

Cinderella Corner

Farming And Agriculture In Australia – Part II

Welcome to the November edition of Cinderella Corner. This issue continues and concludes the philatelic landscape covering farming and agricultural labels associated with Australia, with all scans of the nine different labels kindly provided by juggernaut collector and cinderella enthusiast Dave Elsmore. Some of these labels are rich and vibrant and help to further identify the different areas associated with farming and agriculture nationwide, including some communities' post World War II efforts in the face of food shortage. Along with those covered in October's edition, it is hoped that some collectors will unearth other similarly-themed labels, which surely exist, and offer scans to thereby help continue this rich narrative on farming and agricultural practices in Australia over the years.

Austin Trucks

Australia has a sound history embedded in farming practices and many rural and semi-rural areas herald heavy farming trucks, industrial machinery and equipment; these extend to those of older ones of yesteryear, cradled in the land of farm owners, to more contemporary and commercial machines utilised today. One category of such beloved trucks and machines belong to the Austin family, and the label illustrated in Figure 1 provides an example. It measures 85 x 60mm, is imperforate on all sides, and presents the text:

It's Harvest Time with AUSTIN TRUCKS – YOU ALWAYS INVEST IN AN AUSTIN.

Coloured red, blue and cream, the cinderella highlights an Austin truck in agricultural movement. The



Figure 1

Austin Motor Company, where the truck originated from, was a manufacturer of British motor vehicles and established in 1905 by Herbert Austin, who was born in 1866 and died in 1941.

Some years after it formed, in 1934, the Adelaide based company Commercial Motor Vehicles distributed a range of Austin cars, trucks and tractors, and many of these vehicles sourced and restored by vintage automobile collectors today. Austin trucks, like the one illustrated in Figure 1, were produced by the company from World War II onwards and were at a peak in the 1950s, from which the label likely dates. Austin also produced several Australian cars from the 1950s to the 1970s and exported trucks to Australia during this time, too.

Produce More Food

The immediate years following the end of World War II saw many countries depleted of resources and several nations were entrenched in escalating poverty. Many organisations were then formed to help address these needs, promoting awareness and raising much needed funds. In July 1947, one such organisation, the 'Producers' Council', was formed in Perth, Western Australia. This council was supported by several agricultural bodies across the State, including the Farmers' Union, the Agricultural Department, and Pastoralists' Association. The Producers' Council's aim was to encourage greater production of food in rural areas, in an effort to curb world starvation following World War II. One campaign by the Council was the production (following a slogans' competition) of thousands of 'stickers' to send to rural areas nationwide, with the help of businesses in Perth,

and a circular was first sent introducing the Producers' Council and its purposes. A total of 6 different cinderella labels were produced, in blocks of 6, and three of these labels are illustrated in Figures 2 and 3. All three of these labels present the text: *produce MORE FOOD The WORLD IS HUNGRY / SPONSORED BY PRODUCERS "GROW MORE" CAMPAIGN COUNCIL.*

The label in Figure 3 bears some additional overprint text, which helps to further extend and localise the Council:

sponsored by Producers "Grow More" Campaign Council, Economics Chambers, Perth, W.A.

This label highlighted in Figure 3 is a likely a later print. It is also known that the labels were sent from July to September that same year and a

Vito Milana



Figures 2 & 3

review of the progress of the campaign then followed. All of the labels are multicoloured, measure 42 x 56mm, and are perforated 11 on all sides.

The two labels in Figure 2 illustrate a suckling pig, and groceries (including vegetables, lemon butter, a can of choice peaches, and tomato juice). The image in Figure 3 presents a pair of sheep. The remaining three labels in this set contain similar agricultural motifs, including cattle, more groceries, and an Australian farming landscape.

The 'Produce More Food' labels are scarce. If a reader has a complete block illustrating the six different cinderellas, I would welcome a scan.

Be Ready / Be Ahead

The two labels illustrated in Figure 4, coloured i) black, white and green, and ii) black, white and pale brown, present the following text:

BE READY FOR TILLAGE AND SEEDING / PLACE YOUR PARTS / ORDER NOW!

The cinderella illustrated in Figure 5, coloured black and bright green, offers near identical text, with the exception of the *and* replaced with an *ampersand*:

BE READY FOR TILLAGE & SEEDING / PLACE YOUR PARTS / ORDER NOW!

And, finally, the two labels illustrated in Figure 6, coloured i) blue and black, and ii) orange and black, present the following text:

BE AHEAD AT HAY AND HARVEST TIME / ORDER GENUINE IH PARTS NOW!

All five of these labels date to the late 1980s and measure 51 x 35mm and are roulette 5 on all sides. They were produced by Case IH, a well-known brand of agricultural equipment. Case IH currently produces a range of agricultural machinery products, including those for



Figures 4 & 5

Cinderella Corner

tillage and seeding, as advertised in the cinderella labels. These are designed to enhance productivity for contractors and farmers.

The images on these labels include small seeding and tillage equipment, a Case IH worker taking an order, and a gentleman proudly showing his Case IH product in his hand, with 'GENUINE PARTS' written over it.

Conclusion

The farming and agricultural setting in Australia is embedded in a rich history that continues today. From raising awareness to promoting a range of products and services, the labels explored across this and last month's Cinderella Corner articles help to define this important part of the Australian backdrop, both historically and contemporarily. I once again thank Dave Elmore for providing all of the scans in this month's piece. If any reader has other farming and agricultural cinderellas to share, please let me know.



Figure 6

Dave Elmore's Cinderella Receipt Stamps Of Australia

Dave Elmore's recent online publication, *Cinderella Receipt Stamps of Australia: From Life Insurance to the Ambulance to the Hospital to the Mortuary!* is a must read. Accessible on his comprehensive site <http://ozrevenues.com/CRSofA.pdf>, the extensive document covers a range of receipt issued cinderella stamps in Australia, covering several facets of living, including contributions to the Central District Ambulance Service, to the more elusive Mt. Isa District Hospital Subscription receipts. With over 100 illustrated labels and booklets, this document is a living piece that will certainly shape and grow as more material is discovered and documented.

VACANCY - Stamp Describer

21st Century Auctions requires the services of a Part-time describer. Initially 2 to 3 days a week, possibly more later.

The ideal candidate will have a broad knowledge of stamps and postal history worldwide, and be able to work efficiently without supervision.

Emphasis will be on Australian States, Kangaroos, KGV Heads and Europe, particularly German States and Switzerland.

You will ideally be a non-smoker aged 35 to 60 with excellent computer skills, plus good knowledge of eBay, Auction software programs, and be an Australian Citizen or Permanent Resident with current drivers licence.

Friendly working atmosphere in modern well lit offices in Upper Ferntree Gully Victoria.

Flexible hours, salary negotiable depending upon aptitude, skills and knowledge.

Apply by telephone in first instance to Kevin Morgan on 0425 795 693