

Cinderella Corner

Back To...Part 1 Of 2 (1918 – 1946)

Welcome to the April edition of Cinderella Corner. This piece continues the narrative from the March edition, exploring some more of the Back to cinderella labels that have helped celebrate the actions and milestones of an array of towns throughout Australia. Unlike last month's piece, this article is more image rich and less 'text heavy' and covers labels from 1918 to 1946. I welcome any feedback about the Back to labels and look forward to seeing different types of them emerge.

Back To Ararat

Figure 1 illustrates a Back to Ararat label. It is a rather attractive piece, with an image of Noah's Ark and the returning dove at its centre, along with the Latin Biblical reference *Gaudium Adfero* (*I bring joy*). With this label, natives were encouraged to return to their hometown to help celebrate its Diamond Jubilee anniversary; 60 years since its British settlement in 1858. The celebrations were held towards the end of 1918, from 24 to 31 December. The cinderella measures 48mm by 35mm and is perforated 11.5 on two sides. As further illustrated in Figure 2, a similar design of the cinderella label is featured on a cover dated 1932. It too helped celebrate Back to Ararat festivities, but this time for the town's 75th anniversary in 1932/1933.

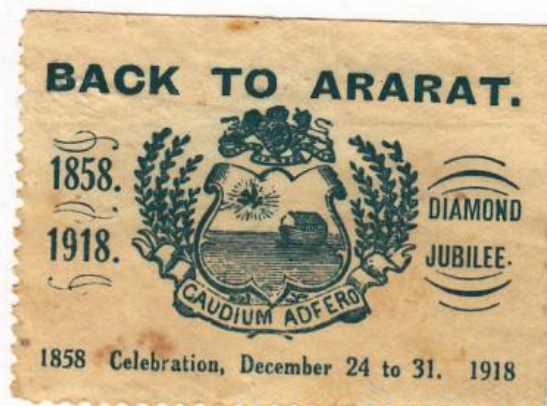


Figure 1

Back To Shepparton

To help celebrate its centenary in 1938, the Shepparton Council, along with members of the Melbourne ladies' committee of the Back to Shepparton celebrations, helped organise a number of festivities, held from 19 to 30 October. Five different cinderella labels were also produced for this event and collectively feature in Figure 3. The labels present the following:

- S.P.C. LIGHT THE WAY. SEE THE WORLD FAMED CANNERY
- 3SR HEART OF VICTORIA CALLS YOU TO SHEPPARTON CENTENARY FUNCTIONS
- THROUGHOUT 1938
- CENTENARY of SHEPPARTON 1838
- 1838 – 1938 PAGEANT
- CENTENARY OF SHEPPARTON. THE MAGIC OF 100 YEARS

The labels are bright and vibrant. Figure 4 highlights how they were joined, in two separate strips, but further information about the cinderellas' arrangement on a sheet is not known. Each label measures 35mm



Figure 2

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Above: Figure 3
Right: Figure 4

by 52mm and is rouletted 10 on all sides.

Some of the Shepparton labels have been found on the reverse of specially produced covers to also help celebrate the town's centenary. These covers were carried by Pack Horse across Victoria. An example of the front of such a cover, postmarked during the celebratory period on October 22, is illustrated in Figure 5. The reverse of this cover, with two different examples of the Shepparton centenary labels affixed to it, is illustrated in Figure 6.

