

# Cinderella Corner

Welcome to the October edition of *Cinderella Corner* (which, for Australian readers, helps to mark the welcomed middle month of Spring). This article deals with alcohol and its advertising and propaganda presence in the Australian cinderella philately landscape, which has existed for more than a century. I welcome, as usual, feedback about this article and other examples of labels that may exist relevant to this interesting theme.



Figure 1

## König Lager

The two *Buy Goods Made in Our Country* labels, illustrated in Figure 1, each measure approximately 27mm x 34mm and are perforated 11 on all sides. The left cinderella is coloured blue and cream, while the right is coloured red and cream. These two colour types are the only ones that were produced, and each features the text: *BUY GOODS MADE IN OUR OWN COUNTRY / SOUTH AUSTRALIAN CHAMBER OF MANUFACTURES INCORPORATED 1869 / König Lager* (overprint)

The labels date to 1906, following a July proposed submission by the South Australian Chamber of Manufacturers, and 250,000 were subsequently printed in August of that year. The overprinted *König Lager* is one of two known overprints on these labels (the second being *CAS-TLE SALT*). *König Lager* was first brewed by the South Australian Brewing Company in 1903. It was then renamed to Adelaide Lager, 11 years later, in 1914; anything German at this period of time marking the start of WWI was generally not looked favourably upon.

## “Save Australia” Prohibition Seals

The six scarce labels illustrated in Figure 2 each measure approximately 46mm x 50mm and are coloured red, navy and cream. They are also each roughly rouletted. This set of six cinderellas was issued by the Temperance League and ran during the early years of the 1920s as part of the national prohibition movement. These cinderellas fundamentally promoted the prohibition of the selling of alcohol throughout Australia, and the different

texts on each label offer snapshots into the prohibition movement during the interwar period. Details of the wording offered on the six labels are as follows:

### i) **THE FIGHTING NAVY / DEFEAT OR DE-FENCE?**

*The money spent on Liquor in Britain since the Declaration of War, August 1914, is equivalent to the cost of ONE HUNDRED AND FIFTY DREAD-NOUGHTS!!*

### ii) **The Staff of Life / BEER OR BREAD?**

*BRITAIN IS IN NEED OF BREAD, BUT ONE OF EVERY TWO ACRES OF GRAIN REAPED GOES TO THE BREWERY OR DISTILLERY.*

### iii) **A CATASTROPHE / LIQUOR OR LIFE?**

*S.S. TITANIC (LENGTH 883 FT. BREADTH 92 ½ FT. HEIGHT 104 FT. COST £1,200,000). THE FOUNDERING OF THE TITANIC WAS “THE GREATEST DISASTER IN THE HISTORY OF NAVIGATION”. IT SHOCKED THE WORLD. BUT LIQUOR CLAIMS MORE VICTIMS AND THREE TIMES AS MUCH MONEY IN BRITAIN EVERY WEEK.*

### iv) **AUSTRALIA’S GOLD / Squander or Save?**

*THE GOLD WON IN 1915 FROM ALL THE MINES OF AUSTRALIA WAS WORTH £8,270,339. IN THE SAME PERIOD, AUSTRALIANS SPENT £20,800,000 ON LIQUOR. The word BREWERY is also presented on the side of a building and the word BATTERY, double crossed out, also features of the*

# Vito Milana



Figure 2

roof of the building.

v) **LABOR'S CONCERNS / WASTE OR WAGES?**

EVERY £100 SPENT BY THE PEOPLE OF AUSTRALIA ON BRICKS, BOOTS AND BEER IS DIVIDED THUS:- RAW MATERIALS, FUEL & LIGHT (BRICKS £24, BOOTS £60, BEER £42) MANUFACTURE: EMPLOYER (£24, £12, £44) WORKER (£52, £28, £14)

vi) **RECRUITS WANTED! VICTIM OR VICTOR?**  
ALCOHOL SLAYS 60,000 PERSONS IN BRITAIN ANNUALLY. What of Australia?

Each of the cinderellas also features the small text "SAVE AUSTRALIA" PROHIBITION SEALS / COPYRIGHT REGD. The six labels were sold as a 3 x 2 sheet, and could be purchased from Collins Street, Melbourne, at the following prices: 1d per sheet, 9d per dozen, and 5s per 100 sheets. The labels were intended to be used for sealing letters and affixing to letter paper and the faces of envelopes.

## Boomerang Australian Brandy

The label illustrated in Figure 3 measures 26mm x

37mm and is perforated 11 on all four sides. It features the text: BOOMERANG / AUSTRALIAN BRANDY

A smiling Australian Indigenous man, arms crossed, is the multi-coloured label's central motif. It likely dates to 1907, as an Australian postcard with the identical image to the cinderella's, postmarked 1907, resides in the *National Library of Australia*.

The 'Boomerang Australian Brandy' brand was first established in South Australia in the 1890s by the Joshua Brothers.

At the time, the brandy was proclaimed by the Brothers as 'wholesome, nourishing, stimulating'. It was sold nationwide, was used widely in hospitals, and was exported to various places around the world, too.



Figure 3

# Cinderella Corner



Figure 4

Figure 5

## Stick To Six In Fifty-Six

The three labels illustrated collectively in Figure 4 each measure 37mm x 20mm and are imperforate. The three colour arrangements are:

- i) green/yellow
- ii) red/white
- iii) blue/white

The simple labels, dated early 1956, all feature the text: *STICK TO SIX in FIFTY-SIX*

The labels were produced in response to the Liquor Hours Referendum, which took place on 24 March 1956. This encouraged Victorians to vote against the proposed 10:00pm weekday closing time of hotels, which was an extension from its 6pm deadline (this was instituted in early 1919, shortly following the end of WWI). The cinderellas, along with similar flyers and brochures, were produced by the Victorian Local Option Alliance. The 1956 campaign was a success, and the 6pm closing time was enforced for another decade.

## Martell Cognac

The label illustrated on the cover in Figure 5 has a height 73mm and maximum width of 19mm. Multicoloured, it features the text: *J & F MARTELL COGNAC*

Martell is a cognac house founded more than 300 years ago in 1715

by young Jersey merchant, Jean Martell. It has had a rich presence in Australia for over 100 years and the label likely dates to the late 1950s, as the Melbourne cover is postmarked 9 December 1959.

## Fameface

The final label, illustrated in Figure 6, measures 28mm x 43mm and is perforated 12½ on all four sides. It is multi-

coloured, illustrates two 1977 bottles of wine, and features the text: *FameFace*

As explored in the October and December 2017 *Cinderella Corner* issues, FameFace labels commenced production under the *Novelty Printing* banner in 1994 and ceased operating six years later in 2000. The label in Figure 6, advertising winemakers, is one of several products that Novelty Printing were commissioned to produce advertising labels for, over the short time that the company existed. The label was printed in sheets of 36 (6 x 6) with the header *Novelty Printing / FAMEFACE*.

## Conclusion

As concluded in last month's *Cinderella Corner*, 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 'alcohol in cinderella philately', while elusive, can be enjoyable to explore, and is also a reminder of alcohol's omnipresence in Australia culture over the years. I welcome any readers who have additional scans to share or can offer some

further information to help build further breadth to this topic.



Figure 6