' labels that helped promote a range of Melbourne businesses and organisations.