

Cinderella Corner

Introduction

Welcome to the March edition of *Cinderella Corner*. The centenary of white settlement in Australia was met with much celebration over the 1934-1935 period. This time was of paramount philatelic importance as many different cinderellas were issued to commemorate this occurrence, not only in Melbourne, but Australia-wide. Of these, over 30 labels with different designs were produced by companies and organisations throughout Melbourne that featured their buildings of trade, along with several colour variations across each design. The previous two *Cinderella Corner* articles examined some of these labels, and this exploration concludes with this March piece. Feedback on these cinderellas is, of course, welcome.

Temple Court

The Palazzo styled building, Temple Court, located at 422 Collins Street, Melbourne, is a fourteen-storey building built in 1924. It currently houses several apartments, with an additional two levels added in 2001. It was once the former FIA Insurance Building. The brown and cream cinderella illustrated in Figure 1 measures 30mm x 38mm and is perforated 11.5 on three sides. It features the text: *MELBOURNE CENTENARY 1934 1935 / TEMPLE COURT*

The building was constructed on the remains of the original Temple Court (sometimes referred to as Old Temple Court), which was built in 1859 and



Figure 3

demolished in 1923. The building was named after one of London's Inns of Court.

A similar label with slightly smaller measurements (28mm x 38mm), coloured green and cream, is illustrated in Figure 2. The cinderella also illustrates Temple Court (with the omission of the text *TEMPLE COURT* and *1934 1935*). It also features the additional faded illustrations of adjacent buildings.

Troedel & Cooper Pty. Ltd.

German-born Johannes Theodor Charles Troedel was born in 1836 and died in Melbourne in 1906. A few years after arriving in Australia, Johannes opened a small lithographic shop on Collins Street, Melbourne, in 1863. Nearly three decades later, in 1891, he partnered in Sydney with Edward Cooper and this developed into the firm's name *Troedel & Cooper Pty. Ltd.* in 1910, a few years after Troedel's death. In 1968, the company donated its archive, which included 1,000s of lithographs, to the Library Council of Victoria. The cinderella illustrated in Figure 3 measures 38mm x 28mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY /*



Figure 1



Figure 2

Vito Milana



Figure 4

either side of this pair suggests that the labels were printed in small sheets of two columns. It is also likely that the sheet presented a 2 x 4 arrangement like the Troedel & Cooper Pty. Ltd. sheetlet of 1937 *Coronation Year* cinderellas illustrated in Figure 5.



Figure 5

TROEDEL & COOPER PTY. LTD. / ESTABLISHED 70 YEARS

A joined pair of this label, in darker brown print, is illustrated in Figure 4. The complete margins on

Victorian Cricket Association

Figure 15 shows the Victorian Cricket Association (VCA) House in the Melbourne CBD. It is also explored, among other Australian cricket cinderellas, in the November 2016 *Cinderella Corner*. The logo of the VCA is seen at the top right. The building was built by the VCA in 1924 and served as its head office for over 60 years until 1988. Two sizes of the cinderella have been identified (both illustrated in Figure 6): 33mm x 42mm and 33mm x 46mm. Both of the labels are perforated 12. The labels feature the text: *VCA / VICTORIAN CRICKET ASSOCIATION / MELBOURNE CENTENARY 1934 - 35*.

The Victoria Insurance Company Ltd.

The Victoria Insurance Company Ltd. had a long history and association in Australia, with its establishment dating to more than 170 years ago, in 1849. The two cinderellas illustrated in Figure 7 (blue and white; brown and white) each measure 38mm x



Figure 6

Cinderella Corner



Figure 7



Figure 8

28mm and are perforated 11 on all four sides. Each features the text: *MELBOURNE CENTENARY 1934 - 5 / THE VICTORIAN INSURANCE COMPANY LTD.*

The building illustrated on the labels is located on Queen Street, Melbourne.

Woolcott & Mackie Pty. Ltd.

Woolcott & Mackie (later known as Woolcott, Mackie, & Co.) were paper merchants located on LaTrobe Street, Melbourne. The cinderella illustrated in Figure 8 measures 50mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY 1934 - 1935 / WOOLCOTT & MACKIE PTY. LTD. / MELBOURNE*

YMCA

The YMCA is not a traditional hotel chain, yet its

central organisational base in Geneva once classified it, in part, as a group of youth hostels and hotels that generated income for a range of charitable activities. The Australian branches formed in 1876. In Victoria, it is known as a community association offering various services and activities, including youth

clubs, education and welfare. The 1934 cinderella illustrated in Figure 9 measures 28mm x 38mm and is perforated 11 on all four sides. It features the text: *MELBOURNE CENTENARY / STAY AT Y.M.C.A.*

The building on this label was located on the Corner of Sturt Street and City Road, South Melbourne. It was designed in the 1920s and housed a number of rooms where individuals could stay, as well as others used to host various exhibitions, conferences and competitions. It was demolished in 1988.

Hotel Federal



Figure 9



Figure 10

The Federal Hotel and Coffee Place was a grand Empire style hotel located on Collins Street. From its opening in 1888, it was an alcohol-free establishment. Then, in 1923, it became licensed and was renamed The Federal Hotel. The unaddressed envelope featured in Figure 10 dates to 1934 and features a printed outline of a Federal Hotel cinderella. Coloured red-pink and cream, the printed label is perforated and measures 26mm x 36mm. It features the text: *MELBOURNE CENTENARY* with *HOTEL FEDERAL* printed above it. The building featured on the cinderella was demolished in 1973.

It is likely that the Hotel Federal image located in the corner of the envelope also exists as a cinderella label, and I am keen to hear from any reader who can confirm this.

Variations In Headings Across The Labels

While each of the 1934 – 1935 labels featured in the three *Cinderella Corner* articles of this year feature similar text focusing of the centenary, six variations have been noted:

- 1) MELBOURNE CENTENARY (capitalised) followed by 1934 – 1935
- 2) MELBOURNE CENTENARY (capitalised) followed by 1934 – 35 (i.e., the '19' in '1935' is absent)
- 3) MELBOURNE CENTENARY (capitalised) followed by 1934 1935 (i.e., the hyphen between the years is absent)
- 4) MELBOURNE CENTENARY (capitalised) followed by 1934 – 5 (i.e., the '193' in '1935' is absent)
- 5) MELBOURNE CENTENARY (capitalised) with no years listed
- 6) Melbourne Centenary (upper and lower cases) with no years listed

Conclusion

There is considerable breadth to the labels issued as part of Melbourne's 1934 – 1935 celebrations, with those highlighting various buildings and organisations rich and diverse. Other 1934 – 1935 Melbourne Centenary labels, without buildings as their central motifs, will be explored in next month's *Cinderella Corner*.