

Cinderella Corner

Farming And Agriculture In Australia

Welcome to the October edition of Cinderella Corner. While famous for its bustling cities and sweeping beaches, Australia's geography and its history are also iconically embedded in its rich farming past, which continues in many rural and semi-rural parts of its great lands today. This 10th Cinderella Corner for 2018 explores some Australian cinderellas that advertise farming and agricultural-related products, with the hope that some readers will be able to provide further insight (and examples) about them. Exploring farming-related items, and in particular tractors and similar vehicles, serves as a natural extension to labels relating to cars and automobiles, a common genre of interest amongst cinderella enthusiasts. Next month's Cinderella Corner will continue this discussion on farming and agriculture labels, highlighted with some outstanding cinderellas from Dave Elsmore's collection.

Arthur Leplastrier & Co.

The cinderella label illustrated in Figure 1 presents the text:

ARTHUR LEPLASTRIER & Co., HEAD OFFICE, SYDNEY. / FABRIK NICOLAUS, BREMEN.

The label measures approximately 59mm x 40mm



Figure 2

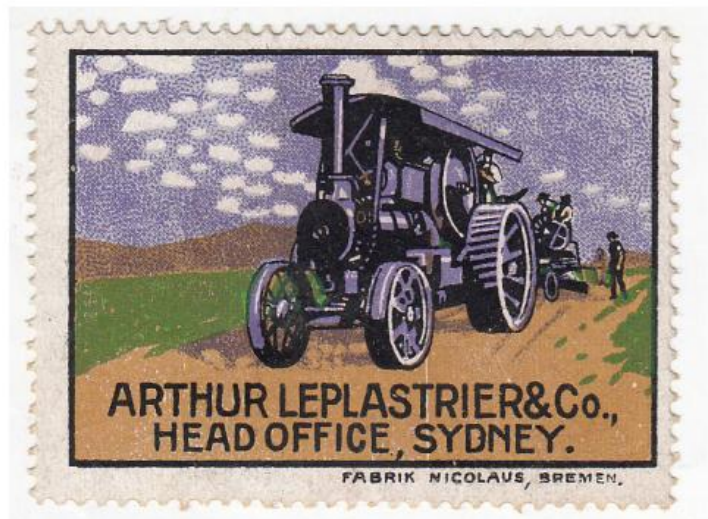


Figure 1

and is perforated 11.5 on all sides. It is multicoloured and features four farmers at the rear of a large tractor in operation. Arthur Le Plastrier & Co. produced various types of machinery that were utilised in the area of farming and commercial enterprise. In the mid-1920s, which is when the cinderella likely dates, the company was listed as producing types of machinery for road construction, and had equipment displays at various Royal Shows.

The wording in the bottom of the label is fascinating. It reads FABRIK NICOLAUS, BREMEN. These three words feature in other different types of European cinderellas, with some dating as early as 1900. Is it therefore likely that the Arthur Le Plastrier label was produced overseas, in the town of Bremen, Germany, along with other advertising cinderellas. I welcome any further information about this.

Mccormick – Deering Tractors

The cinderella label illustrated in Figure 2 advertising USA produced McCormick – Deering Tractors measures 40mm x 57mm and is perforated 11 on all four sides. It is coloured yellow, red and black. While initially thought to be of USA origin, the label has been cited on a 1930s receipt within Victoria and may therefore have been produced and made available in Australia.

‘McCormick – Deering’ was the trademark name for of tractors and other farm machinery that was manufactured by the International Harvester Co. The name was used from its genesis in 1923 until some

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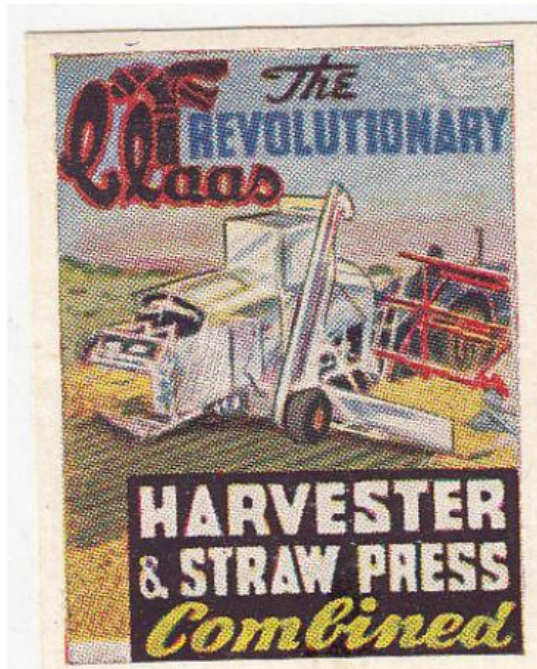


Figure 3

time in 1948 or 1949. At this time, the name 'McCormick' was solely used, and 'Deering' was removed. The tractors were sold abroad, and a peak sale in Victoria appeared to be in 1937. It is therefore likely that the label dates to the late 1930s or early 1940s.

