

Cinderella Corner

'Back To...' Part 4 (1933 – 1973)

Welcome to the fourth Cinderella Corner instalment on the fascinating and wide array of *Back to* historical cinderella labels. This piece continues the journey from last month and, previously, March and April 2018, on these cinderellas and their efforts to help celebrate various towns nationwide. The seven different cinderella labels in this piece cover various a span of 40 years, from 1933 to 1973, with a concentration in the 1930s (similar to other *Back to* labels). Along with the 26 different *Back to* labels already explored last month and last year, these 33 cinderellas are surely not an exhaustive account of all the different ones that exist under this *Back to* theme. As usual, I welcome any feedback about the Australian *Back to* labels and look forward to seeing different types of them emerge which may culminate into a fifth edition about them.

Back To Tumbarumba

Tumbarumba is a small New South Wales town located on the western edge of the Snowy Mountains. The community was established in the late 1850s, with the Post Office opening soon after on 1 August 1860. Interestingly, during this time, the town had the alternative spelling Tumberumba. While the town once thrived off a gold boom, up to the 1930s, its current economy is dominated by the timber industry.

The label illustrated in Figure 1 measures approximately 51mm x 39mm, is coloured red and black, and is imperforate on all four sides. It features the text: *COO = EE! COO = EE! / Present Tumbarumba / Calls Past Tumbarumba / Back to Tumbarumba /*

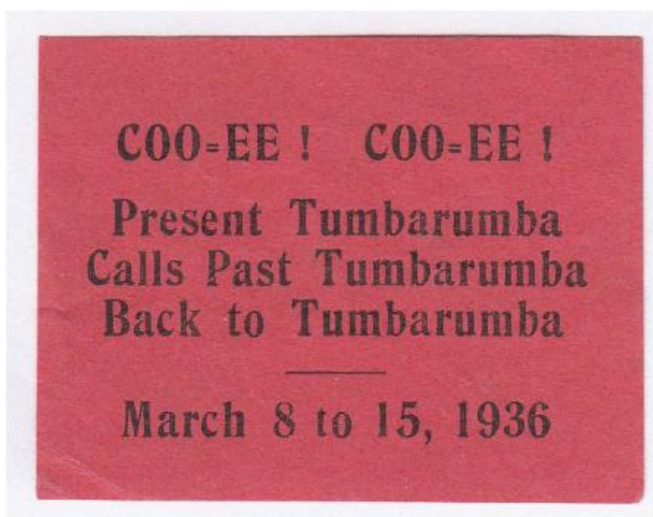


Figure 1

March 8 to 15, 1936

The Cooee! cry, an historically-recognised Australian shout mainly used in the outback and the bush, signified a call for past Tumbarumba inhabitants to return and celebrate a weeklong festivity, held in March of 1936. Events included the annual Tumbarumba Show, a torchlight procession, a boxing tournament and several other carnival attractions.

Back To Orroroo District

Orroroo is a small town, with a current urban centre population of approximately 500 people, located in the Mid North region of South Australia. The first Europeans settled in the area in 1844 and some years later, in 1875, the town's first house, *Solly's Hut*, was constructed. It currently services many farming products, including sheep, wheat, and cattle.

The circular label illustrated in Figure 2 has a diameter of approximately 38mm and is coloured red and white. It features the text: *BACK TO ORROROO DISTRICT / SEPTEMBER 1933 / J. S. BENNETT, SEC. ORROROO*

The J. S. Bennett mentioned on the label was the Secretary of a Committee which, in November 1932, discussed and then helped finalise the September 1933 Orroroo District festivities and celebrations.

Back To Wyalong

Wyalong is located on the Northern Riverina Region of New South Wales. It was recorded as established in

