

Cinderella Corner

Australian Philatelic Exhibitions: 1911 To 1936

Welcome to the February edition of *Cinderella Corner*. This edition, along with a couple of subsequent pieces, focuses on an area of philately frequently studied, celebrated and widely collected: Philatelic exhibitions. It occasionally draws upon information provided in Robert J. Kennedy's 1988 *Handbook of Australian & New Zealand Philatelic Exhibitions*. This excellent reference document explores a range of non-postal items from Australian and New Zealand philatelic exhibitions from 1911 and 1988, including souvenir sheets and cinderella labels, coupled with several black and white images.

A second volume was then late released. The Australian philatelic exhibition cinderellas explored in this and future article are believed to comprehensively cover all those that were issued from 1911 to 1952, inclusive.

The First Australasian Philatelic Exhibition

The first Australasian Philatelic Exhibition was held in

Sydney in 1911. It served as the first competitive show arranged by members of Australian and New Zealand philatelic societies and delegates and ran from 12 to 19 October. A cinderella label was issued to help commemorate the event and was issued in four colours: red, green, dark blue and light blue (as collectively illustrated in Figure 1). Each label was perforated 11 on all four sides and measure 30mm x 40mm. The text on each label reads: *THE FIRST AUSTRALASIAN CONGRESS & EXHIBITION / PHILATELIC POSTER STAMP / SYDNEY 1911*. Each label also features a woman clad in a long dress, arms outstretched, holding an olive branch in one hand and a fern leaf

in another. They were printed in sheets of 20 and sold in sets of the four colours. Sales from the labels raised a total of over £12.

A HPIB variety exists in the red colour of the labels, only. Figure 2 illustrates a block of 6 with two of the HPIBs clearly illustrated. Modern varieties of these labels also exist, including the set of four illustrated in Figure 3. These modern reprints date to 2011, produced to mark the centenary of the exhibition. They are replicas of the original labels, with slight variations, and were also printed in sheets of 20 (with selvage and gum). The event itself



Figure 1

Right :
Figure 2

Far right : Fig-
ure 3

Below :
Figure 4



Vito Milana



Top left : Figure 5
 Top right : Figure 6
 Below left : Figure 7
 Below right: Figure 8



Day Covers. They are perforated 11 on all four sides, measure 41mm x 30mm, and were printed in sheets of 24 (6 x 4). Featuring the Sydney Harbour Bridge as its central motif, each label presents the following text: *SOUVENIR STAMP / FIFTH AUSTRALASIAN PHILATELIC EXHIBITION / SYDNEY MARCH 1932*. A scarce HVPIB of the red label exists, as illustrated in Figure 5. A special invitation card was also issued for the event, and these typically featured one of

served as an important milestone in the history of Australian philatelic events.

the two coloured labels affixed to the top left corner. An example is illustrated in Figure 6.

The Fifth Australasian Philatelic Exhibition

It was not until more than 20 years later, in 1932, that cinderella labels were issued to mark another Australian philatelic exhibition. In Sydney, 1932, the Fifth Australasian Philatelic Exhibition was held from 22 March to 1 April, coinciding with the opening of NSW's iconic Sydney Harbour Bridge. To mark this dual occasion, a commemorative cinderella label was issued in two colours, red and pale blue, as both illustrated in Figure 4. These were designed by A. J. Shearsby, a well-known NSW artist, who also designed several different First

Below : Figure 9
 Right : Figure 10



Victorian Centenary & Sixth Australasian Philatelic Exhibition



Two years later, in 1934, the Victorian Centenary & Sixth Australasian Philatelic Exhibition (abbreviated to VICVI) was held at the Melbourne Town Hall from 8 to 17 November. A label was issued to commemorate this event, and it was released in four different colours: purple and khaki brown, green and black, orange and brown, and red and navy. Each label measures 44mm x 50mm and is perforated 11 on two or three sides. Each label, illustrated collectively in

Cinderella Corner



Figure 11

An example of the green sheet is illustrated in Figure 8. A small number of offset labels have also surfaced, and an example of a purple and khaki brown type with a strong offset is illustrated in Figure 9. Finally, an interesting printing error is illustrated in Figure 10, where, in a joined vertical pair of the green and black variety, the bottom label is missing the blue print.

Geelong College Philatelists' Society

The elusive imperforate gummed label illustrated in Figure 11 measures 63mm x 76mm. Coloured red and white, it features the crudely printed text: *GEELONG COLLEGE PHILATELISTS' SOCIETY / 4TH 1935 EXHIBITION*. The label is shaped as a postage stamp and does not feature in Kennedy's extensive texts. It is not known if other colours of this scarce label exist.

First Australian Philatelic Stationery Exhibition

The first Australian Philatelic Stationery Exhibition was held in Melbourne (Victoria) on September 18, 1935. With its free admission, a few reports highlight that the

Right : Figures 12 & 13

Below : Figure 14



Figure 7, featured a central image of the Melbourne Town Hall, encased in a map of Australia, along with the text: *VICTORIAN CENTENARY & SIXTH AUSTRALASIAN PHILATELIC EXHIBITION / 1834 - 1934 / TOWN HALL MELBOURNE / NOVEMBER 8TH - 17TH / VICVI*. The labels were printed in sheet of 6 (imperforate all around) and sold for 3d per dozen. An

occasion drew reasonable crowds with stalls exhibiting a range of registration labels, post cards, postmarked items, meters and other etiquettes (including interwar Australian cinderellas, which were advertised, at the time, as 'poster stamps' and 'stickers').

To help commemorate the event, a special cinderella was issued. Coloured in red and cream, this label illustrated a tall red Post Office pillarbox with the following superimposed text about the event: *FIRST AUSTRALIAN PHILATELIC STATIONERY EXHIBITION, MELBOURNE, VICTORIA, SEPTEMBER 18, 1935 / METERS - REGISTRATION LABELS - POST CARDS Etc - POSTMARKS - ETIQUETTES*. They were rather large at 59mm x 40mm and were offered perforated 11, rouletted 7 and imperforate (as collectively illustrated in Figure 12). It is also known that these labels were printed in strips of four, with a perforated example illustrated in Figure 13. So, while the label does occasionally surface, the collector should try to claim all three varieties (perforated, rouletted, imperforate) of this label. An example of the imperforate variety of this label, affixed and cancelled on the front of an official *First Australian Philatelic Stationery Exhibition* Registered cover, post-marked at Heidelberg, Victoria, is illustrated in Figure 14. The cover is addressed to well-known American philatelist, Howard K. Thompson.

Next month's *Cinderella Corner* will continue to explore the narrative of the cinderellas issued to commemorate some of the earlier pre-decimal Australian philatelic exhibition events across three years, from 1936 until 1938, inclusive. Any further information about those explored in this current issue would be most appreciated.

