

Cinderella Corner

Welcome to the September edition of *Cinderella Corner*. This article deals with two rather contrasting themes and considers their presence in Australian cinderella philately: i) Kodak Australia, and ii) pest control. I welcome, as usual, feedback about this article and other examples of labels relevant to these two themes that may exist.

Part I – Kodak

Kodak was, and continues to be, a goliath in the photography landscape. The Eastman Kodak Company, commonly simplified and referred to as 'Kodak', was founded in 1888 by Americans George Eastman (1854 – 1932) and Henry A. Strong (1838 – 1919). With its headquarters in New York, Kodak is best known for its photographic film products. Kodak Australia was formed in Melbourne in 1908 and, in 1920, the company was registered as Kodak (Australasia) Pty. Ltd. The four Kodak labels explored in this *Cinderella Corner* article all herald from Australia.

The cinderella illustrated in Figure 1 measures 42mm x 63mm, is imperforate on all four sides, and is coloured yellow, red, black and cream. It features the text: *USE KODAK FILM / Enter the £20,000 KODAK PICTURE COMPETITION*

The label dates to 1931 when the Kodak Picture Competition ran, with a closing date of 31 May. While primarily targeted to Melbournians, Australia-wide entries were accepted, with smaller monetary prizes offered for these 'wider entries'.

The uniquely shaped cinderella illustrated in Figure



Figure 1

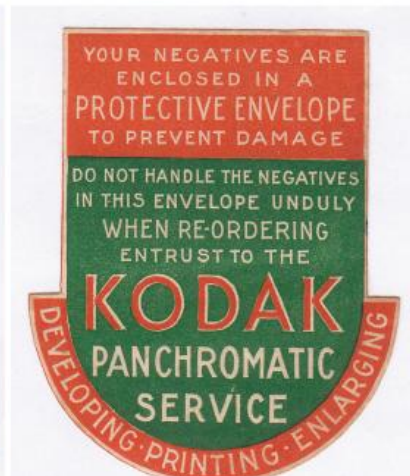


Figure 2

2 measures 65mm (height) x 52mm (maximum width), is coloured orange, green and white, and features the extensive text: *YOUR NEGATIVES ARE ENCLOSED IN A PROTECTIVE ENVELOPE TO PREVENT DAMAGE / DO NOT HANDLE THE NEGATIVES IN THIS ENVELOPE UNDULY / WHEN RE-ORDERING ENTRUST TO THE KODAK PANCHROMATIC SERVICE / DEVELOPING · PRINTING · ENLARGING*

The label likely dates to the late 1930s or 1940s; it has been seen affixed to the reverse of a Melbourne Kodak -printed envelope dated 1940.

A colour proof copy of the cinderella also exists and is housed in the *Museums Victoria* collection, where it has a suggested production date of circa-1930s. It is part of a scrapbook compiled by Kodak Australasia.

The multicoloured label illustrated in Figure 3 measures 88mm x 58mm and is imperforate on two sides. It features a sweeping view of Melbourne and



Figure 3



Figure 4



Figure 5



Figure 6

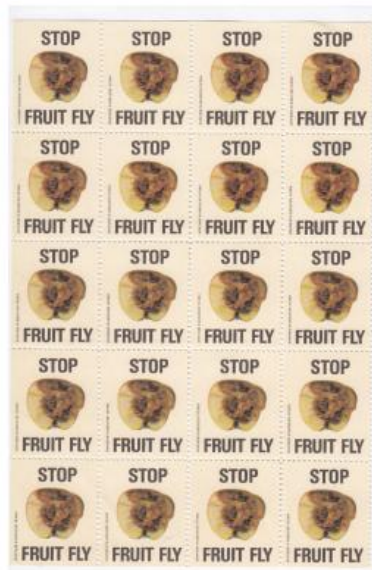


Figure 7

the Yarra River, and a small plane is seen in the top left corner. The cinderella also has the text: *COME TO MELBOURNE 1934 – 1935 Centenary Celebrations / AND BRING YOUR KODAK TOO*

The label is one of many produced by various organisations to help promote the many Melbourne 1934-1935 centenary celebrations. While indirectly referring Kodak products, the candid expression ‘AND BRING YOUR KODAK TOO’ suggests a familiarity with Kodak and its capacity to capture celebratory moments through photography.

The final Kodak label, illustrated on the cover in Figure 4, measures 65mm x 61mm. It is coloured yellow, red and black, and is imperforate on all sides. The label is a self-addressed one, produced by Kodak for its customers to retain and use when posting negatives, amongst other items, to the company. The address on the label reads: *TO G.P.O. BOX 46A / KODAK (AUSTRALASIA) PTY. LTD. / 37 RUNDLE STREET. ADELAIDE*

The cover also features a 1941 postmark and a manufacturing marker *KF 51* in the bottom right hand

corner of the label. Like the Kodak cinderella illustrated in Figure 1, the label features a deep yellow background, which is often associated with Kodak and its products.