Harvester & Straw Press Combined

The multicoloured imperforate label illustrated in Figure 3 presents the text:

THE REVOLUTIONARY Claas / HARVESTER & STRAW PRESS Combined

The cinderella measures 27mm x 37mm and features a Harvester and Straw Press machine in operation on farmland. Claas was formed in 1913 by the Claas brothers as a European straw binding company and has since risen to become a multinational conglomerate in farming machinery. It currently holds offices worldwide, with strong connections in Australia. The label itself illustrates the company's Harvester & Straw Press Combined machine. It is believed to be Australian in origin, but this is uncertain. There are examples of a few different Claas cinderella labels with German text, so the English language on this one lends further support to its Australian origin.

Australian Fertilizers Limited

The label illustrated in Figure 4 presents the text:



Figure 4

50 YEARS - SCIENCE IN AGRICULTURE / AUSTRALIAN FERTILIZERS LTD.

The cinderella measures 49mm x 31mm and is rouletted 9 on all sides. Multicoloured, the cinderella features the top portion of the Australian flag along with some grazing farm animals. The label was featured as part of the October 2004 Cinderella Corner issue, where it is mentioned as advertising the company *Australian Fertilizers Limited (AFL)*. The AFL was registered in 1920 and remained until 1980,



Figure 5

Cinderella Corner



Figure 6

where it was then renamed to AFL Holdings Limited. The AFL was formed to establish soil testing services and then diversified to other fertilizer products, targeted mainly for farming products and wider agricultural services, nationwide, throughout its 60 years history. The label dates to the early 1960s and is the more common of the cinderellas explored in this article.

The New Fordson Major

Fordson was the brand name of trucks and tractors manufactured by Ford from as early as 1917. The 'New Fordson Major' tractor was first manufactured in the early 1960s by the Tractor and Implement Division of Ford Motor Company Australia. The cinderella labels illustrated across 5 to 7 advertise these tractors and also date to the early 1960s period. The details aligned with these three cinderellas are as follows:

Figure 5 presents the following text: *THE NEW FORDSON MAJOR / MAJOR FARMING LEADS IN VALUE*. It measures 44mm x 57mm and is perforated 10 on all sides. The label is multicoloured and features an image of the New Fordson Major tractor.

Figure 6 presents the following text: *THE NEW FORDSON MAJOR / 3 New Engines / DIESEL PETROL (GASOLINE) VAPORISING OIL (KEROSENE)*. It measures 44mm x 57mm and is perforated 10 on all sides. The label is multicoloured the same as the



Figure 7

cinderella highlighted in Figure 5 and is likely to have been printed on the same sheet as this label, too. It is also likely that other labels exist in addition to this pair. The image on this label presents the front section of a New Fordson Major tractor.

Figure 7 presents the following text: *More FARM-RIGHT FEATURES than in any other tractor / NEW FORDSON MAJOR*. It measures 64mm x 44mm and is rouletted 10.5 on all four sides. The label is coloured yellow, red, white and black, and features the outline of a Fordson Major tractor. Like the labels illustrated in Figures 5 and 6, this cinderella also dates from the early 1960s.

All three of these Fordson cinderellas have been seen attached to Ford Australia documents and issued receipts. They are relatively scarce, with the third, illustrated in Figure 7, the more common of the three.

Conclusion

Australia has a rich agricultural history, which extends into various international partnerships involved in the production of farming equipment. The seven cinderella labels explored in this Cinderella Corner article shed some light on this 'farming scene', and they further reflect the breadth of advertising efforts over the years. They are likely to all be Australian, too. I welcome other examples of Australian farming and agricultural-related labels to help continue canvassing the landscape of this fascinating and somewhat overlooked theme within cinderella philately. Some of these will be explored in next month's follow-up article on Australian farming and agricultural cinderellas, featuring some items from Dave Elsmore.