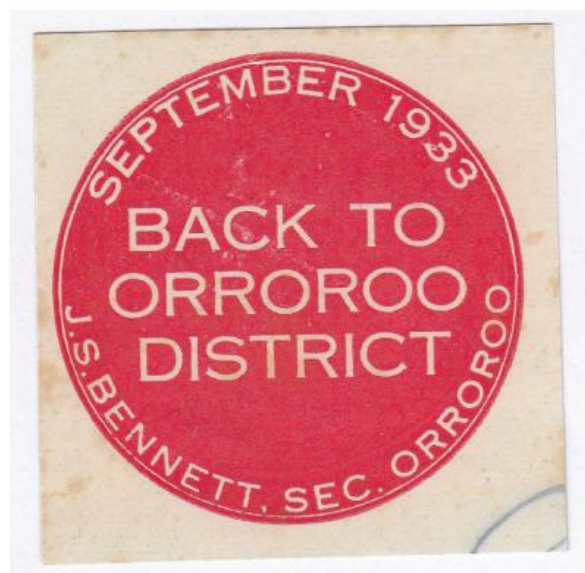


Figure 2

Vito Milana

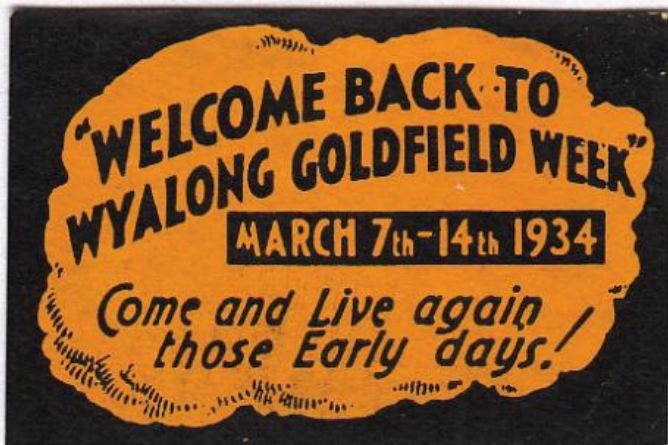


Figure 3

1884 and, nearly a decade later in 1893, gold was discovered. The following year, it had a peak of 12,000 miners there. Gold mining then ceased close to 30 years later in 1921.

The label illustrated in Figure 3 measures approximately 39mm x 26mm and is imperforate. It is coloured yellow and black and features the text: "WELCOME BACK TO WYALONG GOLDFIELD WEEK" / MARCH 7th – 14th 1934 / Come and Live again those Early days!

A number of activities ran during the March 1934 week of celebrations, marking 50 years since the town was established, including an old time ball and demonstration of boomerang throwing.

Back To Woodend

Woodend is a small town located in the Shire of Macedon Ranges, Victoria. After first surveyed in 1836, the town prospered in the wake of the Gold Rush. Its name was also a product of this boom: as reported in early newspaper articles, the town was called Woodend as its location falls at the northern end of the Black Forest where bushrangers and highwaymen lurked, keen to rob miners heading north to the Bendigo goldfields in the 1850s and 1860s.

The label illustrated in Figure 4 measures approximately 39mm x 22mm and is coloured green, black and yellow. It is perforated 11 on all four sides and features the text: BACK TO WOODEND FESTIVAL / DEC. 9th TO DEC. 16th

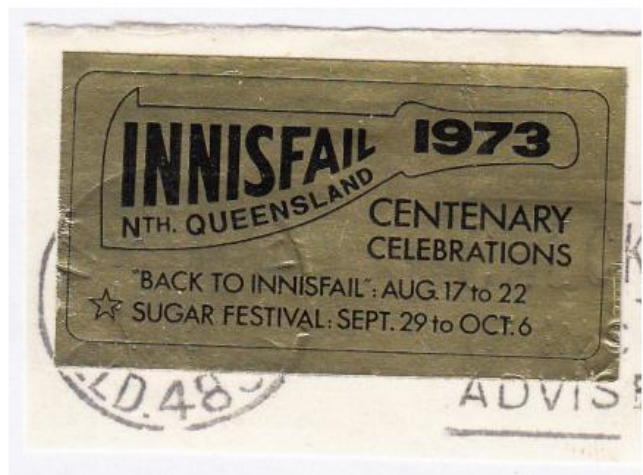
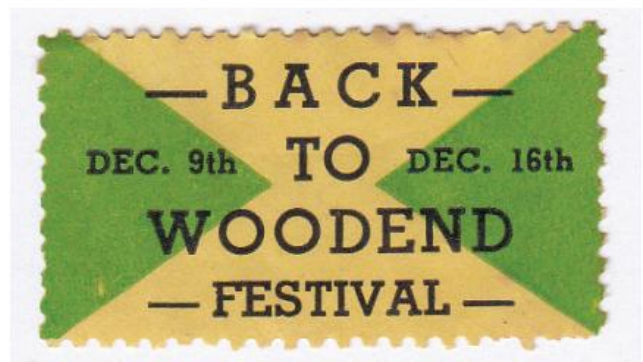
This festival, which ran for a week in December

1956, featured many attractions including a demonstration by Australian champion sheep shearer Kevin Sarre, and an exhibition of dancing and folk singing.

