

Cinderella Corner

Welcome to the June edition of *Cinderella Corner*. This article builds on four previously explored themes, thereby extending the narrative on these topics, namely: electricity, department stores, printing, cars, and Philatelic Dealers and Traders.

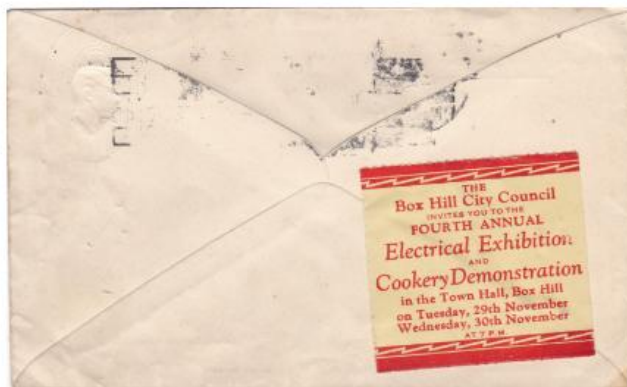
Electricity

Several cinderella labels related to electricity and associated events were explored in the July 2017 *Cinderella Corner*, and a few more are now discussed to help extend the understanding about them. Australian cinderella collector Peter Simpfendorfer provided the scan illustrated in Figure 1. This image of the rear of a late 1938 postmarked Victorian cover showcases an uncommon electricity-themed label. Rouletted on three sides and coloured pale yellow and red, the label presents the following text: *THE Box Hill City Council INVITES YOU TO THE FOURTH ANNUAL Electrical Exhibition AND Cookery Demonstration in the Town Hall, Box Hill on Tuesday, 29th November / Wednesday, 30th November AT 7 P.M.* It appears that several Councils throughout Melbourne and its surrounds held similar electrical events throughout the 1920s to the 1940s, which often ran alongside national ones.

Figure 2 illustrates a block of 12 multicoloured labels. As previously identified in the July 2017 *Cinderella Corner*, each measures 61mm x 33mm and is perforated 11½ on all sides. The left of each cinderella illustrates a god-like figure, riding the clouds, with a charge of electricity beaming from his right hand. It has been cited postmarked on the front of a cover dated 22nd July 1927. This marked the first year that the All-Electrical Exposition was celebrated, over 90 years ago, and, across the course of three weeks, the various uses of electricity were showcased. These have been documented as ranging from household appliances to railways and switchboards. Some other newspaper reports across Victoria also mentioned that the event was a success, with many products ordered and purchased. The one shilling entrance fee into the Exhibition Buildings helped support and fund some of the costs associated with the various displays housed in Melbourne across the days. This block represents a 12/- purchase of the uncommon labels and helps to identify some further information about the size of sheet (i.e., it was greater than 12). The margin on the top of the sheet is also significantly narrower than the margin to the left.

The label illustrated in Figure 3 was issued in 1938. Measuring

- Top : Figure 1*
- Middle : Figure 2*
- Above L-R Figure 3 & Figure 4*
- Right L-R: Figure 5 & Figure 6*



Vito Milana



Above L-R : Figure 10
& Figure 12

Left ; Figure 8



Top : Figure 7

Left : Figure 11

Above : Figure 9



many new radio receiver designs and broadcasting apparatus.

Department Stores

35mm x 41mm, multicoloured, and perforated 13 on all four sides, it features the text: *GO! To the ELECTRICAL & RADIO EXHIBITION / SYDNEY TOWN HALL 23RD to 5TH MAR.* The exhibition served as an official function of the 150th Anniversary celebrations held across Sydney and boasted a range of new and interesting products, including an electric lie detector and self-tuning radio receivers.

The eighth annual Sydney Electrical and Radio Exhibition was held across 11 days in 1933, from 22 March to 1 April. To help commemorate the event, the label illustrated in Figure 4 was issued. It measures 26mm x 35mm, is perforated 11 on all four sides, and is coloured yellow, green and black. At the base of the cinderella is the top portion of the Sydney Town Hall where the event was held, too. One of the reported highlights of the event was a replica of one of the Australian Broadcasting Commission's studios, which was placed on the Town Hall stage.

