

Cinderella Corner

Welcome to the May edition of *Cinderella Corner*. I thank readers for providing some recent feedback about labels featured in the past few issues and will consolidate some of this information, soon. This edition first explores some Australian cinderellas associated with printing. It then revisits three topics covered in previous *Cinderella Corner* pieces, namely: i) Myer Emporium, ii) FameFace, and iii) PAMABA.

All About Printing

Australia has a rich history associated with printing and various printing processes, and this *Cinderella Corner* offers a snapshot of a few Australian printing firms advertised on labels. Given that only three of these are explored, I hope readers can provide some further insight into what else exists in this often overlooked area.

Vardon's

Vardon and Sons Printing Works, commonly known as Vardon's, was founded in Australia over a century ago. Its original building still exists in Adelaide, on Grote Street, and is a reminder of the industrialism presence that existed and thrived throughout many Australian cities in the early years of the 20th century. It was first owned by Joseph Vardos (1843 – 1913) who set up the Webb, Vardos and Pritchard firm, which eventually became Vardos and Sons. Joseph purchased the land where the building stands, in 1911, and the company was eventually managed by his three sons.

The label illustrated in Figure 1 illustrates the Vardon building. It is multi-coloured, imperforate, and

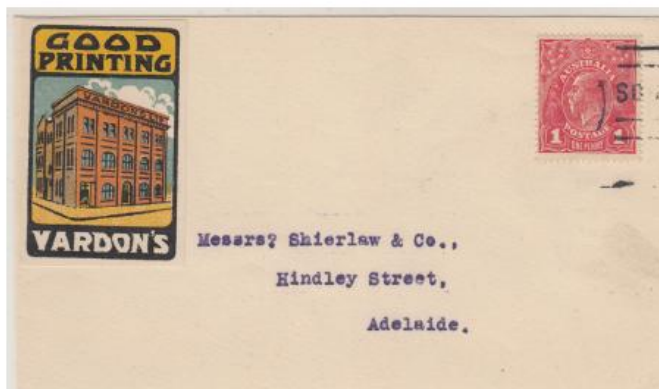


Figure 1

features the text: *GOOD PRINTING / VARDON'S*. The label is affixed to a 1920s Adelaide-addressed cover and it is therefore likely to originate from this period.

Ford & Son

Ford & Son Printers (commonly abbreviated to F & S, and formerly known as Ford and Son Press) operated in Melbourne on Drummond Street, Carlton, from as early as the 1890s. They established as stationers, and then printers, and operated for several decades in Melbourne. Ford & Son were responsible for printing many books and pamphlets, of which many reside in several libraries throughout Australia.

The label illustrated in Figure 2 illustrates an old-time printing machine in use. It is coloured green, white and red and is imperforate. The cinderella measures 30mm x 47mm and features the text:

F & S / FORD & SON PRINTERS CARLTON. MELB.

The label likely dates to the 1920s or 1930s and further information is needed to ascertain a more precise date.

Use Good Printing

Good Printing was the key term applied by Victorian-based printing company Brown, Prior & Co. Pty. Ltd., who operated from the early years of the 20th century (and continue to run under a different name today). Then located on Little Bourke Street in Melbourne's CBD, the company served as printers for several products, including books, booklets, public school magazines and journals published in Australia.

Figures 2 & 3



Vito Milana



The label illustrated in Figure 3 is multi-coloured, measures 48mm x 68mm, and likely dates to the 1940s or 1950s. It is imperforate on all sides and features the text: *KEEP UP THE STANDARD / USE GOOD PRINTING / Print More, Sell More*

The label also features an Australian flag as its central motif. Further information is needed to better place an accurate date for this cinderella.

Myer Emporium

Last year's February *Cinderella Corner* exclusively explored several cinderella labels associated with the Myer Emporium. These were either labels that advertised Myer and its products or were other sorts of cinderellas encouraging shoppers to purchase items for Christmas or other occasions and events. Four more labels are now explored and thereby help build further breadth to the ones discussed in the 2018 article.

