

# Cinderella Corner

Welcome to the February edition of *Cinderella Corner*. This month's piece will explore labels concerning three categories of commonly used household and outdoors' materials: plastic, wood, and timber. It also commences by re-addressing some South Australia (SA) publicity labels previously discussed in September 2018's *Cinderella Corner*.

## South Australian (SA) Government Tourist Bureau

The September 2018 *Cinderella Corner* explored the six different multi-coloured cinderella labels issued by the SA Government Tourist Bureau in 1939, each imperforate on all four sides and measuring 56mm by 46mm. These are illustrated collectively in Figure 1. Each label highlighted a key activity or place in South Australia, bearing the following information:  
 LABEL 1 – One week in Adelaide for £5'5'0  
 LABEL 2 – The Murray Trip – South Australia – July to Nov – For Rest and Relaxation  
 LABEL 3 – Kangaroo Island – The Fisherman's Paradise  
 LABEL 4 – August – Almond Blossom Time in Adelaide  
 LABEL 5 – The Flinders Ranges South Australia – Where Summer spends the Winter  
 LABEL 6 – South Australia – Vintage Tours March – April

Some further information has since emerged about these colourful pieces. The SA Government Tourist Bureau ordered the labels from the Advertising Printing Office, in Adelaide, in June 1939. An order for 60,000 cinderellas was placed (10,000 of each label type) for a total price of 36 pounds, including tax. The cinderellas were continued in circulation in late 1940 and very early in 1941, with more labels ordered. Then, in January that year, all remaining labels advertising *One Week in Adelaide* were removed from circulation and destroyed as the holiday price listed on the label (i.e., £5'5'0) was increased to



Figure 1

£6'0'0.

## Plastics

Plastics Week was held in Sydney from 4 to 12 September. The event was organised by the Plastics Institute of Australia and "Australian Plastics" and was celebrated alongside the 1953 Plastics Fair. Exploring the "World of Plastics", the event attracted many members of the public and, alongside several stands, featured a fashion parade.

A 22mm x 36mm cinderella was issued to help celebrate the 1953 Plastics Week, as illustrated in Figure 2. Multicoloured and perforated 11 on all four sides, it features the text: *PLASTICS Week / SEPT. 4<sup>TH</sup> - 12<sup>TH</sup> 1953*



Figures 2 & 3



Figures 4 & 5

The first annual Australian Plastics Convention was held at the Chevron Hotel, in Sydney, from 19 to 22 June, 1958. To help commemorate the convention's third event, in 1960, a 40mm x 50mm cinderella label was issued, as illustrated in Figure 3. Coloured orange-red, black and cream, it is imperforate on all four sides and features the text: *THE AUSTRALIAN PLASTICS CONVENTION / CHEVRON HOTEL SYDNEY / JUNE 19 – 22, 1960*

The final of the three labels concerning 'plastics' is illustrated in Figure 4. It was issued to celebrate Plastics Month and features 'Nylex' in its centre. Measuring 29mm x 31mm and perforated 11 on all four sides, the red, black and cream product features the text: *SEPTEMBER / nylex / REGD. TRADE MARK / PLASTICS MONTH*

The Nylex brand dates back a century to the early 1920s and today is recognised as one of Australia's leading brands supplying watering products.

## Wood And Timber

Wooden products have been a staple of the Australian landscape and markets for well over a century. The 1990s-era label illustrated in Figure 5, produced in Victoria, measures 26mm x 39mm and is imperforate on all four sides with curved corners. Coloured yellow and green, it features the text: *WARM WONDERFUL WOOD / ENVIRONMENTALLY*

*FRIENDLY.*

The label has been sighted affixed to the front of a 1993 postmarked Victorian cover.

A woodworking Machinery Exhibition was held in Melbourne at the Exhibition Buildings (13 to 17 April, 1964). To help commemorate and promote the event, a label was issued and affixed to letters of correspondence to various timber and wood manufacturing organisations, nationwide. Multicoloured and perforated 11½ on three sides, the cinderella measures 63mm x 31mm and

features the text: *Woodworking machinery exhibition / EXHIBITION BUILDINGS / MELBOURNE APRIL 13 – 17<sup>th</sup> 1964*

The Timber Merchants' Association (TMA) operated in Victoria for over 130 years, commencing in 1883 and then combining with the Master Grocers Association of Victoria in 2017. The Association's key objectives were to represent firms interested in timber trade, and the TMA was closely aligned with the Union for over a century, too.

The label illustrated in Figure 7, issued by 'Square Deal Tim', advertises the TMA. Measuring 45mm x 32mm and rouletted 7 on all four sides, the multicoloured cinderella features the text: *SQUARE DEAL TIM / We are members of the TIMBER MERCHANTS' ASSOCIATION of Melbourne & Suburbs*



Figure 6

# Cinderella Corner

The Timber Development Association of Australia (TDAA) has branches located across several Australian States. The TDAA was formidable during World War II in its function towards recognising the importance of timber construction during this time.

A 1960s label was issued recognising TDAA membership. Measuring 31mm x 22mm and perforated 11 on all four sides, the red and blue cinderella illustrated in Figure 8 features the text: *UNITY ACTION / TIMBER DEVELOPMENT ASSN. OF AUSTRALIA / TDA N.S.W. DIVISION / 5/-*

Figure 9 features an example of the label affixed to the reverse of a Sydney cover postmarked 18 March 1966.

The 1956 Timber Week was celebrated from 12 to 16 November. The event showcased a number of timber products and related equipment. A parade was also

held, and this was reported to have attracted a healthy crowd on onlookers.