The final electricity-themed label in this article is illustrated in Figure 5. This imperforate cinderella measures 44mm x 65mm and is multicoloured. Presenting a towering image of the Exhibition Concert Hall in Brisbane, the label also features the text: *Brisbane's 1ST. RADIO & ELECTRICAL EXHIBITION Aug. 9th. To Aug. 14th. 1926.* The six-day event was met with much success and showcased

The January issue of *Cinderella Corner* explored labels advertising a number of Australian department stores. One of these labels, as illustrated in Figure 6, is a Sydney-produced item that features the storefront of the Brisbane David Jones' store and is coloured black, white and red. Measuring 37mm x 39mm and perforated 11 on all sides, the cinderella features the text: *DAVID JONES' 118 BIRTHDAY / SYDNEY - ADELAIDE - PERTH - WAGGA WAGGA - BRISBANE.* As illustrated in Figure 7, it is now known that these labels were printed in sheets of 15 (3 x 5), with large margins at the top and bottom. The sheet itself measures 190mm x 152mm.

The label illustrated in Figure 8 celebrates the centenary of Charles Davis Limited, a hardware and general store originally operating in Hobart, Tasmania. The cinderella measures 45mm x 33mm and is perforated 11 on all four sides. It is multicoloured and features the text: *1847 100 YEARS 1947 / CHARLES DAVIS LIMITED.* Charles Davis himself was a businessman born in London in the 1820s and died many years later in 1914 (survived by his fifth wife and eight children). The company was renamed Harris Scarfe Holdings Limited in the 1990s, and this chain of department stores still operates today.

Dahlsens of Bairnsdale is a hardware and department store that operates in the Victorian town of Bairnsdale. The label illustrated in Figure 9 was issued to commemorate its

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75th anniversary. Imperforate and coloured red, blue and cream, it measures 51mm x 25mm. The cinderella features the text: *Celebrating 75 Years of Service and Progress / DAHLENS of BAIRNSDALE*. Further information about this label and its date of issue is required.



Top L-R Figure 14 & Figure 15

Below L-R Figure 16 & Figure 17



Printing

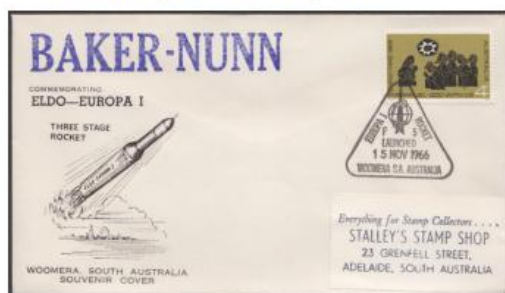
A few cinderella labels exploring the theme of 'printing' were discussed in last year's May *Cinderella Corner*. One included the company Ford & Son Printers

(commonly abbreviated to F & S, and formerly known as Ford and Son Press), which 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 11 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.

Another similar label has since surfaced, as illustrated in Figure 12. Its central image of a man operating a printing machine is strikingly similar to the F & S cinderella, and the label advertises the Australian-based company Jackson & O'Sullivan. The multicoloured cinderella measures 39mm x 62mm and is perforated 11 on all four sides. It features the text: *Jackson & O'Sullivan POSTER STAMP EXPERTS / "We have a Design for YOU"*. This label also likely dates to the 1920s or 1930s.

Cars

The January and May 2016 *Cinderella Corner* editions illustrated a number of very scarce cinderella labels showcasing Essex and Hudson vehicles (one is included with Figure 13). These were all likely printed some time between the late 1920s and the early 1930s, with a reported peak in sales in Hudson Super Six vehicles in 1926.



Since that time, another label has surfaced, as illustrated in Figure 14. Measuring 53mm x 33mm and roughly rouletted, this multicoloured label features the text: *Invincible / HUDSON SUPER SIX*. It is likely that other labels in the Hudson and very similar Essex range exist, and further information is needed about them.

Queensland Philatelic Society

March's *Cinderella Corner* was devoted to some Philatelic Exhibition cinderellas issued between 1936 and 1938. Many thanks to Dave Elsmore for extending the narrative on those produced and available during the 1938 Queensland Philatelic Society Exhibition. As supplied by Dave and subsequently illustrated in Figure 15, an additional variety exists in the blue colour, with complete imperforation between two of three strips, and partial double perforation between the other two. Many thanks to Dave for his ongoing comments and support.

Stalley's Stamp Shop

Many thanks to FDC collector and enthusiast Simon Cronk for providing images of the two wonderful covers illustrated in Figures 16 and 17. These collectively illustrate two more examples of labels issued by Australian Philatelic Dealers and Traders, and in doing so extend upon those covered in the July 2016 *Cinderella Corner*. These labels both advertise Stalley's Stamp Shop, based in Adelaide. In addition to producing *Wide World* FDCs in the late 1940s and early 1950s, owner and stamp dealer Peter. K Stalley also designed and manufactured a range of philatelic items for his shop.