

# Cinderella Corner

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## Australian Philatelic Exhibitions: 1958 To 1966

Last June's *Cinderella Corner* explored Australian Philatelic Exhibition labels issued from 1932 to 1958, inclusive. The article served as the fourth in a series exploring these items. This current edition concludes this narrative, exploring labels issued to help celebrate Australian Philatelic Exhibitions from 1958 to 1966, inclusive.

### Melbourne's Moomba Festival

The Moomba Festival, commonly known as Moomba, is an annual Melbourne Festival first established in 1954. It is Australia's largest free community event. Earlier Moomba Festivals, especially in the 1950s, staged Philatelic Exhibitions; while the Moomba cinderella illustrated in Figure 1 is not a direct reference to an Australian Philatelic Exhibition, it is an important constituent of its landscape.

As illustrated in the block of 36 cinderellas illustrated in Figure 1, the Moomba label was issued in 1958 when Moomba was still in its infancy. Coloured pink and perforated 11½ on all four sides, each 26mm x 39mm label features the text: *MELBOURNE'S MOOMBA FESTIVAL / MARCH 7 – 16, 1958*. During this year, the Victorian Philatelic Association (VPA) offered various stamp displays. While philatelic endeavours also occurred



Above: Figs 1 & 4  
Top right: Figs 2 & 3

at other Moomba Festivals, no other Moomba cinderella was issued up to, and including, 1966.

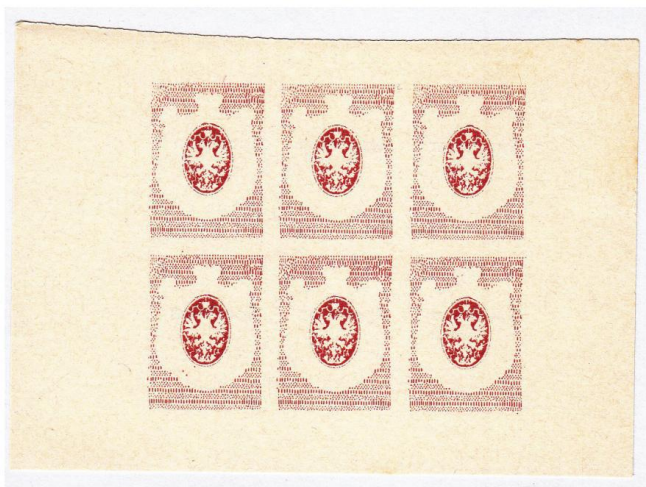
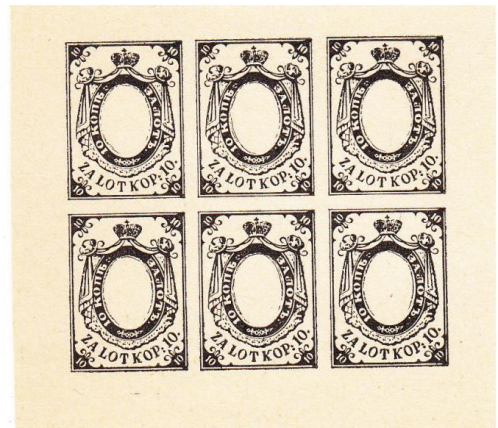
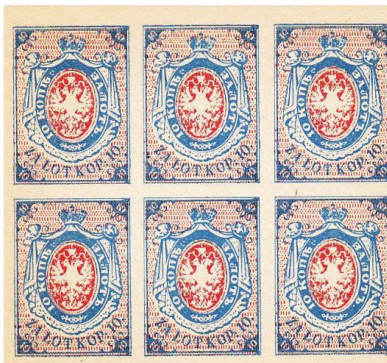
The labels illustrated in Figure 1 also show the word *MOOMBA* encased in a boomerang, and placed under the visage of the smiling clown. Designer of the Moomba emblem, Melbourne-based artist Ronald Kirk, decided to incorporate one of the most recognisable Indigenous symbols, thereby helping to preserve and recognise the Aboriginal origin of the festival's name.



### Australian National Philatelic Exhibition

A cinderella was issued as part of the ANPEX 1959 launch. Multicoloured, measuring 37mm x 45mm and roughly rouletted, the label features two Indigenous Australians performing a smoking ceremony





Top L-R: Figs 9, 10 & 11

Bottom L-R: Figs 12 & 13

## Eesti Päevad

The Australian Estonia Festival has been held in Australia since 1954. This *Eesti Päevad* was first held Sydney, and the annual festival consists of several events including the showcasing of popular Estonia music and folk dancing. Some of the *Eesti Päevads* also featured key philatelic exhibitions and events, and the name has been used synonymously with the Estonia Philatelic Exhibition. One such year was for the festival's 10<sup>th</sup> Anniversary, in 1964. The rouletted label featured in Figure 6 was issued to help celebrate this event. Measuring 29mm x 30mm and coloured blue, black and white, it features the text: *EESTI PÄEVAD AUSTRALIAS / MELBOURNE 1964*.