Part II – Pest Control

Through a number of approaches, ranging from the production of household sprays to border agricultural control, pest alleviation efforts have been made across Australia for many decades. Several

cinderellas have been issued with this theme, and a few are now explored.

Stop Fruit Fly

Figure 5 illustrates a label advocating the prevention of fruit flies. Measuring 31mm x 37mm, multicoloured and rouletted 7 on three sides, the cinderella features the text: *STOP FRUIT FLY / DEPARTMENT OF AGRICULTURE VICTORIA*

This label likely dates to the 1960s. During this time, in 1964, the Victorian Government produced a pamphlet titled *You can stop fruit fly: Protect Victoria's fruit*.

Figure 6 illustrates a similar label, also likely dated to the 1960s. This cinderella measures 31mm x 38mm, is multicoloured, and is perforated 11 on all four sides.

It also features identical text to the label presented in Figure 5. Figure 7 illustrates a block of 20 of this label.

Plant Quarantine

The text-rich label illustrated in Figure 8 measures 45mm x 63mm, is coloured green and white, and is perforated 11 on three sides. It features the warning:

Keep Australia clean – by Plant Quarantine / Prevent



Figure 8

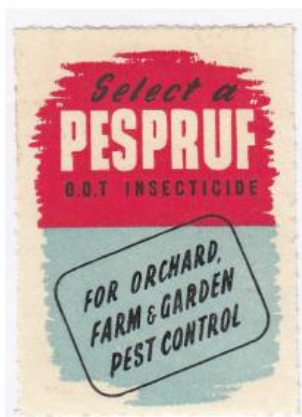


Figure 9



Figure 10

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Figure 11



Figure 12



Figure 13

Taylor's Number 13 DDT Spray was an Australian insecticide product sold throughout Australia, with a peak presence in the 1940s. Of note, it was advertised and sold at Agricultural shows, including those held in Brisbane and Sydney. The label is scarce.

Bad For Blowflies

The three cinderellas illustrated across Figures 11 to 13 each measure 36mm x 39mm. They are also each perforated 11 on all sides, with the following colour arrangements:

Figure 11 – light green and red

Figure 12 – blue and yellow

Figure 13 – red and blue

It is likely that other colour varieties exist. Each label features the text: *BAD FOR BLOWFLIES / WAY-BLO SHEEP OIL*

It appears that the product was made popular in the 1940s. WAY-BLO was used as a way to prevent flies from attacking sheep by killing various forms of blow-fly-attracting bacteria. During this time, the company had offices in Melbourne and Sydney.

Conclusion

Broadening your cinderella collecting interests beyond commonly explored themes, such as patriotism, Red Cross, and Philatelic Exhibitions, is both rewarding and fascinating. Even areas such as Kodak and photographic practices, or the measures taken to help prevent and remove pests, while elusive, can be enjoyable to explore. There are likely to exist other cinderella examples of these two topics and, as usual, I welcome any readers who have additional scans to share or can offer some further information about the scope of these areas.

The Cinderella Boundary

My friend and Secretary and Life Member of the Wagga Stamp Club, Peter Sempfendorfer, offered the scan illustrated in Figure 14. The Western Australia *VASSE RIVER RESORT (Busselton, WA)* label, affixed to the right, is represented as a modern adhesive sticker. With this in mind, Peter raised an interesting point: how can one tell that a label / sticker *is* a cinderella? I am keen to receive some feedback and comments from readers about this.



Figure 14

spread of insect pests and diseases of plants; don't carry flowers, fruits, vegetables or seedlings when you travel... / ISSUED BY THE COMMONWEALTH DEPARTMENT OF HEALTH.

The label likely dates to the 1970s.

Pesprof

The label illustrated in Figure 9 is likely a Melbourne production and dates to the early 1950s. Imperforate on all sides and coloured red, blue, white and black, the cinderella measures 33mm x 45mm. It features the text: *vSelect a PESPROF D.D.T INSECTICIDE / FOR ORCHARD, FARM & GARDEN PEST CONTROL*

Of note, DDT, also known as dichloro-diphenyl-trichloroethane, is one of the most controversial chemical compounds in recent history, and while effective as an insecticide, it has reported toxic properties not just limited to insects.

Taylor's Number 13 D.D.T. Spray

The cinderella illustrated in Figure 10 measures 50mm x 65mm, is multi-coloured and imperforate on all sides. It features the text: *vREMEMBER best-seller! / Taylor's NUMBER 13 D.D.T. SPRAY KEEPS ON KILLING FOR WEEKS / UNLUCKY FOR FLIES / also POWDER & EMULSION*