

Cinderella Corner

The Kangaroo: A Goliath In Australian Philately Part II

This month's article is devoted to continuing to explore the Australian kangaroo as a visual feature in many Australian (and worldwide) cinderellas. As highlighted in last month's piece, the breadth of 'kangaroo labels' explored does not represent an exhaustive list but rather offers a snapshot of what exists; it is anticipated that another piece will be written to explore other native Australian animals showcased in Australian and foreign cinderellas.

Palace Of Industry

The Chamber of Manufactures announced, in early 1929, industrial exhibition for the following year, to be held at the Jubilee Exhibition Buildings and Grounds (Adelaide), from 21 March to 17 May 1930. The exhibition, titled *Palace of Industry*, was reported as a significant success.

The label illustrated in Figure 1 was issued to help celebrate the 1930 Palace of Industry event. Coloured pale red and deep yellow, it features the outline of a kangaroo holding a globe (with Australia in focus), and in the background lies part of the city of Adelaide, along with a dominant rising (or setting) sun. The label is perforated 11 on all four sides and features the text: *Palace of Industry / ALL AUSTRALIAN EXHIBITION ADELAIDE / March 21st to May 17th 1930*. A scarcer rouletted variety of this label is presented, in a block of four, in Figure 2.

These labels follow a long and rich history of ones issued by the Chamber of Manufacturers, the earliest dated to the turn of the 20th century, as explored later on.

Royal Adelaide Exhibition

The 1940 Royal Adelaide Exhibition ran from 15 March to 11 May. It was held at the Centennial Hall and grounds (Wayville, South Australia), and was the 15th conducted by the South Australian Chamber of Manufactures. To help promote and commemorate the event, the South Australian Chamber of Manufactures produced more than 250,000 cinderellas. An example of this label is illustrated in Figure 3. Coloured cream, brown, blue and white, the imperforate label measures 40mm x 50mm and features, along



Figure 1



Figure 2

with a brown kangaroo, the text: *COME TO ROYAL ADELAIDE EXHIBITION / MARCH 15 TO MAY 11 1940*.

Given the nature of World War II and shifting priorities, the succeeding Royal Adelaide Exhibition was not held until seven years later, in 1947. This ran from 21 March to 17 May, and it was also conducted by the South Australian Chamber of Manufactures. Similar imperforate labels to the 1940 one were issued, and an example is also illustrated in Figure 3. Coloured white, brown and blue, it features a kangaroo along with the text: *COME TO THE ROYAL ADELAIDE EXHIBITION / MARCH 21ST TO MAY 17TH 1947*.



Figure 3



Figure 4

National TV Service Convention And Exhibition

Australia's first National TV Service Convention and Exhibition was held in Melbourne in 1964, and the three-day event was aimed at setting a higher standard for TV repair services.

To help promote the event, a cinderella label was issued, as illustrated in Figure 4. This label is roughly rouletted on three sides and measures 42mm x 50mm. It is coloured yellow, black and red and features the text: *We're all going to the 1st NATIONAL TV SERVICE CONVENTION & EXHIBITION / MELBOURNE - OCTOBER 12th, 13th & 14th*. The image on the label offers a comical representation of a kangaroo, with a TV repairman, briefcase in hand, riding it onwards.



Figure 5

Witch Soap

Figure 5 illustrates a delightfully colourful and elaborate label featuring a kangaroo. It also presents an image of a witch stirring a cauldron and the inscription *NO RUB ONLY BOIL* on its side. This image is embedded in a larger image of an advertising company called Storbridge

Posters. It dates 1972 and was produced in South Australia.

The brand Witch Soap was active in Australia since the 1910s and promoted a simplicity to washing clothes: the process was to simply slice a piece of witch soap bar into a copper pot of cold water, put in some dirty clothes, bring to the boil, and the clothes

would then be rendered clean.



