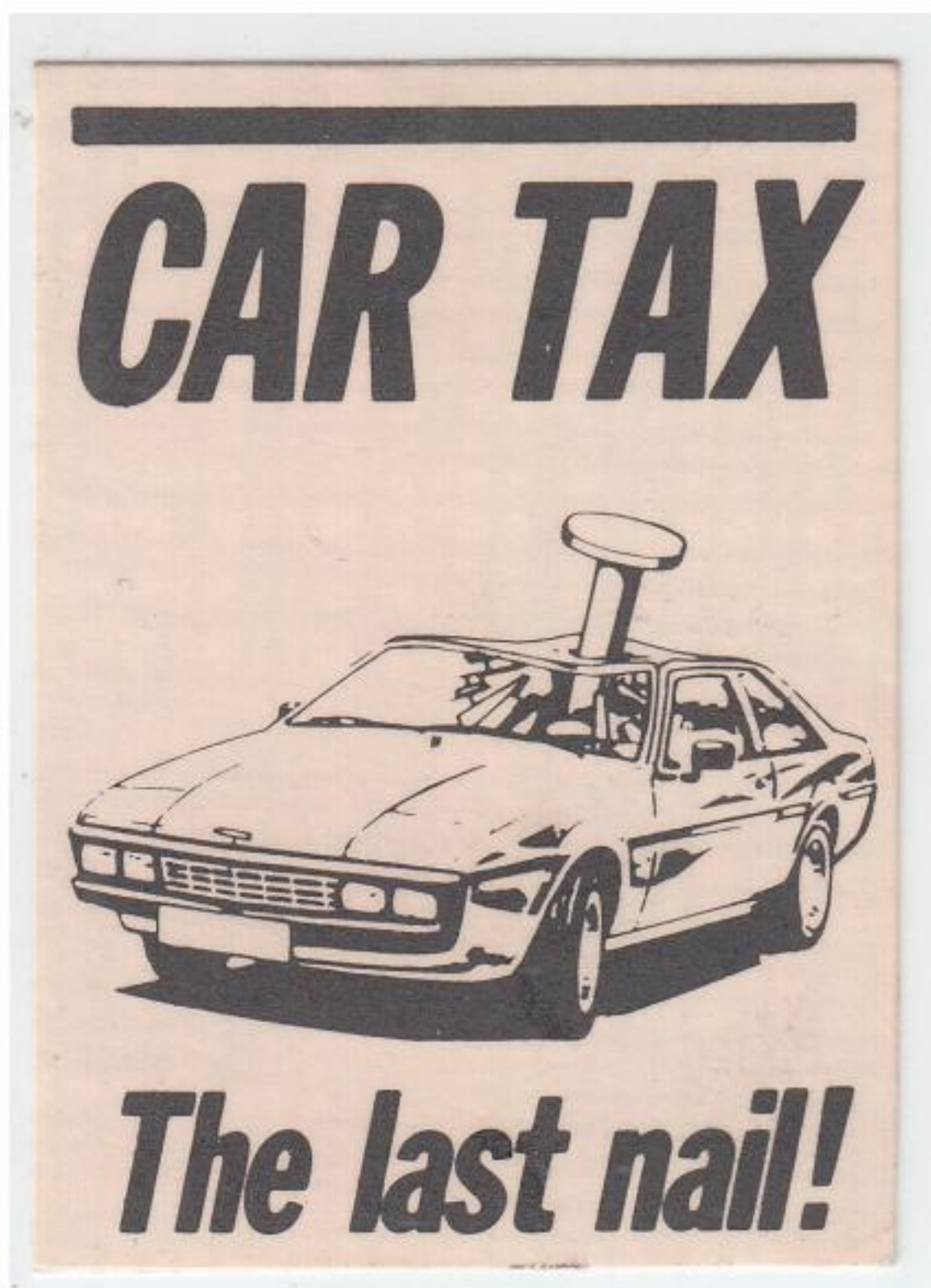


# Cinderella Corner

Spring has finally arrived, and what better way to spend a *fresh* afternoon than rugged up exploring all things philately. In this September issue of Cinderella Corner, I continue to explore some of the Australian and British car-related labels and still encourage readers to email me scans and information about different types of them (both Australian and worldwide). I also discuss a camping and caravan label issued at the start of World War II and complete this edition by exploring one of Australia's philatelic exhibition labels from the 1930s.

## Car Tax

This uber-fluro orange coloured label depicts a gigantic nail impaling a car to the ground. Its political and foreshadowing message is clear in its presented text: *CAR TAX – The last nail!*



which surrounds the vehicle. It measures 51mm x 33mm and dates to the late 1990s in the lead-up to the Luxury Car Tax, which was passed 17 years ago in 1999. While more modern cinderella labels of this nature are often overlooked or discarded by collectors, this one is a must for car-related philatelic collections and vehicle enthusiasts. It deviates from the more common product-advertising purposes commonly affiliated with automobile cinderella labels and, rather, deals with targeting a governmental initiative. An example of this label is offered in Image 1.

