

Cinderella Corner

Letter Seals From Australia

Welcome to the May edition of *Cinderella Corner*. With the wonderful assistance and support of Mr. Paul Butler in New Zealand, this article explores several Australian letter seals, which sit on the outskirts of the cinderella field. These cinderellas are traditionally placed on the rear of envelopes with the twofold purpose of physically sealing envelopes and promoting a variety of products, events and organisations. Seals were also applied on letters of correspondence to amplify their advertising efforts. They have featured as part of the philatelic and ephemera landscape across Europe for well over a century, and while not as popular and frequently used in Australia, there are still many types that exist.

The Electrolytic Refining And Smelting Co. Of Australia Ltd. (Melbourne)



The Electrolytic Refining and Smelting Company of Australia was established over a century ago, in 1907, and operated until 1994. The company smeltered and produced electrolytic refined gold and silver, and

copper. The label illustrated in Figure 1 has a diameter of approximately 41mm. Coloured white and red, it features the text: *Text: THE ELECTROLYTIC REFINING AND SMELTING CO. OF AUST. LTD. / MELBOURNE*

Consular Neu-Sud-Wales



The blue and white label illustrated in Figure 2 has a diameter of approximately 40mm and heralds the Spanish text: *CONSULADO / NEU – SUD – WALES*

The central

embossed crown is a defining feature of many letter seals, especially those sent from consulates and government departments and offices, worldwide. The rounded edges across the circumference are also more common than the pointier ones illustrated in Figure 1.

C.G. Roeszler & Son

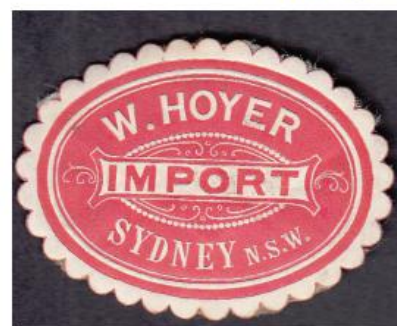


C.G. Roeszler & Son was established in Melbourne, in 1879. The namesake Charles George Roeszler (1846 – 1912) moved to Melbourne from his engraving business in London, and continued the practice in Australia

not long after his arrival. The company foremost engaged in engraving activities, and rubber stamp manufacturing was advertised in the early 1880s.

The circular pale green and white label illustrated in Figure 3 has a diameter of approximately 39mm and features the text: *C.G. ROESZLER & SON / MELBOURNE / ENGRAVERS AND STAMP MAKERS / 264 LITTLE COLLINS STREET MELBOURNE*

W. Hoyer



W. Hoyer operated in Sydney as part of the crude oil business. One 1926 advertisement aligns W. Hoyer with large-scale machinery involvement, too, including Steam Road Roll-

ers and Steam Tractors.

The red and white oval-shaped label illustrated in Figure 4 has a diameter of approximately 41mm and features the text: *W. HOYER / IMPORT / SYDNEY N.S.W.* The cinderella likely dates to the 1920s.

Vito Milana

The Yokohama Specie Bank Ltd.



The Yokohama Specie Bank was a Japanese bank founded in Japan in 1880. The imperial establishment had several branches located worldwide as part of their international expansion process commencing in 1881, including

a Sydney location that commenced operation from 1915.

The khaki and cream label illustrated in Figure 5 has a diameter of approximately 44mm. With wide sharp points, the cinderella features the text: *THE YOKOHAMA SPECIE BANK LTD. SYDNEY*

Kaiserlich Deutsches Konsulat

The Imperial German Consulate has had locations through Australia for over a century. It expanded, worldwide, from its original location as consular representative of Germany during its extended Imperial period (1871 – 1918).

