

Cinderella Corner

Melbourne Centenary (Non-Building)

Welcome to April's *Cinderella Corner*. As an extension to January and February's articles covering a vast array of issued Melbourne Centenary building labels, this piece explores others Melbourne Centenary cinderellas, produced in similar designs and formats, which do not illustrate buildings. This 1934 to 1935 period was of particular philatelic importance as many different cinderellas were issued to commemorate this centenary, not only in Melbourne, but Australia-wide.

John Batman

One branch of these labels, namely those that capture the John Batman and Melbourne city motif, were covered, in detail, in the August 2019 *Cinderella Corner*. Figures 1 to 10 highlight some of these known Australian cinderellas with designs based on the 1934 centenary of Victoria stamp. Each of the labels measure approximately 43mm x 34mm and is perforated 11. Various advertising texts are offered on the labels:

Figure 3 and Figure 4: *H. J. LANGDON & CO. PTY. LTD. / ESTABLISHED 82 YEARS*

Figure 5: *H. J. LANGDON PTY. LTD / ESTABLISHED 82 YEARS*

Figure 6 to 8: *TROEDEL & COOPER PTY. LTD. / ESTABLISHED 70 YEARS*

Figure 9: *LYELL-OWEN PTY. LTD. / PROCESS ENGRAVERS*

Figure 10: *COMMERCIAL PUBLICATIONS PTY. LTD. MELBOURNE*



Top : Figure 1

Above left : Figure 2; Above right : Figure 3

Bell's Super Half Hose

The half hose are men's socks reaching halfway to the knees. The label illustrated in Figure 11 measures 51mm x 42mm and is perforated 11 on all four sides. Coloured brown and cream, it features the text: *Bell's SUPER HALF HOSE / MELBOURNE CENTENARY 1934 - 35*. The Bell's range sold, in the 1930s, across several locations nationwide with a variety of designs offered. In Melbourne, it was a key product in the Myer's men's department.

City Motor Service

City Motor Service operated at Collins Place for over 50 years, with a peak period from 1914 to 1940. It was founded by Alphonso Reed Tewksbury (1869 - 1953) in 1910. It boasted the finest fleet of hire cars and is reported as having revolutionised motor passenger transport.

The label illustrated in



L-R : Figures 4, 5 & 6



L-R : Figures 7, 8 & 9

Figure 12 measures 38mm x 28mm and is perforated 11 on three sides. Coloured pale blue and cream, it features the text: *MELBOURNE CENTENARY YEAR / FOR PRIVATE HIRE / CITY MOTOR SERVICE PTY/LTD. / OUR REPUTATION IS WORLD WIDE.* City Motor Service delisted, because of liquidation, in June 1961.

Fowlers Vacola

Joseph Fowler started producing home-bottling and preserving kits in Australia at the turn of the 20th Century, learning the techniques from his uncle, George, in the UK. He then formed Fowlers Vacola, over 100 years ago in 1915, and the company continues and thrives to this day. The label illustrated in Figure 13 measures 55mm x 42mm and is perforated 10½ on all four sides. Coloured green and cream, it features the text: *MELBOURNE CENTENARY 1934 – 35 / Mrs B. Thrifty says – “Prepare for Centenary Guests” / Fowlers VACOLA / FRUIT BOTTLING OUTFIT.*

George Kent

George Kent Ltd. was a London-based firm that supplied flow measurement devices for water supply and

sewerage applications, as well as other meters. While based in Luton, UK, branches were established across Australia, including Sydney in 1883, and at 84 William Street, Melbourne, in 1912. The label illustrated in Figure 14 measures 26mm x 44mm and is perforated 11 on all four sides. Coloured blue and cream, it features the text: *MELBOURNE CENTENARY 1934 1935 / GEORGE KENT LTD. / TEMPLE COURT / METERS FOR ALL PURPOSES.* Melbourne Centenary labels featuring Temple Court were discussed in February’s *Cinderella Corner*.

Girl Guides’ Association

At the first Boy Scout Rally held in London in 1909, Robert Baden-Powell, the founder of the Boy Scouts, was surprised by the number of girls who insisted they wanted to be Girl Scouts. He agreed that something was needed for the girls and in 1910 the Girl Guides Association was formed.

From as early as 1909 girls in Australia were forming guiding groups and by 1920 Girl Guide Associations had been formed in six states. In 1926 the State Associations federated and formed a national organisation.