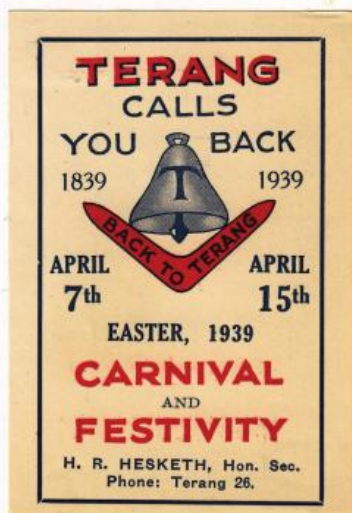


Figure 7

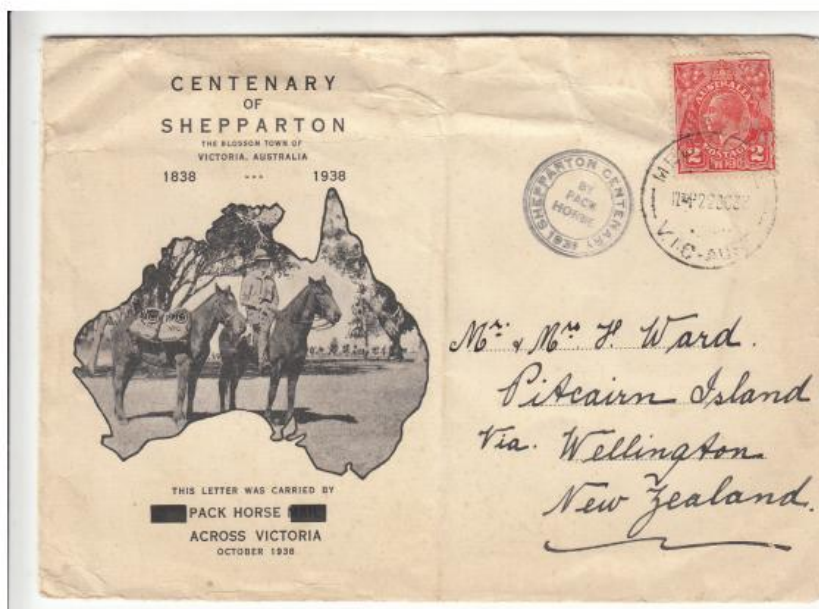
Back To Terang
Shortly after the

Shepparton celebrations, the town of Terang issued a label encouraging natives of the town to return. An example of the label is illustrated in Figure 7. The text on this cinderella reads: *TERANG CALLS YOU BACK (1839 – 1939) APRIL 7th – APRIL 15th. EASTER, 1939 CARNIVAL AND FESTIVITY. H. R. HESKETH, Hon. Sec. Phone: Terang 26.* The label is rather large and measures 61mm by 90mm and is imperforate on all sides.

Back To Maitland

In 1935, the town of Maitland in the Lower Hunter Valley region of New South Wales celebrated 60 years through a Diamond Jubilee Show and Gala Week. The latter ran from 25 February to 2 March, 1935. A label was produced to help celebrate this event, as illustrated in Figure 8. Coloured red, blue

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and white, it measures 62mm by 41mm and is imperforate on all sides.

Back To Maryborough

The same year that Maitland celebrated its centenary, the town of Maryborough, in Victoria, held Easter festivities to help celebrate the State's centenary. A number of events were held, including a cricket match between 'comebacks' and locals, a sacred concert, and a planting of trees activity. A label was issued to help commemorate the occasion and an example is illustrated in Figure 9. It measures 38mm by 25mm and is imperforate on three sides. The inclusion of 'VIC' on the cinderella helped differentiate the town from Maryborough in the Fraser Coast Region of Queensland.



Back To Bowral

Bowral is the largest town in the Southern Highlands of New South Wales. In late 1926, the town ran some fundraising events, and a label was issued to help promote it, as illustrated in Figure 10. This cinderella measures 61mm by 42mm and is imperforated on all sides. It features a boomerang 'in flight' and the text *BACK TO BOWRAL OCT. 4-5-6 "I Will Return"*.

Top: Figure 5 Bottom: Figure 6

BACK TO BOWRAL OCT. 4-5-6 "I Will Return"

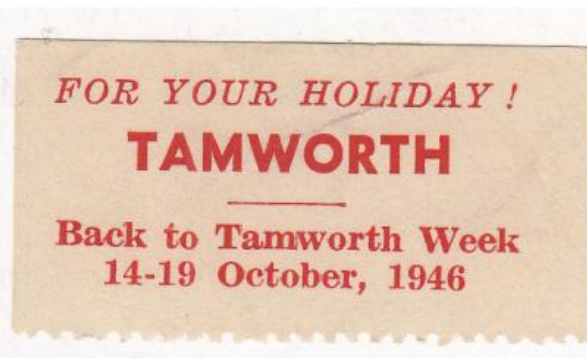


Top: Figure 8
Bottom: Figure 9

Back To Armidale

The New South Wales town of Armidale celebrated its centenary in 1939, and a cinderella label was pro-

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duced to welcome home natives and join in festivities that the town ran for one week. This cinderella, illustrated in Figure 11, measures 56mm by 40mm and is imperforate on all sides. It features a ram and two sheep, with a backdrop of trees. The Back to festivities were announced in 1938 and were reported to have been a success.

Back To Tamworth

Tamworth, located in the New England area of New South Wales, organised a number of events in 1946 to encourage natives to return home, and to also fundraise for returning World War II soldiers. One of the recorded events during the week-long celebrations was a bathing beauty contest where French swim suits were declared as offensive and banned. A label to help celebrate the Tamworth events is illustrated in Figure 12. It measures 46mm by 23mm and is imperforate on three sides. It bears the text: *FOR YOUR HOLIDAY! TAMWORTH. Back to Tamworth Week 14 – 19 October, 1946.*

There are several other 'Back to' cinderella labels that exist from the 1950s onwards, includ-

ing (but not limited to): Back to Back to Wodonga (1951), Back to Warracknabeal (1957), Back to Sale (1957), Back to Macchus Marsh (1957), and Back to Merebin (1959). These cinderellas will feature in a future edition of Cinderella Corner with, hopefully, other examples of similar labels that readers may have and be willing to share information about.

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