

Cinderella Corner

German Labels With Australian Ties

Welcome to the June edition of *Cinderella Corner*. While usually exploring the array of exclusively Australian produced cinderellas, this article instead focuses on some of those labels that herald from Germany with Australian 'themes'. The texts, often intricate and complex, captured on these cinderellas have been translated by two close friends, and German natives, Felix Matschilles from Großhadern, in Munich, and Franziska Eulenlehner, from Krailling. This piece also deviates somewhat further from previous *Cinderella Corner* ones as it is driven more towards a visual exploration of various labels that exist in this area, rather than unpack much of the written historical (and occasionally social) contexts associated with them. As usual, feedback is welcomed from readers, along with other examples of cinderellas in this field, especially those with German text.

New South Wales And Flag

The cinderellas illustrated across Figures 1 to 5 all feature the identical central motif of an Indigenous Australian, likely presented as a New South Wales native. The top portion of the label highlights a Federation Flag. It was part of an earlier Australian Ensign to promote federation, particularly in New South Wales and Queensland, and was then only unofficially used after an alternative Federation Flag was adopted from 1902 onwards. Each label was utilised to promote a range of local products and date from the 1920s onwards. Each measures approximately 47mm x 70mm and is perforated 11½ on all four sides. Multicoloured, the German text across each of the five labels translates as follows: **Figure 1** Top: *From the flag game*. Bottom (in frame): *No. 45. / New South Wales*. Bottom: *Published by J. W. Spear & Sons, Nürnberg – D005*. **Figure 2** Top: *Stamp: Flag*. Left: *Egg noodles*. Right: *Macaroni*. Bottom (in frame): *No. 45. / New South*

Wales. Bottom: *Rot Brothers, Altena*

Figure 3 Bottom (in frame): *No. 45 / New South Wales..*

Bottom: *ABC Improves every caffeinated drink*.

Figure 4 Top: *O. FRITZE & Co. G.M.B.H.* Left: *Request*

Right: *the products from*. Bottom (in frame): *No. 45 / New South Wales*. Bottom: *Varnish Factory Offenbach/Main*.

Figure 5 Top: *Pharmacist Wilh. Lahusen*. Left: *Lahusen 50g Iron cod liver oil: "Jodella"*. Right: *The best and most effective liver oil imaginable*. Bottom (in frame): *No. 45 / New South Wales*. Bottom: *Bremen*

There is clearly significant breadth in the variety of products advertised in this label's design, and other efforts by companies clearly exist. Some of the advertisers, including the pharmacist Wilh. Lahusen of Bremen mentioned in Figure 5, appears prolific in their advertising, as he features in many other different cinderella labels produced worldwide.

Kangaroos

The German cinderellas illustrated across Figures 6 to 12 each feature the iconic kangaroo. The images in Figures 6 and 7 are identical, and both measure 70mm x 45mm, are perforated 14, and are multicoloured.

Figure 6 Details of the featured text from the label illustrated in Figure 6 are as follows: *Franz Benjamin Auffarth / Frankfurt a. M., Zeil 124*

Figure 7 The translated text from Figure 7 is as follows:

Meinholds animal images / kangaroo

Figure 8 The cinderella featured in Figure 8 measures 54mm x 61mm, is perforated 11 on all sides, and is multicoloured. Like the labels illustrated in Figures 6 and 7, it too features a red kangaroo in open plains. Translated details of the text are as follows: Top: *A. Welsch*. Top (in frame): *No. 11*. Left: *German House*.



Figures 1 to 5

Vito Milana



Figures 6 to 8

Bottom (in frame): *Red Kangaroo*. Bottom: *Telephone No. 4239*.

Figure 9 The cinderella featured in Figure 9 measures 40mm x 59mm, is perforated 11 on all sides, and is coloured purple, red, black and white. In addition to a small central black kangaroo, it features an elegantly dressed man, woman, and a single hanging shoe. The label likely dates to the 1930s and translated details of the text are as follows: In frame: *Württemb. Shoe factory / Faurndau next to Göppingen*. Bottom: *Propaganda Stuttgart*

Figure 10 The colourful cinderella label featured in Figure 10 measures 43mm x 63mm and is perforated 11½ on all sides. In addition to a boxing kangaroo, it also features an elephant, clown and ringside performer. Multicoloured, the simple text reads: *CIRCUS CARRÉ festival*

German circus director Oscar Carré, in seeking a location for circus performances, opened Circus Carré on 3

December 1887. Given that the name changed to Theatre Carré in 1920, the label likely predates this time.