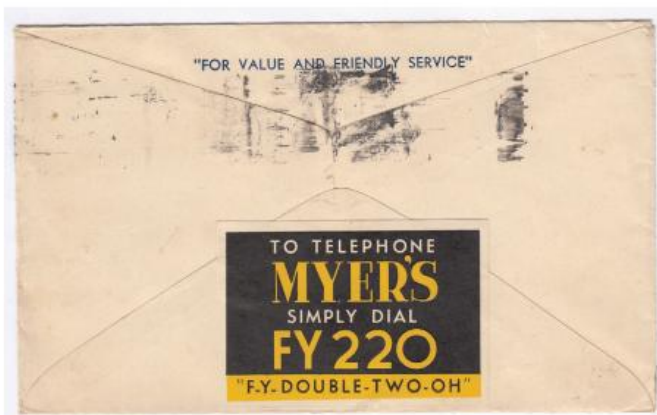
Figure 4 illustrates a fairly common Myer Emporium cover, postmarked 6 November 1958. Its reverse is illustrated in Figure 5, which presents a cinderella encouraging customers to shop during the Christmas period. Coloured green-blue and white, the label is imperforate, measures 77mm x 43mm, and features the text: *For your comfort & convenience / SHOP AND POST EARLY THIS CHRISTMAS*

These labels are believed to have been connected with the rather elusive Myer Philatelic Department in Melbourne, and further information can be found in last February's *Cinderella Corner* piece.

Figure 6 features a Myer-advertising cinderella on the reverse of a cover. Imperforate, measuring 63mm x 49mm, and coloured black, yellow and white, it

features the text: *TO TELEPHONE MYER'S SIMPLY DIAL FY 220 / "F-Y-DOUBLE-TWO-OH"*

A contextually similar label is illustrated in Figure 7. This cinderella is also imperforate, coloured green, blue and white, measures 53mm x 37mm, and features the text: *To Telephone Myer's SIMPLY DIAL FY 220 / FY double-two-oh*



From top: Figures 4, 5, 6
Bottom row: Figures 7 & 8

Cinderella Corner

Several other Myer Emporium covers exist with the FY 220 phone number printed on the left-hand side of the face, with slight variations existing between covers; these date from the mid-1940s to the 1950s.

Figure 8 illustrates *Heritage*, a furniture range sold in Myer. The label is imperforate, measures 48mm x 33mm, and is coloured purple, green and white. It features the text: *HERITAGE FURNITURE BY MYER / AUSTRALIA'S FINEST FURNITURE*

It appears that the peak of Heritage furniture sales was in the 1950s, and the label also likely dates to this period.

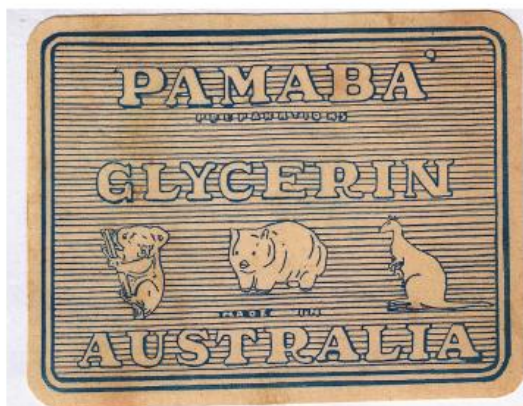
Fameface

Last year's September *Cinderella Corner* discussed several FameFace cinderellas that were affixed (and cancelled) on covers. This piece followed an extensive exploration, in the October and December 2017 *Cinderella Corner* pieces, on Novelty Printing/FameFace and their many issued labels. Since these publications, another two FameFace labels has surfaced on a cover, as illustrated in Figure 9. This pair of labels illustrates the Newcastle 1997 Bicentennial and were printed by FameFace upon order from the Newcastle Philatelic Society. This pair is cancelled on a signed 1997 cover commemorating the 50th Anniversary of the Australian National Antarctic Research Expeditions.

Pamaba

Some scarce 1912 PAMABA labels featured in the June 2016 and September 2017 editions of *Cinderella Corner*. The former illustrated one PAMABA label with three kangaroos as its central motif; the latter featured a clearly different printing of this label, as well as a second PAMABA cinderella type showing three koalas. These three labels are reproduced here in Figures 10 and 11. Another two labels have since been

L-R Figures 11, 12 & 13



Figures 9 & 10

discovered. The first, illustrated in Figure 12, features a single wombat with an otherwise identical design to the previously explored PAMABA cinderellas. It measures 36mm x 30mm, is coloured blue and white, and is imperforate on all sides. The second, illustrated in Figure 13, features a single example of three different Australian animals: kangaroo, wombat and koala. It is larger than the other PAMABA cinderellas, measuring 71mm x 56mm. This cinderella is imperforate on all sides and features the text: *PAMABA PREPARATIONS / GLYCERINE / MADE IN AUSTRALIA*

Given that this final label collectively features all three of the animals illustrated separately across Figures 10 to 12, it is possible that this fourth type completes the set of PAMABA labels.