## Ford For '49

In late 1948, Ford debuted its 1949 model at a gala in New York City. It was a significant development as it was the first all-new automobile design that was developed and introduced by one of the big three automotive companies (namely Chrysler, Ford and General Motors) since the outbreak of World War II nearly a decade earlier in 1939. This model of the Ford sedan was exceptionally successful and was manufactured in many parts of the world, including Australia. The label illustrated in Image 2 is distinctly Australian and features the slogan: *The World's Newest Car – Ford for '49*. Australian posters issued in February of 1949 show the same design as the label in yellow, black and red colouring. The label itself measures 50mm by 34mm and

# Vito Milana



is perforated 11 on all sides. It has also been cited attached to some 1940s Ford-related invoices and official receipts.

## Nubo Garage Tools

The label illustrated in Image 3 is a rather curious one. It measures 47mm by 37mm and is imperforated on all sides. It bears the text: *Nubo accelerates repairs – Send us your Nubo orders garage tools and accessories.* Originally the label was self-categorised as Australian but upon some closer research on Nubo and its products, it was discovered that it is, in fact, of British origin, even though Nubo products, including a range of spanners and washers, were sold in some Australian stores prior to World War II. The label itself dates to the 1930s and I welcome some further information about it and about the company it advertises.

## Car Hire And Tourism

The bustling and expediently-driven lives that many of us encounter in this second decade of the 21<sup>st</sup> century has us travelling near and far and, sometimes, in the need of car hire. The label illustrated

# Cinderella Corner



in Image 4 documents this practice nearly 90 years ago in Sydney. The cinderella, coloured in simple light green and white and measuring 44mm by 38mm, bears the text: *Day's Motor Tourist Service Ltd. – Cars Daily Booked at 14A Market Place (Pitt St. Corner) Sydney.* Around the circular interior are four different vehicles; one for each corner of the seal. Along with car hire, the company, which ran from 1926 until the late 1930s, also offered a number of tourism services including scenic sightseeing of the Blue Mountains in NSW, trips to Tasmania and drives across Queensland. The label presents a colourful snapshot and reminder of the travel and tourism industries in Australia during the 1920s and 1930s.

## Camping & Caravan Exhibition

The label depicted in Image 5 advertises the 1939 Camping and Caravan Exhibition and is rather detailed in its illustrations and text. Within its 67mm by 42mm size, the cinderella bears the following script: *Visit the N.R.M.A. Camping and Caravan*



# Vito Milana



*Exhibition – October 16<sup>th</sup> to 21<sup>st</sup> – Admission Free – At The Exhibition Building – Prince Alfred Park – Rear of Central Railway Station.* Held across 6 days in Sydney, the event was sponsored by the National Roads and Motorists' Association. A number of products and features were showcased during the week, including a range of tents, options for tent lighting, luxury caravans, outboard motors, and fishing equipment. It appears that the event was a success and that a significant crowd arrived for the final day, held on a Saturday. Image 6 illustrates another one of these labels, this time affixed to a cover addressed to Tasmania and postmarked, from Sydney, on the 1<sup>st</sup> May, 1940.

The Camping and Caravan Exhibition label is uncommon and an unusual advertising piece; it clearly falls into the scarce category.

## Seventh Australasian Philatelic Exhibition

Unlike the scarcity status inherent in the labels discussed in Images 5 and 6, the one presented in Image 7 is common by comparison. Measuring 46mm by 32mm and imperforate on all four sides, it bears the text: *Seventh Australasian Philatelic Exhibition – Adelaide Public Library Rooms – Oct. 20<sup>th</sup> to 23<sup>rd</sup> 1936.* This label advertises the Seventh Australasian Philatelic Exhibition, with many attending the event, as forecast a few months prior to the launch. It also appears that Postal Stationery items sold over the four days were rather popular with collectors and attendees.

The label is often found affixed to covers designed to commemorate the exhibition, along with specially created registration labels.

Of more interest, however, is the strikingly similar cinderella illustrated in Image 8 that advertises the Third International Philatelic Exhibition. This American label bears the text: *Third International Exhibition – New York Grand Central Palace – May 9<sup>th</sup> to 17<sup>th</sup> 1936.* There are only a few notable differences between the two labels, namely variations in the:

- Width of red and blue lines, as separated by the white spacing
- Font
- Size of central oval
- Shade of blue

The New York label also appears to be slightly smaller than the Australian one. After speaking to a Melbourne-based cinderella and revenue enthusiast, who has more than five decades of collecting experience, I was informed that the New York exhibition cinderella was designed and produced following an unauthorised adoption of the design of the Australian one and, in the 1930s, this caused some concern. However, the dates printed on the New York label are nearly 6 months earlier than the Australian one. The earliest example I have on the Australian label tied to a cover is August 3<sup>rd</sup>, 1936, nearly three months prior to the event. A pertinent question therefore remains: which label was produced first? Any help on this mystery would be greatly appreciated.