Figure 11 The rather small cinderella label illustrated in Figure 11 measures 41mm x 26mm and is coloured light brown, dark brown, and black. Rouletted 7 on all sides, it features the simple text: *KFUK 1967 / AUSTRALIA*

Figure 12 The cinderella featured in Figure 12 measures 60mm x 40mm, is perforated 11½ on all sides, and is multicoloured. It features four kangaroos and a joey in its frame, as well as several others in the receding background. The translated text reads: In frame: *ZOO DRESDEN*. Bottom: *WOLFRUM & HAUPTMANN, NÜRNBERG*. Dresden Zoo, which opened



Figures 9 to 12

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over 150 years ago in 1861, is Germany's fourth oldest zoo and currently features over 3,000 animals.

Eucalyptus Oil

The cinderella labels illustrated across Figures 13 to 15 advertise Australian Eucalyptus oil. They all likely date to the 1950s.

Figure 13 The label illustrated in Figure 13 measures 40mm x 61mm and is multicoloured. Perforated 11½ on all sides, it features the translated text: In frame: *Real Australian.* (abbreviated as 'austral.') *Eucalyptus Oil / Mumm & Frerichs, Hamburg.* In bottle: *Trademark Eucalyptus Oil / Real Australian / Mumm & Frerichs, Hamburg.* Bottom: *LITH. E. ZEPPERMICH, DRESDEN – A. 16.*

Figure 14 The label illustrated in Figure 14 is an alternative example to the one in Figure 13 (with four Eucalyptus Oil bottles illustrated, rather than one), and it is likely that other versions also exist. It also measures 40mm x 61mm and is multicoloured. Perforated 11½ on all sides, it features the same translated text as the one in Figure 13.

Figure 15 The label illustrated in Figure 15 measures 42mm x 58mm and is multicoloured. Perforated 11½ on all sides, it features the translated text: In frame: *Mumm & Frerichs Hamburg Hopfenmarkt 29.* In bottle: *Trademark Eucalyptus Oil / Real Australian / Mumm & Frerichs, Hamburg.* Right: *KNACKSTEDT & CO. HAMBURG 22.*

Australian Flags

A variety of Australian flags, and maps of Australia, feature prominently on international poster stamps. The pair of German cinderellas illustrated in Figures 16 and 17 exemplify two examples of these.

Figure 16 The label illustrated in Figure 16 features a variety of the New South Wales federation flag. It measures 49mm x 58mm and is multicoloured.



Figures 13 to 15

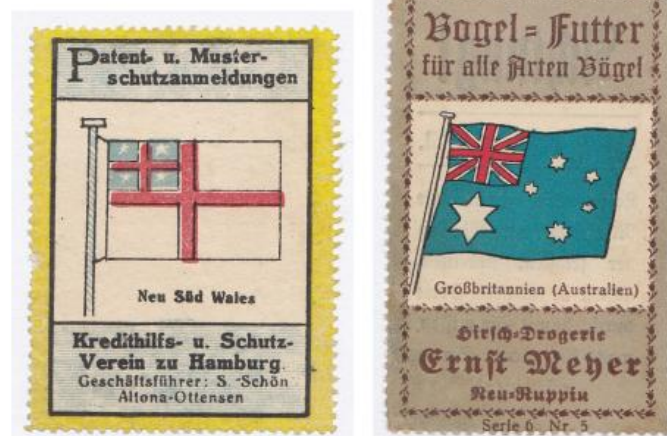
Perforated 11 on all sides, it features the translated text: Top: *Patent and design protection registrations.* Middle: *New South Wales.* Bottom: *Credit assistance and protection association in Hamburg. / Manager: S. Schön Altona-Ottensen.*

Figure 17 The label illustrated in Figure 17 features the Australian Flag. It measures 41mm x 64mm and is multicoloured.

Perforated 11½ on all sides, it features the translated text: Top: *Bird food for all kinds of birds.* Middle: *Great Britain (Australia).* Bottom: *Hirich Drug Store / Ernst Weber Reu-Ruppin.* Bottom (outside of frame): *Series 6 No. 5*

Conclusion

Germany, along with its surrounding European countries, are famed for having produced some of the richest and historically significant poster stamps and cinderellas, some dating to the latter part of the 19th century. This article has explored only a select few of those, all from Germany, that concern Australian products and themes. I once again extend my warmest thanks to Felix Matschilles and Franziska Eulenlehner for their welcomed and volunteered assistance in translating the German text into English, therefore adding clarity to these labels and what they once promoted. I anticipated another *Cinderella Corner* issue to cover more German labels and their Australian links.



Figures 16 & 17