

Cinderella Corner

Lending A Hand: Australian Cinderellas And Adopted Designs

Welcome to the November edition of *Cinderella Corner*. While the Australian cinderella landscape is vast, it is trumped by the breadth of labels issued overseas, particularly in Europe, for well over a century. In Australia, some cinderellas present striking similarities to the designs found in their overseas counterparts. With the wonderful assistance and research of collector John Patterson, this *Cinderella Corner* explores some of these Australian cinderellas with designs drawn from overseas labels.

Australian Industries Fair

The following has been provided by John Patterson: I was recently struck by the design similarities between a cinderella advertising a Czechoslovakian Industrial Machinery Fair from 1956 (as illustrated in Figure 1) and the well known Australian cinderella advertising the 2nd Australian Industries Fair run by the Victorian Chamber of Manufacturers in Melbourne in March 1958 (as illustrated in Figure 2). A little bit of digging has uncovered some very interesting connections which persist to this day. To track this through we have to examine some of the design elements.

Both stamps feature an image of a machinery cog as a central design element. The cog was a common image on cinderellas advertising industrial fairs throughout the early to mid 20th century (and indeed still is). It featured as an element in a 1932 cinderella advertising an Irish industrial fair and was used as the main design element for the 1947 New Zealand Industries Fair. More pertinently for our story, it was

also the central design element in the poster stamp released by the Victorian Chamber of Manufacturers to promote their first Australian Industries Fair which was held in Melbourne in 1955 (as illustrated in Figure 3).

This 1955 stamp also features two other design elements which will become central to the story – a global “grid” intended to represent the interconnect-edness available through international trade fairs, and the visual device of splitting the stamp into two separate colours – red and blue.

The 1955 Australian Industries Fair was by all accounts widely considered a great success. A document at <https://nla.gov.au/nla.obj-957337653/view?partId=nla.obj-957399759> in Trove indicates that the Czechoslovakian exhibition was by far the largest and most popular of the numerous country displays presented at the fair, winning praise as “the finest post-war exhibition seen in Australia”.

In 1956 Czechoslovakia decided to convert a popular cultural festival held annually in the town of Brno since 1927 into the first Czechoslovakian Industrial Machinery Exhibition. To promote this exhibition they designed the logo shown on the 1956 cinderella which incorporates variations of three design elements obviously borrowed from the 1955 Australian cinderella – the cog, the global grid and the use of red and blue on opposite sides of the stamp. The red and blue has been curved to resemble the outline of a globe. Interestingly it also resembles the shape of the front of the most famous exhibition building in the Brno exhibition complex – the Brno Exhibition Hall. This image became the logo for the entire fair and featured in various forms throughout the exhibition – there are fabulous photos accessible online of the 1956 Czech exhibition. They also used the same design the next year to promote the 1957 Czechoslo-



L-R Figures 1-4

Vito Milana



Figure 8

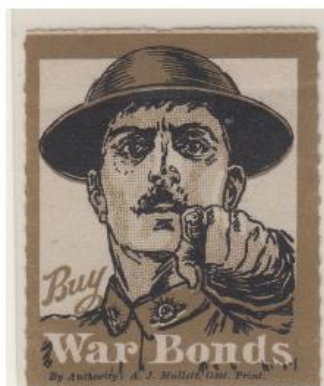
vakian Industrial Machinery Exhibition.

In 1958 the Victorian Chamber of manufacturers borrowed the design back to form the basis for the advertising logo for their second Australian Industries Fair, also located in Melbourne. They modified the Czech design slightly by removing the gridlines and bending the blue and red arms down to the text, removing the arrow heads in the process. The biggest design change was the inclusion of the map of Aus-

tralia and in the middle of the map they placed a very familiar design element – the Flying Kangaroo logo used by Qantas Empire Airways at the time. At first glance this seems like a strange inclusion, however the National Library of Australia holds a poster with the same design which also includes the text: “*Fly Qantas, B.O.A.C. : intending visitors should advise Chamber of Manufactures Melbourne date of arrival*”. So it seems likely that the design for the 1958 stamp was originally intended to entice potential foreign visitors and exhibitors to the Melbourne Exhibition and that the Exhibition organisers decided to continue to use the design for their general advertising for the exhibition.

The inclusion of the map and kangaroo possibly influenced a subsequent design change in the Czechoslovakian Exhibition logo. From at least 1960 on the Czech logo has included a large black B (for Brno) in the middle of the cog. Throughout the 1960s the Brno fair organisers released many variations of the logo to promote the fair each year – some of these are fabulous examples of communist era European advertising pop art. A modernised version of the logo is still in use to this day by the organisation which has run the fair since 1959, MSV Brno. It seems to me that this modern logo can be traced right back to the original 1955 Australian cinderella.

