

Cinderella Corner

Welcome to another issue of Cinderella Corner. As the middle of 2016 quickly approaches, I draw the reader's attention to an earlier issue, dating back to February of this year. Across the pages of that issue, I discussed and illustrated several Grahame Book Company labels from Sydney. One reader who I happily spoke to on the phone, Mr. Bernard Walker of New South Wales, recalled some fond memories when, in 1951 at the age of 17, Bernard worked a summer job at the Grahame Book Company and was in charge of the *Engineering* book section. Bernard remembers not selling a single book during his time there, as at his job was to visit other bookstores, including nearby retail giants Dymocks and Angus and Robertson, to locate books not currently stocked in the store. If a required book was found, any book label affixed inside of the book was quickly removed and replaced with an official Grahame Book Company label, like one of those illustrated in Cinderella Corner. And now, 65 years on, Bernard happily remembers the events and the various book labels he encountered back then. Image 1 re-illustrates on these Grahame Book Company labels.

Bernard's anecdote is a warm one that helps place cinderella labels in the personal histories of collectors. I openly welcome any other readers who also have similar stories to share about their encounters with cinderella labels over the years.

Australian Porte Timbre Label

The types and styles that grace the wonderful world of early issued cinderellas are often rich and colourful. From advertising poster stamps to fantasy and bogus issues, the scope of these items is fascinating and forms an important part of worldwide philately. The breadth of labels explored in *Cinderella Corner* is now expanded to consider *Porte Timbres*, French for *Stamp Carriers*, and in particular briefly reflect upon an example of one atypically produced and issued in Australia.

Porte Timbres were popularised in the early part of the 20th Century and were used throughout many parts of Europe during that time. They were labels, often affixed to the front of envelopes, postcards and other forms of mail correspondence, with a central blank space where a postage stamp could be easily applied. They were used to promote various

charitable messages, highlight patriotic slogans or just advertise products and events. The blank space itself, often rectangular, occasionally offered printed instructions about the *porte timbre* and its purpose. The border of the combined issue (stamp affixed onto the blank-centred *portes timbre*) often contained a message of promotion.

Many varieties of these labels exist including several from famed World War I propaganda poster stamp designer and producer Delandre. His popularised French cinderellas still continue to surface on eBay, Delcampe and various other auctions sites and are documented across several well-researched and published catalogues.

Very recently, Mr. Charles Kiddle, celebrated and renowned collector from the United Kingdom and expert on early worldwide poster stamps, provided me with a scan of an early Australian postcard with the name: *Mr. J. Kelly* penned on the front. In the top right corner is a clear and extraordinary example of an Australian *porte timbre*, the only example of one from Australia that Charles had seen in over 30 years of collecting. As illustrat-



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ed in Image 2, it is coloured in red and white and contains the following text:

Centre: AFFIX STAMP HERE – Commonwealth One Penny – Foreign, Ordinary Letter Rate.

Border: ST. KILDA PIER PAVILION SOUVENIR PAPER'S

The central square measures 25mm by 20mm and the label is perforated 14 on all four sides. Given the design and presentation of the postcard, along with the currency rate of 1d, the porte timbre likely dates to the early 1900s.

Being born and bred in Melbourne, and still a frequenter to St. Kilda during the warmer months, the scanned item reminded me of my childhood when I would walk along the pier, eat a double-scooped ice-cream, and visit the St. Kilda Pavilion, the historical kiosk built in 1904 by John W. Douglas and unfortunately destroyed following an arson attack nearly a century later in 2003 (it was fortunately re-opened using original salvaged parts three years later in 2006 where it still stands today). As I told Charles the morning after the scan arrived, it was surprisingly only the night before, during an evening of unseasonably warm weather, that I had eaten out at St. Kilda and listened to some live

