

# Cinderella Corner

## Australian Philatelic Exhibitions: 1936 To 1938

Welcome to the March edition of *Cinderella Corner*. This edition extends the discussion concerning the frequently studied and widely celebrated area of 'Australian Philatelic Exhibitions'. It will closely explore cinderella labels issued from 1936 to 1938 and, akin to last month's piece, occasionally draws upon information sourced in Robert J. Kennedy's 1988 *Handbook of Australian & New Zealand Philatelic Exhibitions*. This excellent reference document studies a range of non-postal items from Australian and New Zealand philatelic exhibitions extending from 1911 to 1988, including souvenir sheets and cinderellas, and these are coupled with several black and white images. A second volume was then late released. May's *Cinderella Corner* will then continue the narrative and explore those labels issued for Australian Philatelic Exhibitions from 1947 to 1952.

## 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 1. Measuring 46mm by 32mm and imperforate on all four sides, it bears the text: *Seventh Australasian Philatelic Exhibition / Adelaide Public Library Rooms / Oct. 20<sup>th</sup> to 23<sup>rd</sup> 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. One example is illustrated in Figure 2. Of more interest, however, is the strikingly similar cinderella illustrated in Figure 3 that advertises the Third International Philatelic Exhibition. This American label bears the text: *Third International Exhibition - New York Grand Central Palace - May 9<sup>th</sup>*

to 17<sup>th</sup> 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; the font; the size of central oval and the shade of blue

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. However, the dates printed on the New York label are nearly 6 months earlier than the Australian one. The earliest example I have on the Australian label tied to a cover is August 3<sup>rd</sup>, 1936, nearly three months prior to the event. A pertinent question therefore remains: which label was produced first?

## Airmail Exhibition

October 5 to 7 in 1937 saw Melbourne host an Airmail Exhibition, and this was organised and executed by the Airmail Society of Australia, which was formed in September 1931 to "foster and stimulate the hobby of aerophilately." The event also showcased general air-transport items of interest, including model planes. To help mark this occasion, a commemorative label was issued featuring an aeroplane, clouds, and prominent rays of sunshine. The labels were designed by Melbourne Philatelist Mr. Charles Fawcett and they were printed by a newspaper company based in Fitzroy. They were printed in sheetlets of four, which each individual label measuring 30mm x 44mm and perforated 11 (the sheets, in turn, measured 81mm x 107mm). Four different colours were issued: blue/white, red/white, green/white, brown/white. Each cinderella featured the text: *AIRMAIL EXHIBITION / Oct. 5, 6, 7 - 1937 / TOWN HALL MELBOURNE . VIC. AUSTRALIA*, and the bottom margin of each sheetlet features the text: *CONDUCTED BY THE AIR MAIL SOCIETY OF AUSTRALIA*. An example of the green variety is featured in Figure 4. There were also imperforate



Figure 3



Figure 1



Figure 2

# Vito Milana



Far left : Figure 4  
Left : Figure 5  
Above ; Figure 6

versions of the four sheetlets issued, and these are much scarcer than the perforated ones. An example of the imperforate blue variety is illustrated in Figure 5.

## Sydney Philatelic Exhibition

The year 1938 saw a multitude of cinderella labels issued nationwide to help commemorate Australia's sesquicentennial year, including those released to celebrate Australia's different states and major cities and events (i.e., the arrival of the First Fleet). To help mark this occasion, a Philatelic Exhibition was held, in Sydney, from 4 to 6 March. This event was guarded with significant police presence as it displayed

collections of stamps with a collective value of over £500,000. The cinderella illustrated in Figure 6 was designed by T. J. Montgomery-Campbell from a sketch supplied by Hunter McRae, who at the time served as the Exhibition Secretary. It was then produced by the Exhibition Council Committee for the event and sold, from 15 July 1937, for 6d a dozen or 1/- per sheet. Measuring 50mm x 38mm, multi-coloured blue, black and red, and perforate 11, it features the text: *AUSTRALIA'S ANNIVERSARY 1788 – 1938 / H.M.S. SIRIUS ARRIVES AT FARM COVE 1788 WITH CAPTAIN PHILLIP / PHILATELIC EXHIBITION SYDNEY APRIL 1938*. The mentioned Captain Arthur Phillip (1738 – 1814) was a Royal Navy officer and the first appointed Governor of New South Wales. The label was printed in sheets of 24 (4 x 6), as illustrated in Figure 7 and 8. Of note, there were significant

variations in the size of the margins, and the two illustrated complete sheets seem to represent the two extreme differences that were available (the sheet illustrated in Figure 7 measures 219mm x 245mm; the sheet illustrated in Figure 8 measures 230mm x 293mm). An example of the bottom part of one sheet signed by Hunter McRae, the Exhibition Secretary, is illustrated in Figure 9. A much scarcer imperforate



Far left : Figure 7  
Left : Figure 8  
Below : Figure 9



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L - R : Figure 10, Figure 11, Figure 12



variety of this cinderella was also released, and an example is illustrated in Figure 10.

An interesting colour print error identified in Sydney Philatelic Exhibition cinderella is illustrated in the block of four presented in Figure 11. This demonstrates a profound shift in the orange in two of the four labels. Finally, an observed printing flaw is presented in Figure 12. The top label in this pair illustrates a brig on the far-left ship with a westward pennant flying. This appears as a consistent flaw on complete sheets at positions R2C1 and R2C3.

## Queensland Philatelic Society

The year 1938 also saw philatelic celebrations held in Queensland, with the Queensland Philatelic Society holding its second Philatelic Exhibition, which ran in Brisbane from 28 to 30 September. To help commemorate this event, a cinderella label was issued in three colour pairs: red and black, blue and black, and tan and black. A collective image of the three colour types is illustrated in Figure 13. Each label measures 37mm x 54mm with 11 perforations on all four sides. They each feature the image of a koala bear in a gum tree along with the text: *QUEENSLAND PHILATELIC SOCIETY BRISBANE / 28th - 30th SEPT. 1938*. It was reported that a total of 1,500 sheets were printed (500 of each colour). Each sheet measures 145mm x 114mm and features six of the labels (2 x 3). An example of the red and black sheet is illustrated in Figure 14. Some of the sheets were also issued imperforate, and these are much scarcer. Most of these imperforate sheets appear to be signed by Saville Hodge Sheard (1880 - 1949), the then president of the Queensland Philatelic Society and prominent stamp collector. These sheets also, occasionally, presented with a second signature of the

Above right : Figure 13

L - R : Figure 14, Figure 15



Queensland Philatelic Society Secretary. An example of the blue and black imperforate sheet, with signature, is illustrated in Figure 15. Significant variations in the blue shading on the blue and black label have also been noted and may indicate different printings.

April'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 from 1947 to 1952, inclusive. Any further information about those explored in this current issue would be most appreciated.