One final observation – I find it interesting that the Czech stamp designers persisted with the red and blue colour scheme – it may be reading too much into it but it’s possible that this was a subliminal reference to the use of the trade fair to help break down barriers between the communist world and the west, remembering that this design was used at the height of the cold war, and that red was the colour symbol at the



L-R Figures 5-7

Figure 9

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time for communism, and blue by extension a colour that represented the west. The designer(s) have cleverly avoided the inference that the two colours are in opposition, instead conveying the idea that they are working together in this usage.

Seventh Australasian Philatelic Exhibition

The Seventh Australasian Philatelic Exhibition was held in the Adelaide Public Library Lecture Room from 20 to 23 October 1936. A commemorative label was issued for the event, as illustrated in Figure 4.

Measuring 46mm by 32mm and imperforate on all four sides, it bears the text: *Seventh Australasian Philatelic Exhibition / Adelaide Public Library Rooms / Oct. 20th to 23rd 1936.*

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 Figure 5 that advertises the Third International Philatelic Exhibition. This American label bears the text: *Third International Exhibition – New York Grand Central Palace – May 9th to 17th 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



Figure 12

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 had 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.

War Loan Bonds And Liberty Loans

Perhaps the most prevalent and available of the Australian World War I cinderellas are those that promote and encourage the purchase of War Loan Bonds and Liberty Loans. These publicity labels were extended across the latter part of World War I (1917 - 1918) and, as an extended set, number 13 different ones. One of these labels is illustrated in Figure 6. The khaki and black label features the text: *Buy War Bonds / By Authority : A. J. Mullet. Govt. Print.*

The label's design was adopted from a Canadian version, and a 7 March 1918 letter sent from Australia to Canada requests permission to use the design. The



L-R Figures 10 & 11

Canadian version, which dates to 1917, is illustrated in Figure 7. The key difference is that the Canadian label has the word Victory instead of War. A maple leaf also replaces the Australian soldier's ANZAC pin.

East Brunswick Kindergarten

The early years of the post-WWII period saw a surge in fundraising efforts to help restabilise economies and other nationwide efforts. One such movement was Victoria's East Brunswick Kindergarten Building Fund, which ran from 1948 to 1950. The 4x3 sheetlet of cinderella labels illustrated in Figure 8 features the text: *MERRY CHRISTMAS 1948 / EAST BRUNSWICK KINDERGARTEN*

Each label also features an image of a waving Santa Claus with a Christmas tree slung over his shoulder. The left of the sheet also has additional text about the fundraising efforts of the Building Fund. The label's design was adopted from an earlier USA anti-Tuberculosis (TB) seal, as illustrated in Figure 9. Produced nearly two decades earlier, the 1930 label bears striking resemblance to the Australian one. Key differences exist in the colouring of the label and the text, including the *HEATH TO ALL* expression typed at the base of the USA cinderella.

Anti-TB Labels

For nearly a century, various Australian organisations have produced Christmas anti-TB seals as means to advertise and fundraise. Of the 100s produced, a few lifted designs from earlier USA and Great Britain-issued ones, with a few of these now explored. The 1946 label illustrated in Figure 10 was produced by the South Australian Tuberculosis

Association (Adelaide). Coloured green, red and black, it features Santa Claus with a white sack flung over his shoulder. The label is rouletted 7 and measures 18.5mm x 25.5mm. Along with the year 1946 it features the text: *SEASONS GREETINGS*. This label is pictured alongside Great Britain's 1936 issued anti-TB label. This cinderella is slightly larger than the Australian issued one, is coloured grey, red and black, and is perforated on all four sides.

Figure 11 illustrates a block of four of the first Australian seal issued by the South Australian Tuberculosis Association (Adelaide) in 1943. Multicoloured and rouletted 10, each label measures 22mm x 16.5mm and features an image of a child swinging a bell and holding a lantern. Each label features the text: *greetings 1943*. The label's design was adopted from the USA 1937 anti-TB label, illustrated as a block of four also in Figure 11. Aside from being perforated and offering minor differences in the font and colouring, the labels are remarkably similar.

After a few years of absent productions following World War II, the Anti-Tuberculosis Association of New South Wales (Sydney) produced the sheetlet of anti-TB seals illustrated in Figure 12. Each multicoloured label in the 4x4 sheet measures 17mm x 29mm and is perforated 11. The sheetlet offers three different designs, each sporting the text: *SEASONS GREETINGS*. The label illustrating the child at a fireplace (sheetlet position R1C3; R2C2; R3C1; R3C3) is a replica of the 1948 USA anti-TB seal, as illustrated in the block in Figure 13. The design of sailing ship (sheetlet position R1C2; R2C1; R2C4; R3C3) is a replica of the 1930 USA anti-TB seal, as illustrated in the block in Figure 14.

Conclusion

The labels offered for comparison in this *Cinderella Corner* are, without a doubt, a snapshot of the array that exist. Feedback is welcomed and readers may like to offer other examples. I extend my thanks to John Patterson for his research and assistance is building and creating this piece.



L-R Figures 13 & 14