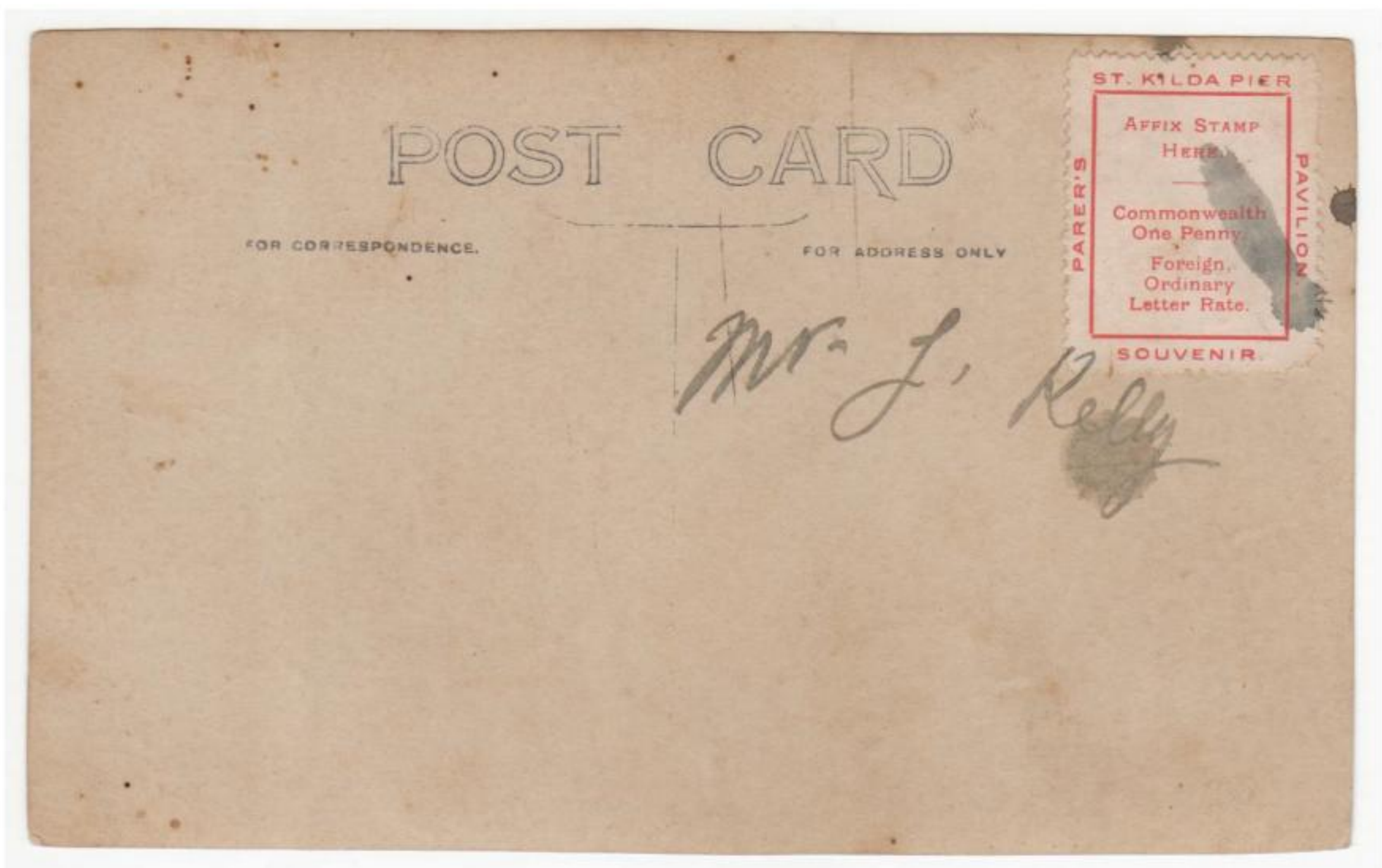
music. We were both amused at such a remarkable coincidence!

A few curious questions remain about this attractive label: Do other similar ones exist in Melbourne or other parts of Australia? When was the year it was issued? Did its release coincide with the opening of the pavilion over 100 years ago? Were similar *paper* products sold at the pavilion during this time? If you have any further insight, or interest, about this important piece please contact me.

While much needs to be developed to further knowledge about this Australian porte timbre, it nonetheless offers an interesting snapshot into Melbourne's philatelic history and St. Kilda's advertising motions during the early 1900s.

Australian 'Soap' Labels

Cinderella collectors throughout Australia and other parts of the world are all too familiar with the topic 'giants' that draw the interest of enthusiasts. These include cricket (and sports in general), Christmas, philatelic exhibition items and the Red Cross. Another lesser explored genre that has had a presence in the Australian cinderella labels' arena for at least



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a century are those that advertise soap. If the reader has any other different ones to those discussed, I would love to know.

Sunlight Soap

This piece is a rather large label 'lifted' from a Registered envelope dated 1923 (measuring 64mm x 38mm). It bears the attractive slogan *Happiness, Health, Economy – All in Sunlight Soap*.

More fascinatingly is the almost illegible word enclosed in the star at the base of the label, which reads *LEVER*. This references the Lever brothers (William Hesketh and James Darcy) who ran the Lever Brothers Factory, a soap factory in the Sydney suburb Balmain, which operated for nearly a



century from 1895 to 1988. Their success followed from their investment into a new soap-making product invented by chemist William Hough Watson. Before establishing in Sydney, the brothers had operated in the United Kingdom since forming in 1885.

The large Sunlight Soap label is believed to



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have also been affixed to Lever Brothers products as a form of advertising. These cinderella label is rather rare and only a few have been cited. An example is illustrated in Image 3.

Witch Soap

This delightfully colourful and elaborate label features a kangaroo presenting an image of a witch stirring a cauldron, which has inscribed on its side *NO RUB ONLY BOIL*. This image is embedded in a larger image of an advertising company called Storbridge Posters. The label dates to 1972 and was produced in South Australia. An example of this label affixed to a South Australian cover is also illustrated in Image 4.

The brand Witch Soap was active in Australia since the 1910s and promoted a simplicity to washing clothes: the process was to simply slice a piece of witch soap bar into a copper of cold water, put in some dirt clothes, bring to the boil, and the clothes would be rendered clean.



Pamaba

Perhaps the better known (and most expensive) of the three illustrated Australian soap-related labels illustrated in this edition of Cinderella Corner, the Pamaba cinderellas have been found in two different sizes. They were issued in 1912 and were designed by R. W. Viney, whose initials are printed on the label. An advertising piece in 1910 offers the slogan: *Pamaba is good enough for PA – PAMABA is also good for MA – There's no other so good for BA – by.* Further details about the Pamaba labels have been offered in earlier Cinderella Corner editions from a few years ago, and an example is presented in Image 5.

Garden Week Revisited

In a previous issue, I illustrated a couple of Garden Week labels. To add to these colourful items, I now present a fifth type that dates 1938 and is coloured in stark orange and red. Given that the five labels I have so far discussed span a total of more than 15 years, it is highly likely that others exist for different years. This label is illustrated in Image 6. I welcome any further information about Garden Week, as well as further scans from this annual event.

