

Cinderella Corner

Australia

Welcome to the May issue of Cinderella Corner, the final before Winter arrives. During the past month, I have been busy researching past issues of Cinderella Corner, since its inception in 1977, to help ensure that a wide variety of labels continues to be discussed.

This edition of Cinderella Corner covers a number of different labels and, like the previously explored Essex vignettes, furthers its focus on Australian poster stamps advertising motor cars and products. It also continues to explore labels produced outside of Australia that carry Australian themes. I welcome requests to illustrate different label types, including more about cars and motor vehicle products, so please feel free to let me know.

Many thanks to Stamp News reader and regular contributor, Christer Brunström, for his assistance regarding the *Tasmanien* advertising label illustrated and discussed in Cinderella Corner's February 2016 issue. Christer notes that the text featured on the label is actually written in Danish, and he further informs me that the Danes are still very keen on poster stamps and using them mainly for advertising purposes. More information on this label is welcomed, especially if

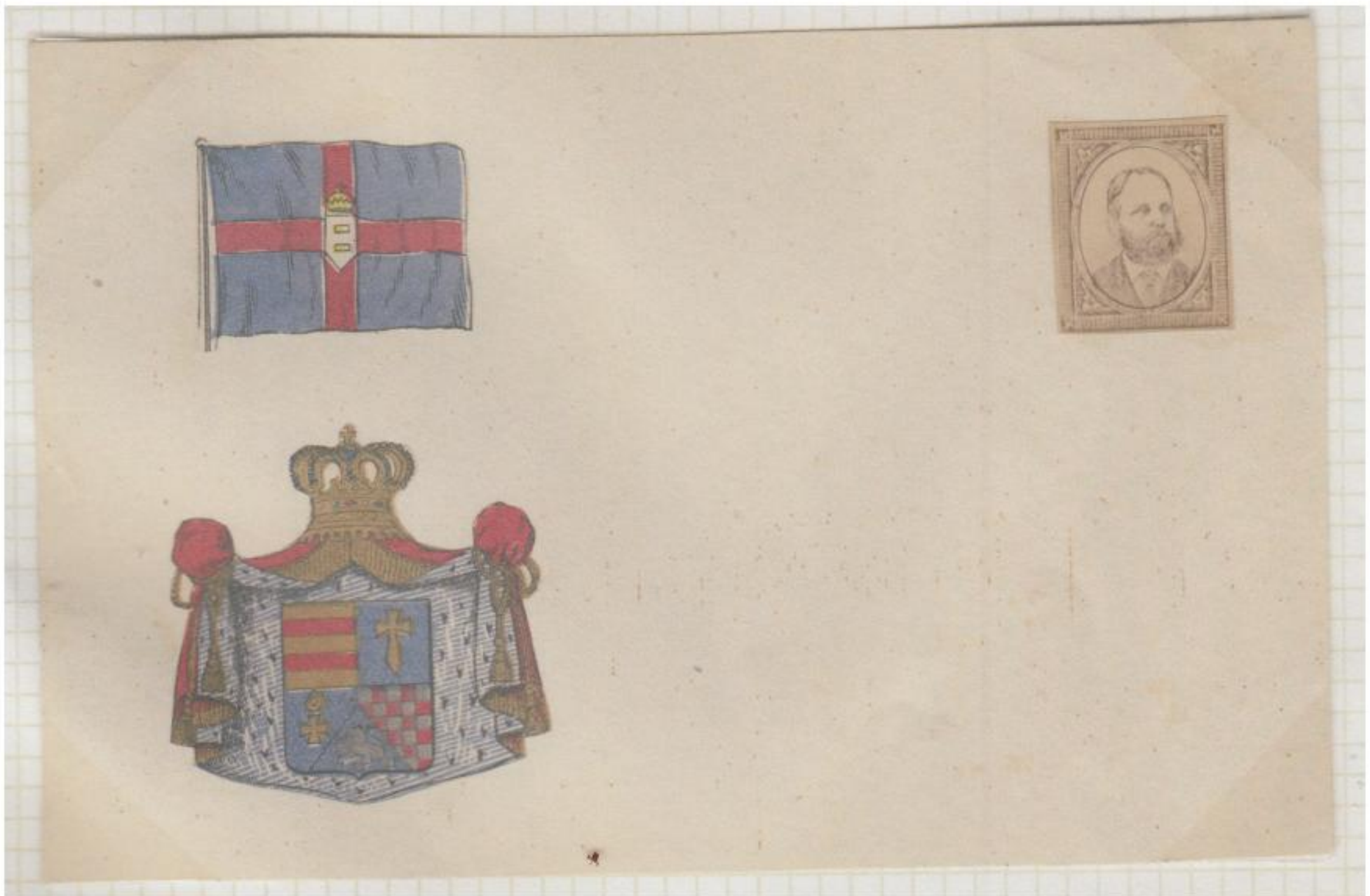
anyone knows how many different ones exist in the set (the *Tasmanien* one is clearly numbered 36).