## WAPEX II

The second Western Australia Philatelic Exhibition (WAPEX II) was staged in the Perth Town Hall, in Western Australia, from 24 to 29 October 1966. The event was held to help commemorate the 350<sup>th</sup> Anniversary of Dirk Hartog's landing on Australia's West Coast. A cinderella

label was issued to help celebrate the event. Measuring 44mm x 50mm and rouletted 9 on all sides, each label is coloured cream and black and features the text: *WEST AUSTRALIAN EXHIBITION – PERTH / WAPEX / OCTOBER 1966 / PERTH TOWN HALL, MON. 24th to SAT. 29th*. The labels were printed in sheets of 20 (two panes of 10 tête-bêche to each other), as illustrated in Figure 7. The centre selvedge of the sheet features the additional text: *HELD TO COMMEMORATE THE 350th ANNIVERSARY OF DIRK HARTOG'S LANDING ON W.A. COAST*.

An example of the label tied to the front of a 24 October 1966 postmarked official WAPEX II cover is illustrated in Figure 8. The date corresponds to the first day of the WAPEX II exhibition.

## POLPHIL 1966

The 7<sup>th</sup> Polish Philatelic Society of Australia Annual Philatelic Exhibition, Polphil 1966, was held in Melbourne to commemorate the 1,000<sup>th</sup> anniversary of Christianity in Poland. The exhibition was staged by the Polish Philatelic Society of Australia and was documented as a successful event.

A number of minisheets and covers were issued to help commemorate the event. In addition to these, small cinderella labels were also produced, with each measur-

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Top L-R: Figs 14 & 15

Bottom L-R: Figs 16, 17 & 18

ing approximately 19mm x 24mm. They were offered as singles, pairs, or in sheetlets of six. Each label features a complete or part reproduction of Poland's first stamp, dating just over a century earlier to 1860, as illustrated across Figures 9 to 19. Details of the varieties of these labels are as follows:

Figure 9 – block of six featuring blue and carmine colours on chalky paper, as per the original 1860 stamp design

Figure 10 – block of six featuring the 1<sup>st</sup> colour blue only, on thin card

Figure 11 – block of six featuring dark brown colour only, on thin card

Figure 12 – block of six featuring the 'background' 2<sup>nd</sup> colour: carmine or pink

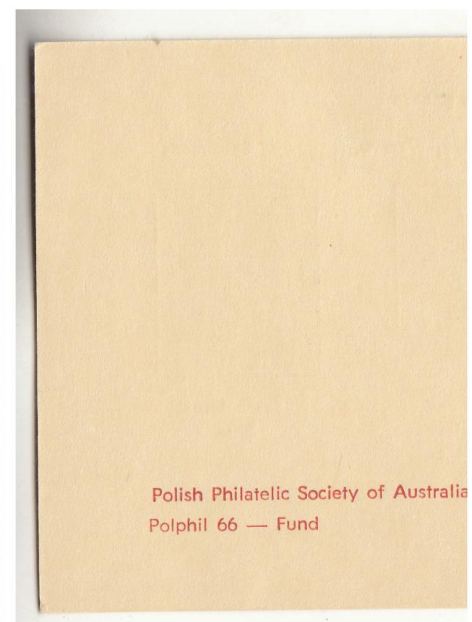
Figure 13 – block of six featuring red and gold colours

L-R: Figs 19 & 20

Figure 14 – block of six featuring red and black colours on thin card

Figure 15 – identical to the block featured in Figure 14 with the addition of a *Polphil 1966* overprint in the centre of each label

Figure 16 – single



Polish Philatelic Society of Australia  
Polphil 66 — Fund



Fig 21

per (as per the example illustrated in Figure 17), the background 2<sup>nd</sup> colour carmine or pink cinderella (as per the block of examples illustrated in Figure 12), and the 1<sup>st</sup> colour blue (as per the block of examples illustrated in Figure 10). The three labels are all indicated in the folder as Specimens, with the original 1860 Polish stamp engraved by Henry Mayer. Only 300 copies of the folder were printed by the Polish Philatelic Society of Australia, with an issue cost of \$2.00 each.

example from the block illustrated in Figure 10, with a *Polphil 1966* overprint in the centre

Figure 17 – single example from the block illustrated in Figure 9, with a *Polphil 1966* overprint in the centre

Figure 18 – pair of light blue and red, with *Polphil 1966* overprinted in the centres

Figure 19 – single example of the pair illustrated in Figure 18, with an inverted *Polphil 1966* overprint

Figures 20 and 21 illustrate a limited-edition folder containing three of the labels. The folder also provides information about, and examples of, three of the issued labels: the blue and carmine cinderella on chalky pa-

## Conclusion

There were many Philatelic Exhibitions hosted across Australia in the predecimal period and 1966. This *Cinderella Corner* concludes the exploration of this landscape. If other cinderellas are identified, please let me know and they will feature in a forthcoming article. It is also anticipated that some of the many labels issued to help commemorate Australian Philatelic Exhibitions from 1967 onwards will be explored in future *Cinderella Corner* articles, too.

