

Cinderella Corner

Buy Goods Made In Australia – Part II (1906 To 1917)

Welcome to the May issue of Cinderella Corner. This edition is a direct continuation from March, which began to explore some of the earlier *Buy Goods* patriotic labels encouraging Australians to embrace and purchase Australian goods. Some references are made to scanned labels in this earlier edition, so it may be useful, as a bridge to this ongoing narrative, to have the Cinderella Corner issue from March at hand. The labeling of the scanned images (noted as *Figures*) also continues, and will therefore begin with Figure 6.

As previously noted, the patriotic stamp movement initiated by the South Australian Council of Manufacturers (SACM) was successful, with some reports from South Australia noting a strong demand for the labels. Some businesses even saw the cinderellas as offering further opportunities to advertise their own Australian trades and products, overprinting on one or both of the two colour types of the SACM labels before affixing them to correspondences. Figures 6 and 7 illustrates such efforts by one South Australian company, namely *Castle Salt* (an abbreviation for Castle Salt Company), which was in production from 1899 to 1970. The overprint contained CASTLE SALT in black capital letters. Figures 6 and 7 differ with the size of the 'SALT' part of the overprint. In Figure 6, the left

furthest point of 'S', moving right to the furthest point of 'T', runs a total of 11mm, and the height of each letter is 6mm. In Figure 7, however, the left furthest point of 'S', moving right to the furthest point of 'T', runs a total of 9mm, and the height of each letter is 4.5mm. This is visually apparent when observing both of these labels, side by side. Both examples illustrate the overprint CASTLE as consistent in size, with a height of 14mm and width of 19mm. The CASTLE SALT overprint by the Castle Salt Company has been observed in both issued colours of this SACM cinderella label.

Another example of a private overprint (also in black) is illustrated in Figures 8 and 9. Here, *König Lager*, in cursive text, features. König Lager operated in Australia for just over a decade, running from 1903 until the break of the Great War in 1914. Unlike the CASTLE SALT examples, there appears to be no noticeable differences in the König Lager overprints, as featured in this article. It is also interesting to note that the four privately overprinted cinderella labels illustrated across Figures 6 to 9, along with some other known examples, are only featured on Type II of both the red and white, and red and blue, SACM labels. It is likely that other companies also embraced the opportunity to privately overprint across both Types, and I welcome some further information from readers about this.

Following the documented success of the labels



Figure 6



Figure 7

Vito Milana

in August of 1906, the SACM Committee reported to the Federal Court of Chambers and put forward the idea of issuing a Federal patriotic stamp. Shortly after, in September that year, the Victorian Chamber of Manufacturers (established in 1881 from the previously titled *Manufacturers and Exhibitors Association*) issued their own patriotic stamp, as illustrated in Figure 10. This label, significantly smaller in size than the previous ones explored in the March edition of Cinderella Corner, measures 25mm x 33mm and is perforated 11½ on all sides. It is coloured blue, white and red and bears the text SUPPORT AUSTRALIAN INDUSTRIES in the bottom half, along with OUR COUNTRY! featured in the centre of a map of Australia. Five five-pointed stars are also present. The labels were available for 1 shilling for 100, significantly cheaper than those offered by the SACM that same year, and samples were sent out to various organisations. One such establishment, the Australian Natives' Association, was noted in a local newspaper as having purchased 2,000 of the labels in September, 1906.

The following year, in the middle of 1907, a national *Buy Goods* label was released, with the instruction that they were to be affixed to manufactured articles to declare their Australian origin. The Federal Council of the Chamber of Manufacturers of Australia awarded 10 pounds to Mr. W. J.

Turner, of Sydney, for his winning design. He was one of at least 12 entrants from capital cities nationwide and the decision was made by representatives of the chambers in Sydney, Melbourne and Adelaide. Several million of the 'patriotic stamps' were ordered, and an example is illustrated in Figure 11. The cinderella label is perforated 11 ½ on all sides and measures 40mm by 26mm. Coloured yellow, blue and white, it features a woman draped in a blanket, staring downwards towards a world globe. The outline of Australia is seen on the globe (with the AUSTRALIA inscribed in the centre). To the left is an emu and to the right is a kangaroo. The text BUY GOODS MADE IN AUSTRALIA also serves as an injunction, and features towards the bottom centre of the cinderella label.

Five years later, in late 1911, a decision was made by the Associated Chambers of Commerce to hold a weeklong celebration of the manufacturing potentials of South Australia. It was hoped that this observed "Manufacturers Week" would expand as a National recognition in 1912 and beyond. To help promote and celebrate the week, the SACM issued 150,000 patriotic stamps with identical designs to the 1906 issue, except they were larger and all were imperforated on all four sides. Rather than attached to correspondences, these labels were issued to shopkeepers to stick to their Australian-



Figure 8



Figure 9

Cinderella Corner

brand products, as displayed throughout the week's celebrations. The increase in size also helped more clearly promote the SACM, with its Coat of Arms, and therefore the wide breadth of commerce and industry actions embraced by Australian companies, more clearly recognised.

The declaration of war in 1914 then saw a proliferation in cinderella labels, as many charities and organisations formed to help attend to many local and national needs, including those associated with austerity, patriotism and war savings efforts. The labels that were produced to either fundraise or advertise such efforts numbered in the millions. One such company that was established in WWI, in the spirit of some similar early Australian organisations, including the SACM, the Victorian Chamber of Manufactures, and the Protectionist Association, was the Australian British Industries League. This League formed in Brisbane in an attempt to encourage Australians to: first, purchase and use goods produced in Australia; second, purchase and use goods produced by the Empire; third, purchase and use goods produced by the Allies.

In April 1917, the Australian British Industries League issued labels to promote the purchase of Australian-produced goods. The newly formed League met at the office of the Chamber of Manufacturers in Queensland and shortly thereafter or-



Figure 10

dered the production of 500,000 *patriotic stickers*. As illustrated in Figure 12, this label was a close adoption of the 1907 *Buy Goods* one, with five main noted differences:

- It is rouletted on all sides, rather than perforated
- The label features the border text: AUSTRALIAN BRITISH INDUSTRIES LEAGUE

- The font of the *BUY GOODS MADE IN AUSTRALIA* text is different
- There are 13 stars in the sky, rather than 12
- There are slight differences in the spacing and placement of the stars in the sky

Like those issued a decade earlier in 1907, there was some documented success of the labels. Further information regarding the commonly-themed patriotic labels presented in this issue of *Cinderella Cinderella* is needed, and feedback is most welcomed for both this, and March's, articles.



Figure 11



Figure 12

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