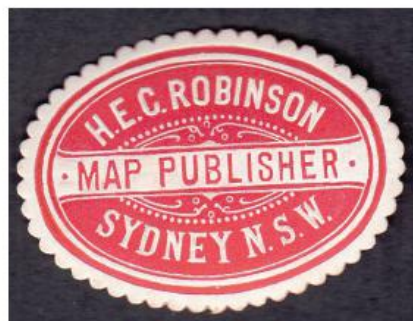
Several labels (of approximately 40mm diameter) were issued recognising Australian consulate



locations, as illustrated across Figure 6 to 9. The presented texts on these labels are as follows: Figure 6: *KAISERLICH DEUTSCHES KONSULAT / MELBOURNE*; Figure 7: *KAISERLICH DEUTSCHES KONSULAT / MELBOURNE*; Figure 8: *KAISERLICH DEUTSCHES KONSULAT / MELBOURNE*; Figure 9: *KAISERLICH DEUTSCHES KONSULAT / IN HOBART*.

While varieties across the labels, including colour, exist, the motif of the Imperial Eagle as part of the coat of arms of Germany is present. Examples of these consular seals 'in Adelaide' also exist, including ones with uninterrupted 'smooth' circular perimeters.

H.E.C. Robinson



Herbert Edward Cooper Robinson (1857 – 1933) was a map publisher who arrived in Victoria, from England, in the 1860s. He established a map-publishing

business in Sydney in 1895 which flourished, especially in the early years of the 20th century.

The oval-shaped label illustrated in Figure 10, coloured red and white, has a horizontal length of approximately 42mm. It features the text: *H.E.C. ROBINSON / MAP PUBLISHER / SYDNEY N.S.W.*

The curved 'bumps' presented on the perimeter of the cinderella are noticeably smaller than others illustrated in this article.

Reichskommissar

The Melbourne Centennial Exhibition was held to commemorate and celebrate a centenary of European settlement in Australia. It extended across several months, commencing on 1 August 1888 and closing on 9 March 1889. Celebrations were extended across several areas in Melbourne, with the Royal Exhibition Building serving as the hub of activities.

One of a few labels issued to mark the event is illustrated in Figure 11. Circular, coloured pale blue and white, and presenting with a diameter of approx-

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imately 37mm, the 1888-issued cinderella includes a white embossed example of the previously mentioned German Eagle. It also features the elaborate German text: *REICHSKOMMISSAR IN MELBOURNE*

1888/9 / F.D. INTERN. JUBIL. AUSSTELLUNG

The English translation approximates: *Empire Commissioner in Melbourne 1888/9 – International Jubilee Exhibition.*

Fred Hagen



Fred Hagen is, without a doubt, the most famed Australian Colonial philatelic trader. His Sydney enterprise stretched several decades (from 1890 to 1930) and his contribution to philately is significant, even today. Of the many items that Hagen produced throughout his career, two differently designed cinderella seals have been identified. The first, illustrated in Figures 12 and 13, are the more common of the two type.



Each has a diameter of 38mm and contains the text: *FRED HAGEN LTD / 182 PITT STREET SYDNEY NEW SOUTH WALES / POSTAGE STAMP DEALERS*

The variant illustrated in Figure 13 has a notable retouching to void areas in the central image, as well as a more profound use of red. The text flanks a



reproduction of the Sydney View one penny stamp. The seal is commonly found affixed to the rear of covers addressed by Fred Hagen. The Figure 12 label was produced from 1909 to 1913, and the Figure 13 label was produced

from 1914 to 1919.

The second Fred Hagen seal is trumped by the earlier one. Coloured in blue and white, it dates to from approximately 1913 to 1919 and can be seen in Figure 14. This type is far more elusive and contains the text: *Text: FRED HAGEN LTD. / POSTAGE STAMP DEALERS / SYDNEY N.S.W.* (Type 3 blue)

Consulate Of Japan



The final seal explored in this article is discussed thanks to the wonderful efforts of Paul Butler. As illustrated in Figure 15, the circular blue-green and white seal presents a diameter of approximately 27mm and features the text: *CONSULATE OF*

JAPAN / TOWNSVILLE

The elusive label also features Japanese text towards its centre. The Consulate has a long and rich history in Australia, and the first Japanese diplomatic mission in Australia was the Consulate established in Townsville, Queensland, in 1896. It is likely that the label therefore dates soon after this year.

Conclusion

The seals identified and explored in this *Cinderella Corner* offer only a snapshot of the vast amount that exist in Australia, extending a period of well over a century. Readers are welcome to provide additional scans of these seals, which will happily be included in a future *Cinderella Corner* article.