Back To Innisfail

Innisfail, previously named Geraldton until 1910, is a town situated in the Cassowary Region of Far North Queensland. It is recorded as having the earliest European settlements arrive in 1872 and the town was then officially named the following year, in September 1873. A major sugar industry was then established there a few years later in 1879.

The label illustrated in Figure 5 measures approximately 47mm x 26mm and is imperforate on all sides. It is coloured gold and black and affixed to the front of a Queensland postmarked envelope piece. The text on the cinderella reads: INNISFAIL NTH. QUEENSLAND 1973 / CENTENARY CELEBRATIONS / "BACK TO INNISFAIL" : AUG. 17 to 22 / SUGAR FESTIVAL : SEPT.



Figures 4 & 5

Cinderella Corner

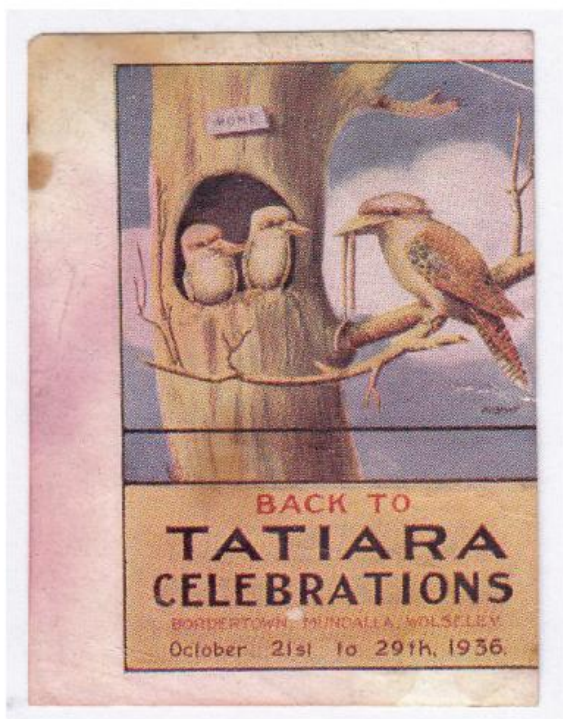


Figure 6

29 to OCT. 6

The centenary festival, held over an August week in 1973, celebrated a century since the town was officially named Geraldton. The label also advertises the town's Sugar Festival, held later that year, in which floats and processions occurred. It also helped celebrate the town's production of sugar since the 1880s and the event occurs annually since at least 1954.

Back To Tatiara

Tatiara is a local government area situated in south eastern South Australia. The name of the town equates to "the good country", a phrase dating back to the area's first Indigenous inhabitants. It was settled by Europeans who grazed the land in the 1840s, with the District of Tatiara then formed in 1876. This District includes several towns, including Bordertown, Mundulla, and Wolseley.

The Cinderella label illustrated in Figure 6 is imperforate, measures approximately 39mm x 51mm and is multi-coloured. It features the text: *BACK TO TATIARA CELEBRATIONS / BORDERTOWN, MUNDALLA, WOLSELEY / October 21st to 29th, 1936*. The program outlining the nine day long celebrations highlights that different events were held across the three towns on different days, including a Wind-Up Ball, an Athletics

Sports Carnival, and a RSA Smoke Social.

Back To Mount Morgan

Mount Morgan is a small town situated in the Rockhampton Region of Central Queensland. It was once a rich mining town, home to one of Australia's most prolific mines, which commenced operation in 1882 and ran for 99 years. The town itself was named after three brothers Frederick, Edwin, and Thomas Morgan. The cinderella label illustrated in Figure 7 measures approximately 38mm x 45mm and is perforated 10 on three sides. It is multicoloured and features the text: *BACK TO MOUNT MORGAN WEEK / OCTOBER 1ST - to 9TH 1960*

The cinderella also features an image of the town, including a view of the towering structure of the Mount Morgan mine, which closed in 1981.

Conclusion

As highlighted towards the end of last month's Cinderella Corner piece, the *Back to cinderella* labels help to define the very notion of the past and the towns and places we once belonged to. Future Cinderella Corner issues may help explore a few more of these *Back to* labels, if readers offer some other scans as bases of discussion, and this will thereby further develop the understanding of a range of historical towns and the celebratory efforts made to welcome visitors to them.



Figure 7