

Cinderella Corner



Australian Philatelic Exhibitions: 1947 To 1952

Welcome to the May 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 1947 to 1952 and, akin to March'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. This article is the third written on the topic of Australian Philatelic Exhibitions (and contains several images of the 1950 issued labels) and a fourth *Cinderella Corner* article exploring 1953 onwards may be written in the future (pending interest, too).

Philatelic Exhibition Newcastle



Top Left : Figure 1
 Above top to bottom : Figure 2,
 Figure 3, Figure 4, Figure 5
 Left : Figure 6

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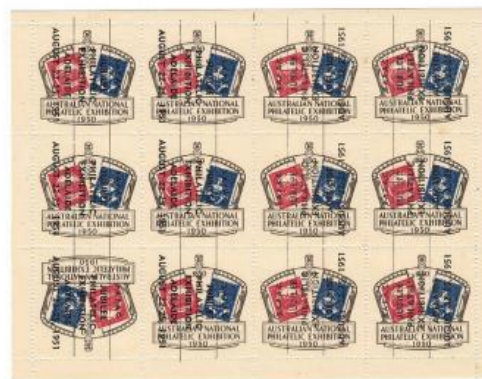
The 1947 Philatelic Exhibition celebrated in Newcastle, NSW, was held to coincide with the city's 150th Anniversary. This exhibition was organised and held by the Newcastle Philatelic Society, in conjunction with the local Historical Society, from 8 to 18 September, in Tyrrell Hall, and attracted approximately 5,000 visitors.

To help commemorate the event, a souvenir sheet (classifiable, by the author of this piece, as a cinderella) was issued, as illustrated in Figure 1. Multicoloured and imperforate on all four sides and measuring approximately 80mm x 62mm, it features the image of Nobby's Head, Newcastle, positioned between two pillars. The label features the text: *Souvenir Sheet / 150th ANNIVERSARY CITY OF NEWCASTLE / INDUSTRY / COMMERCE / 1797 – 1947 / PHILATELIC EXHIBITION AUSTRALIA / HUNTER STAMP CO. NEWCASTLE*. The gummed item was issued by the Hunter Stamp Company, which had a peak presence in philately in the late 1930s to late 1940s. The sheet is relatively common (exact numbers of production are unknown) and often found on the front or reverse of covers, with an example of the former illustrated in Figure 2.

Australian National Philatelic Exhibition

An 11 day philatelic exhibition was held in Melbourne from 4 to 14 October, 1950. The occasion was offered the grand title: the Australian National Philatelic Exhibition & Centenary of Australian Postage Stamps (with the abbreviated to ANPEX). To help commemorate the event, a couple of cinderella labels were created. The first, illustrated in Figure 3 across two colours (red-brown and white, and blue and white), measures 33mm x 62mm and is perforated 14 on all sides. It depicts a view of the Melbourne Town Hall along with the text: *ON TO MELBOURNE 1950 / AUSTRALIAN NATIONAL PHILATELIC EXHIBITION & CENTENARY OF AUSTRALIAN POSTAGE STAMPS*. These labels were also available imperforated, as illustrated in Figure 4. This pair of labels also marked the first time that the Government Stamp Printer agreed to a suggestion from the committee to engrave the necessary die and to recess-print a cinderella to advertise ANPEX. The label was designed by Mr. W. L. Russell and printed on unwatermarked by Mr. W. C. G. McCracken. Each colour type was printed in sheets of 40 and sold for 5/ per sheet. An example of the two differently coloured perforated cinderellas on the front of a 19 May 1950 cover is illustrated in Figure 5.

To help further commemorate 1950 ANPEX, another cinderella was issued. This label presented an image of the first stamp of NSW (1d Sydney View) and another of the first stamp issued in Victoria (3d Queen Victoria). The label also has the text: *1950 / AUSTRALIAN NATIONAL PHILATELIC EXHIBITION 1950*. They were printed in



Top to bottom : Figure 7, Figure 8, Figure 9, Figure 10,
Above right : Figure 11

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Top : Figure 12 &
Figure 13
Below Figure 14 &
Figure 15

x 45mm; each sheet of 12, in turn, measures 191mm x 148mm.



Adelaide Philatelic Exhibition

The following year, in 1951, a four-day philatelic exhibition was convened in Adelaide, South Australia, from 22 to 25 August. This was held to celebrate the 50th anniversary of the founding of the 1901 Commonwealth of Australia. To help commemorate the event, the second issued 1950 ANPEX cinderella was reissued with the addition of a black overprint: *S.A.P.A.C. / JUBILEE PHILATELIC EXHIBITION / ADELAIDE AUGUST 22 – 25, 1951*. An example of this label, as issued in its sheet, is illustrated in Figure 11. It demonstrates that the overprint was applied reading upwards on 50 percent of the sheet, and was applied reading downwards on the remaining 50% of the sheet. An example of a pair of these cinderella labels affixed to the reverse of a 22 and 23 August 1951 post-marked Registered cover is illustrated in Figure 12.



GEEBEX

sheets of 12 (3 x 4) with the first cinderella in the third row inverted. An example of this sheet, with a rare example of complete imperforation at the far right, is illustrated in Figure 6.

Another variety of this label was also issued with the dates of exhibition overprinted in black across the top (i.e., *OCT. 4 – 14th*), with a full sheet illustrated in Figure 7. Some of these sheets were also sold with the application of official ANPEX postmarks; and example is illustrated in Figure 8. A second variety of this label offered the same overprint as in Figure 7, but in green text. An example of this sheet is illustrated in Figure 9. Like Figure 8, this variety was also sold with official ANPEX postmarks, with an October 9 example illustrated in Figure 10. It is believed that these overprint sheets were issued to notify individuals of the ANPEX dates, which were finalised after the printing of the initial labels, as per Figure 6.

Each square multicoloured label measures 45mm

The Geelong Philatelic Society was formed nearly 90 years ago in 1931. To celebrate its 21st anniversary in 1952, a three-day exhibition, running from 8 to 10 May, was held and was titled GEEBEX. A black on buff label was issued to help commemorate the event, as illustrated in Figure 13. Measuring 56mm x 39mm, and featuring a large central key, it features the text: *1931 – 1952 / Geelong Philatelic Society GPS 1931 / 21st "GEEBEX" MAY 8, 9, & 10 ANNIVERSARY EXHIBITION*. The label was printed in sheets of 6 (2 x 3), as illustrated in Figure 14. An example of the label affixed to the reverse of a 1952 Registered cover is also illustrated in Figure 15. It is postmarked 10 May 1952 with an unusual GPS-issued triangular postmark, as favoured by the Post Office. The event was also known as the "Birthday Exhibition", as indicated on different GEEBEX commemorative covers.

Here ends the three-part exploration of cinderella labels issued to help commemorate various Australian Philatelic Exhibition events (1911 to 1952, inclusive). It is anticipated that another piece drawing upon other issued labels (post 1952) will be explored at a later date. Any further information about this fascinating area of Australian philately is welcomed.