The label illustrated in Figure 10 is large in size, measuring 39mm x 58mm. Rouletted 7 on all four sides and multicoloured, the cinderella features a central motif of a piece of circular timber. It also presents the text: *TIMBER WEEK / NOV 12<sup>th</sup> – 16<sup>th</sup>*

The small and elusive timber-related label illustrated in Figure 11 measures 35mm x 28mm and is perforated 10 on all three sides. It features the text *TIMBER TIME*, and the clock at its centre presents a time of



Figures 7 & 8

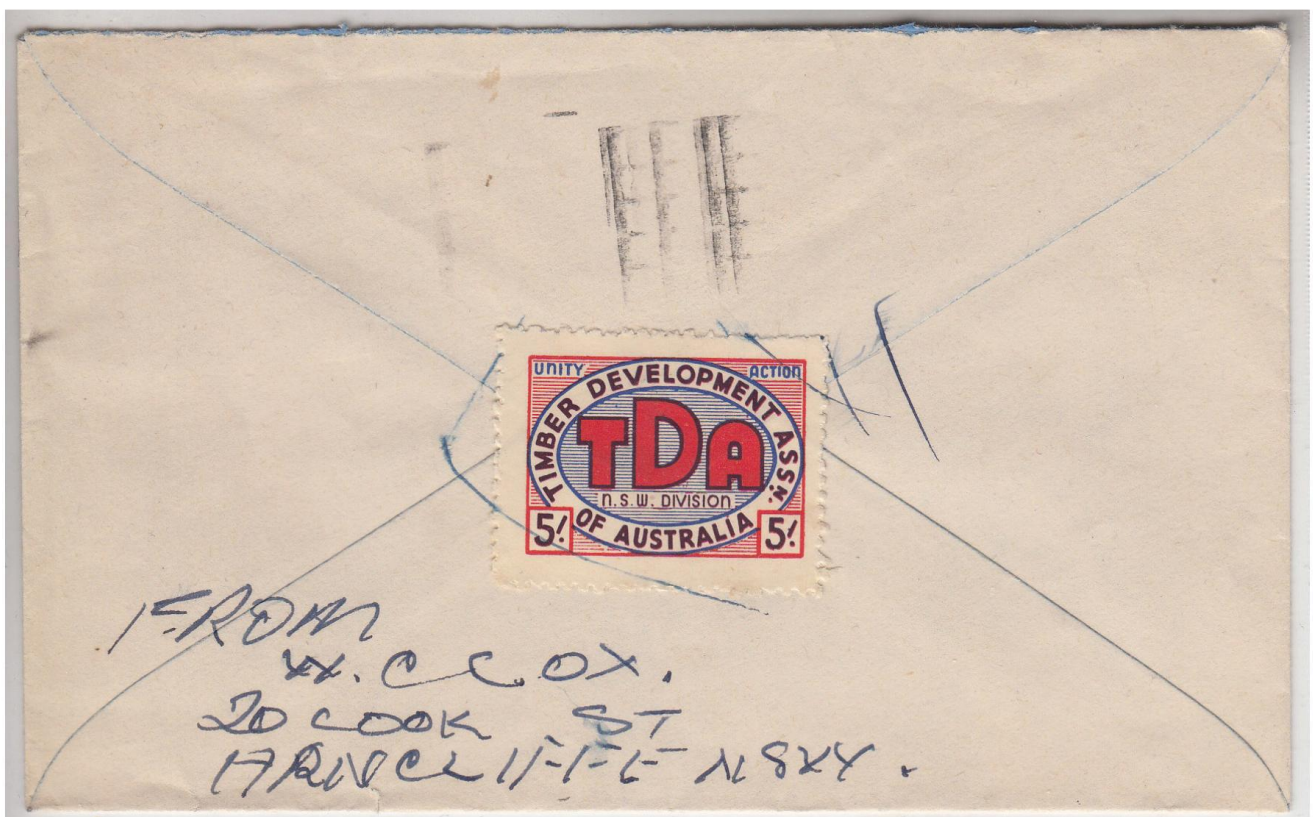
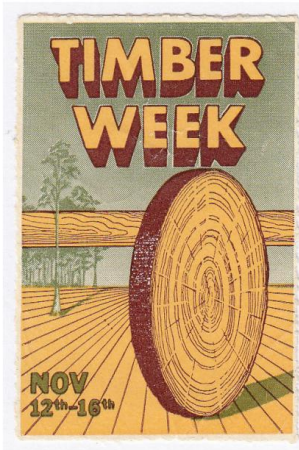


Figure 9



Figures 10 & 11

approximately 2:46. The cinderella is affixed to the reverse of a cover postmarked 20 November 1958, addressed to the Forests Commission of Victoria.

The 5<sup>th</sup> All Australia Timber Congress was held in Adelaide from the 1 to 5 April, 1963. The event featured an extravagant dinner dance at the Hotel Australian, Adelaide, with a decorative souvenir menu produced on solid wood. Figure 12 illustrates a label issued to help commemorate the event. Measuring 100mm x 39mm and imperforate on all four sides, the

red, yellow and black label features the text: *5<sup>th</sup> ALL AUSTRALIAN TIMBER CONGRESS / You will find New Horizons for Timber / ADELAIDE APRIL 1 - 5, 1963*

The label is affixed to the reverse of a 15 March 1963 cover sent from Timber Trading Limited, South Australia.

## Conclusion

This *Cinderella Corner* explored some labels issued

to help commemorate various ties Australia has with plastics, wood and timber. Readers who have additional information about these, or other examples, are welcomed to share. This article also revisited the labels issued by the S.A. Government Tourist Bureau, thereby broadening the breadth understanding about them and their fascinating place in the field of 1940s advertising and tourism promotion.



Figure 12