Figure 6

Australia's 150th Anniversary (Sydney)

Australia's 150th anniversary, in 1938, was met with much celebration nationwide. From this blossomed many cinderella labels, some of which were explored in last month's *Cinderella Corner*. Figure 6 illustrates one example of a label produced to celebrate Australia's 150th anniversary. Measuring 32mm x 50mm, perforated 11½, and multicoloured,

the label features a prominent central kangaroo and the text: *AUSTRALIA'S 150th ANNIVERSARY / KANGAROO / CELEBRATIONS SYDNEY JAN - APRIL 1938*. The label was printed as part of a sheet of 30 cinderellas (6 x 5), and it is represented twice in the sheet of 15 different labels: R1C1 and R1C4. Many other iconic Australian locations and animals, alongside the kangaroo, also feature on it.



Figure 7

Fameface

The short-lived Novelty Printing's FAMEFACE cinderellas first met the Australian market more than 25 years ago, in 1993, and closed in 2000. The company was based in South Australia and produced a significant variety of cinderellas, many for private companies looking to advertise their products. One more famed individual in philatelic circles who ordered many

different labels and sheets was *Cinderella Corner* creator (and *Stamp News Australasia* founder) Mr. Bill Hornadge of Dubbo, NSW. Figure 7 illustrates one of these FameFace labels, with two 'boxing'

Cinderella Corner

kangaroos as its central motif. It measures 30mm x 43mm, is multicoloured, and is perforated 13 on all four sides. A detailed exploration of FAMEFACE and Novelty Printing can be found in the October and December 2017 *Cinderella Corner* editions.

Australian British Industries League

In the middle of 1907, a national *Buy Goods* label was released, with the instruction that they were to be affixed to manufactured articles to declare their Australian origin. The Federal Council of the Chamber of Manufacturers of Australia awarded 10 pounds to Mr. W. J. Turner, of Sydney, for his winning design. He was one of at least 12 entrants from capital cities nationwide and the decision was made by representatives of the chambers in Sydney, Melbourne and Adelaide. Several million of the ‘patriotic stamps’ were ordered, and an example is illustrated in Figure 8. The cinderella label is perforated 11 ½ on all sides and measures 40mm by 26mm. Coloured yellow, blue and white, it features a woman draped in a blanket, staring downwards towards a world globe. The outline of Australia is seen on the globe (with the AUSTRALIA inscribed in the centre). To the left is an emu and to the right is a kangaroo. The text BUY GOODS MADE IN AUSTRALIA also serves as an injunction, and features towards the bottom centre of the cinderella label.

Five years later, in late 1911, a decision was made by the Associated Chambers of Commerce to hold a weeklong celebration of the manufacturing potentials of South Australia. It was hoped that this observed “Manufacturers Week” would expand as a National recognition in 1912 and beyond. To help promote and celebrate the week, the SACM issued 150,000 patriotic stamps with identical designs to the 1906 issue, except they were larger and all were imperforated on all four sides. Rather than attached to correspondences, these labels were issued to shopkeepers to stick to their Australian-brand products,

as displayed throughout the week’s celebrations. The increase in size also helped more clearly promote the SACM, with its Coat of Arms, and therefore the wide breadth of commerce and industry actions embraced by Australian companies, more clearly recognised.

In April 1917, the Australian British Industries League issued labels to promote the purchase of Australian-produced goods. The newly formed League met at the office of the Chamber of Manufacturers in Queensland and shortly thereafter ordered the production of 500,000 *patriotic stickers*. As illustrated in Figure 9, this label was a close adoption of the 1907 *Buy Goods* one, with five main noted differences:

- It is rouletted on all sides, rather than perforated
- The label features the border text: AUSTRALIAN BRITISH INDUSTRIES LEAGUE
- The font of the *BUY GOODS MADE IN AUSTRALIA* text is different
- There are 13 stars in the sky, rather than 12
- There are slight differences in the spacing and placement of the stars in the sky

Like those issued a decade earlier in 1907, there was some documented success of the labels.

Alongside postage stamps, kangaroos also feature across many Australian and international cinderellas. I welcome readers to offer further examples of these labels in order to broaden the understanding about them.



Figure 8



Figure 9