The label illustrated in Figure 15 measures 28mm x 38mm and is perforated 11 on all four sides. Coloured pale green and cream, it features the text: *MELBOURNE CENTENARY 1934 – 1945 / CHIEF GUIDE LADY BADEN-POWELL / GIRL GUIDES’ ASSOCIATION.*

Grand United Order Of Odd-fellows

The Grand United Order of Odd-



Figures 10 & 11

Cinderella Corner



L-R : Figures 12, 13 & 14

fellows (GUOOF) was established in England in the final years of the 18th century when a range of independent English lodges amalgamated into this larger organisation. It grew, prolifically and quickly, to accommodate thousands of members worldwide.

The GUOOF was established in Australia in 1848, and a few years later, in 1854, the Port Phillip District of Grand United separated from the NSW branch to establish Grand United in Victoria.

The label illustrated in Figure 16 is coloured red and cream. It features the text: *MELBOURNE CENTENARY 1934 1935 / THE PROGRESSIVE FRIENDLY SOCIETY / GRAND UNITED ORDER OF ODD-FELLOWS*. Many thanks to Jim Walker for providing the scan of this scarce cinderella.

Hardie Trading

Melbourne-based Hardie Trading Pty. Ltd. operated for several decades, with a peak in the 1950s, when it branched into

the automobile industry. It was recorded as delisted in the middle of 1980. The label illustrated in Figure 17 measures 28mm x 38mm and is perforated 11 on all four sides. Coloured red, black and cream, it features the text: *MELBOURNE CENTENARY 1934 1935 / SPARTAN SUPERFINE PRODUCTS / PAINTS LACQUERS ENAMELS VARNISHES / HARDIE TRADING PTY LTD.*

The use of the word *Spartan* was registered as trademarked by Hardie, in Australia, in 1926.

I. Sher

I. Sher was a Melbourne-based leather goods manufacturer who operated across at least two different locations.

The label illustrated in Figure 18 measures 38mm x 28mm and is perforated 11 on all four sides. Coloured brown and cream, it features the text: *MELBOURNE CENTENARY 1934 - 5 / THE HOLSMOR EXPANDING SUITCASE / I. SHER. / LEATHER*

GOODS MANUFACTURER / BOUVERIE STREET. CARLTON. VIC.

The British-made Holsmor Expanding Suitcase illustrated on the label was advertised, in the 1930s, as beautifully crafted from leather-grained fibre, with reinforced corners and heavy nickel fittings.



Left Figure 15

Below Figure 16



Vito Milana



L-R : Figures 17, 17 & 19

J. E. Stone & Co.

J.E. Stone & Co. was established in Melbourne in the late 1800s and, at the time, was promoted as the only sponge house in Australasia. By the time the cinderella was issued in 1934, the company was the only sponge house in Australia and offered services worldwide, too. The label illustrated in Figure 19 measures 38mm x 28mm and is perforated 11 on all four sides. Coloured blue and cream, it features the text: *MELBOURNE CENTENARY 1934 – 35 / DEEP SEA SPONGE FISHING / J. E. STONE & Co., MELBOURNE / ONLY SPONGE HOUSE IN AUSTRALIA.*

Samuel Jones & Co.

Samuel Jones & Co. Ltd. was a London-based printer and publisher who supplied various materials and services nationally and abroad. The label illustrated in Figure 20 measures 28mm x 38mm and is perforated

11 on all four sides. Coloured dark and light blue, it features the text: *SAMUEL JONES & CO. LTD. TRADEMARK / NON-CURLING GUMMED PAPER / MELBOURNE CENTENARY.* The central butterfly is a reproduction of a poster produced by Samuel Jones & Co. advertising their non-curling gummed paper product, and dates to the early 20th Century.

The Silverton Tramway Co.

The Silverton Tramway Company was formed over a century ago in 1886. The company was established, in part, to build and operate the Silverton Tramway, a 58-kilometre gauge railway, headquartered in Melbourne. The Silverton Tramway Co. operated the Silverton Railway until 1970.

The two labels illustrated in Figure 21 each measure 38mm x 28mm and are perforated 11 on all four sides. Coloured blue and cream (with the left label notably paler than the right), each features the text: *MELBOURNE CENTENARY 1934 – 35 / THE SILVERTON TRAMWAY CO. LTD.* The label on the right also features a Melbourne 1 August 1934 red cancel.



Left Figure 20

Below Figure 21

