

# Cinderella Corner

## Forthcoming Cinderella Auction

Stamp News Australasia are planning a Cinderella Auction, maximum 100 lots total, alternate months, which we shall advertise here, and to the various Cinderella Clubs across the Globe. We welcome consignments of all forms of Cinderella labels (from coupons and seals, to patriotic stamps and vignettes) plus Revenues. Lots should have a minimum estimated value of \$20, we reserve the right to combine lots of lower value. Commission will be a flat \$5.50 per lot submitted inc. GST sold or unsold. Unsolds will be re-run in future sales with no additional fee at a reduced price, unless their return is requested by the vendor. Queries may be addressed to our Cinderella Corner author, Vito Milana – vitomilana@hotmail.com

## Buy Goods Made In Australia – Part I (1906)

Welcome to the March edition of Cinderella Corner. With the Australian summer behind us, it is now time to embrace the cooler autumn winds and unearth those cinderellas embedded amongst our prized philatelic collections. In this piece, I explore some early Australian patriotic *Buy Goods* items, a couple which have featured, some years back, in Cinderella Corner issues. In doing so, I will broaden the scope of research on them in order to include



Figure 1

some newly observed varieties and differences. Over two issues (March and May), a narrative will be developed that details these labels, commencing with their beginnings in the early years of the 20<sup>th</sup> century. Collectively, these *Buy Goods* cinderellas benchmark some early advertising attempts to encourage the production and purchase of Australian goods to thereby strengthen trade and local industries.

The Protectionist Association (established in 1894) networked closely with several commerce and trade organisations across the country. Just over a decade after its formation, in the middle of 1906, it issued a gummed label, as illustrated in Figure 1. The rather colourful cinderella, decorated in red, blue, black, white and yellow, measures 20mm by 24mm and is perforated 11 on all sides. It bears the text BUY GOODS OF AUSTRALIAN MANUFACTURE encircling a centrally-placed flag of Australia. It was designed with the purpose to be affixed to envelopes and was supplied at a low price at the office of the administration.

In addition to the flag and text, this Protectionist Association label bears two other important elements:

- Below the Australian flag is a miniature, bare-



Figure 2

# Vito Milana

ly definable, version of the 1869 established South Australian Chamber of Manufacturers (SACM) Coat of Arms (including illustrated corners, prominent cross, several stars).

- The images central to the Coat of Arms' four quadrants have then been replicated in the corners of the cinderella. These are:
  - A prized pig, tied with a large bow
  - A ship in sail
  - A shovel and a pick (crossed)
  - A tree

Further details regarding these four motifs, which collectively represent different Australian trade and commerce areas, and broader elements inherent in the SACM Coat of Arms, are discussed later on in this piece.

Not long after, in July of that same year, the SACM reported that the release of the issued Protectionist Association labels, as per illustrated in Figure 1, served as an opportunity for them to design and distribute their own labels. The SACM was founded in 1869, and was the first Chamber of Manufacturers to be established throughout Australia. It held several aims, including the promoting of Australian unity and federation. It then formally

ceased, in 1971, after more than a century of operation.

Figures 2 to 5 illustrate the two Australian patriotic cinderella labels (and varieties) issued by the SACM, which, like the Protectionist Australian one, aimed at supporting Australian industries by encouraging members of the community to purchase Australian-made goods. Figures 2 and 3, each coloured in red and white, present the text: BUY GOODS MADE IN OUR COUNTRY. The centre of the label also illustrates the text SOUTH AUSTRALIAN CHAMBER OF MANUFACTURES INCORPORATED 1869 encircling the organisation's Coat of Arms. This emblem is a far more detailed (and prominent) example of the one illustrated in Figure 1. In addition to the four motifs, several other images representing Australian industry and trade are also present. These include: farming and agriculture, painting, music, and education.

Figures 4 and 5 are identical to the cinderellas represented in Figure 2 and 3 except for their blue and white colours, rather than red and white.

Figures 2 (red and white) and 4 (blue and white) represent Type I of the label, whereas Figures 3 (red and white) and 5 (blue and white) represent Type II. The prominent differences in the two types can be summarised as follows:

## TYPE I

- Size: 31mm by 36mm (both issued colours)
- Perforation: red and white – 12 ½ (all sides); blue and white – 11 (all sides)
- Coarse dots and lines defined in the space between the Coat of Arms and the inner circle
- Lighter and more poorly defined outline of objects within, and just outside, the Coat of Arms
- Less defined outline of text SOUTH AUSTRALIAN MANUFACTURERS INCORPORATED 1869
- Shorter text (height of letters): GUY GOODS MADE IN OUR OWN COUNTRY

## TYPE II

- Size: 31mm by 32mm (both issued colours)
- Perforation: red and white – 11 (all sides); blue and white – 11 (all sides)
- Smooth lines defined in the space between the Coat of Arms and the inner circle
- Clearer outline of objects within, and just out-



Figure 3

# Cinderella Corner



Figure 4



Figure 5

side, the Coat of Arms

- Defined outline of text SOUTH AUSTRALIAN MANUFACTURERS INCORPORATED 1869

- Taller text (height of letters): BUY GOODS MADE IN OUR OWN COUNTRY

It is unclear whether these differences reflect second printings or later issues of the labels. It is clear, however, that blue/white and red/white were the only colours that were issued by the SACM, some 37 years after the Chamber's formation. This is noted in at least two separate 1906 newspaper sources. It is also interesting to note that two perforation differences have been identified in Type I between the two colours, whereas no perforation differences have been noted in Type II. I welcome any further information (or identified varieties) about these two SACM label Types.

In late July 1906, an order of 250,000 of the gummed cinderella labels was placed. The SACM Committee had decided upon a simple design submitted by the Adelaide-based (and 1870s established) Frearson's Printing House, amongst several others. Of the order, samples were sent to each member of the Chamber, and it was decided that the

labels would be sold at a nominal cost. Businesses also had the opportunity to purchase 1,000 of the labels (red/white or blue/white) for a cost of 1 shilling per 1,000. This was noted, by then SACM Secretary Mr. P. H. Evans, as well below cost. The labels were advertised as "patriotic stamps" and were encouraged to be affixed to envelopes, statements and parcels to help support Australian industries and associated productions. The patriotic stamp movement initiated by the SACM was successful, with some reports from South Australia noting a strong demand for them. They occasionally surface in collections but are, unfortunately, often overlooked, given the rather simplistic colour scheme that they present. They are nonetheless an important part of pre-WWI Australian cinderella collections. Any further information about these labels is welcomed.

The May edition of Cinderella Corner will continue to explore early *Buy Goods* patriotic labels, starting with some initiatives driven by companies to privately overprint the SACM ones. It will then move on to explore federal efforts to promote the cause, in the latter part of 1906. Similar efforts in WWI are then finally considered.

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