USA Photo Labels

My friend Mr. Ron Lee from Euroa in Victoria has been collecting cinderellas for over 60 years. His collection of labels and cinderella-related literature is most impressive. Recently, Ron sent me a coloured copy of the front of two extraordinary covers with examples of some curious labels affixed to their top right hand corners. On the envelopes themselves, heraldic Coat of Arms, along with aligning flags belonging to Oldenburg, are evident. Oldenburg is an independent city in the state of Lower Saxony, Germany. The labels on the covers, as illustrated in Images 1 and 2, bear some striking resemblance to the War Souvenir Stamps produced in Melbourne by travelling photographers during the World War I era. Similar ones have also been cited in different countries, including New Zealand. It would be great to receive some more information about these cinderellas and covers. For example: when were they produced? Do other types exist?



Vito Milana



Hudson Super Six

In this year's January issue of Cinderella Corner, I illustrated four Australian poster stamps advertising Essex motor vehicles with a suggested date of 1922. Since that time, I have found another three labels with identical proportions to the Essex poster stamps that

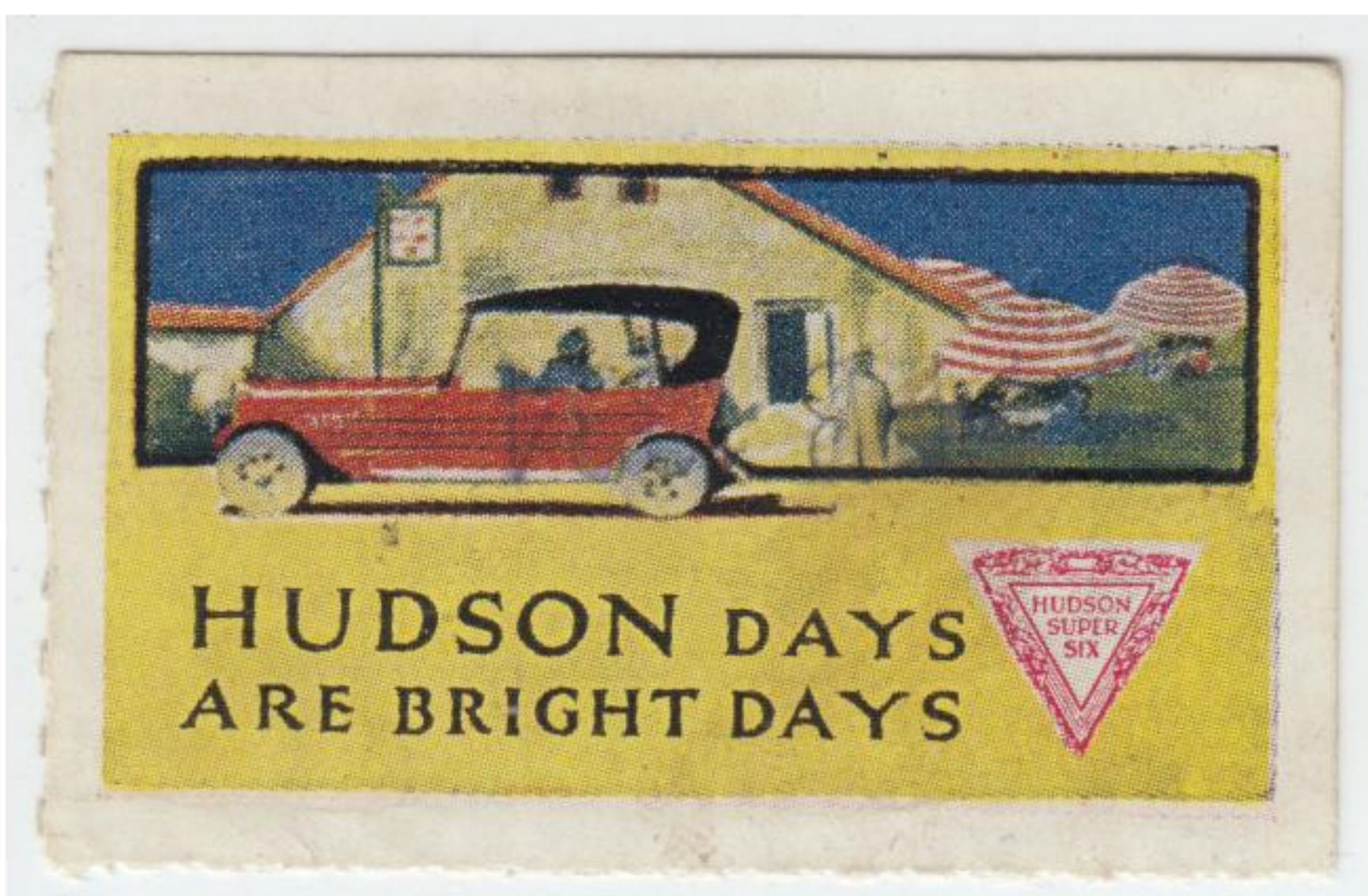
advertise Hudson Super Six vehicles. The three labels illustrated across Images 3 to 5 bear the following text:

Hudson Days Are Brighter Days – Hudson Super Six

Easy to Drive – Hudson Super Six

Closed-Car Perfection – Hudson Super Six

With a reported peak in sales in 1926, Hudson Super Six vehicles date similar to the Essex vehicles and the labels are therefore likely dated to the 1920s. The key question that remains is if they are Australian: unlike the Essex label which bears the logo *Australia's Rising Sun*, there are no markers on these three labels that directly link them to Australia. The vehicles



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red and white advertising label measures 37mm by 26mm and is perforated 11 on all sides. It also illustrates a motorcar and carriage. In terms of scarcity, the label is very rare and seldom seen. A 'tattered' copy was sold some years back for over \$100.

Considering Foreign Labels With Australian Themes

themselves, however, like the Essex motor cars, were also sold outside of the United States including Australia. I welcome any further information about these colourful items.

T. Craine's Motor Car And Carriage Works

Cinderellas relating to automobile themes are popular amongst worldwide collectors. These include those that advertise different cars (such as those featured in this issue), motor shows, tyres, oil and other lubrication products. Image 6 features an extraordinary label dating to the early 1910s that bears the text: *T. Craine's Motor Car and Carriage Works. 50 - 52 City Road over Princes Bridge.* The mentioned company was most prominent prior to 1910 and held a fairly successful Melbourne-based business. An article placed in a 1906 edition of the *Australasian* heralds Craine's as one the oldest and most successful Victorian carriage, buggy and motor car builder. The black,

Following on from February's issue, I now offer a second part in a series of cinderella write-ups exploring the vast array of non-Australia labels with Australian ties and themes. If readers have any other examples of some labels in their collections, or can offer further clarity to the ones already explored in Cinderella Corner issues, please let me know.

Auszeichnung

This German label, illustrated in Image 7, is a rather curious one. Tall and measuring 49mm by 35mm, it is perforated 11 on all sides and has a striking or-



Vito Milana



ange centre with blue, black and white surrounds. It appears to date to the 1940s but could be earlier, and I welcome clarification from readers. The label celebrates an award given to Wilhelm Benkenstein from the *Deutsche Landwirtschafts-Gesellschaft*. This is the *German Agricultural Society*, formed in 1885 and still running strong. The company is foremost involved in promoting technical progress and scientific advancements in the field of agriculture. This labels celebrates the efforts of Wilhelm for his role in successfully transporting food with a long shelf life to Australia and back.

ALFA

Image 8 illustrates another great label from Germany. This one advertises Alfa, a Swedish company founded in 1883, that provided products for the separation of solutions. This cinderella, headed with *Australien*, illustrates its *Bester Milchentrahermer*, or *best cream separators*. Other labels have also been cited with the same text and slightly variant images with *Australie* replaced with other countries and continents, including *Asie*. It is unsure how many exist in the Alfa poster stamp range.

