

Cinderella Corner

Australian Philatelic Exhibitions: 1953 To 1958

Last May's *Cinderella Corner* explored Australian Philatelic Exhibition labels issued from 1947 to 1951, inclusive. The article served as the third in a series exploring these items. This current edition continues this narrative, exploring labels issued to help celebrate Australian Philatelic Exhibitions from 1953 to 1958. Next month's *Cinderella Corner* will complete the study of the vast array of cinderella labels issued up to, and including, 1966.

The Fifth Australasian Philatelic Exhibition

Since exploring the 1932 Fifth Australasian Philatelic Exhibition in February 2019's *Cinderella Corner*, an additional item of interest has surfaced.

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. These were designed by A. J. Shearsby, a well-known NSW artist, who also designed several different First 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 /*



Figure 2

FIFTH AUSTRALASIAN PHILATELIC EXHIBITION / SYDNEY MARCH 1932. A special invitation card was also issued for the event, and these typically featured one of the two coloured labels affixed to the top left corner. An example is illustrated in Figure 1 and was highlighted in last year's aforementioned *Cinderella Corner*. A different invitation card also exists, and this is illustrated in Figure 2. There are two noticeable differences in the texts between the two invitations when crossreferencing Figure 2 with Figure 1: i) *Admission Free* is offered in lowercases lettering, and ii) the opening time of the event is presented as *10 a.m. each day* rather than *9:30 a.m. each day*.



Brighton Philatelic Exhibition

A three-day philatelic exhibition was run by Brighton and District Philatelic Society from 3 to 5 September, 1953. To help commemorate the event, small labels were produced in three different colours: black on green, black on red, and black on orange. Figure 3 illustrates two of these

Figure 1



Above L-R Figures 3 & 4
Below L-R Figures 5 & 6

labels, each measuring 41mm x 25mm and rouletted on some sides. The labels feature the text: *3-Day Stamp Exhibition / BRIPEX (Brighton Philatelic Exhibition) / At Brighton Town Hall, SEPT. 3rd, 4th, 5th, 1953.*

An example of the black on orange label affixed to the front of an East Geelong 1953 cancelled cover is illustrated in Figure 4.

Western Australian Philatelic Exhibition

The Western Australian Philatelic Exhibition (WAPEX)

was held across five days, from 2 to 6 August, 1954 and was held, in part, to celebrate the centenary of Western Australia's first issued stamp. A cinderella was issued to mark the occasion. Measuring 38mm x 31mm and coloured black and white, the label is perforated 11½ on all four sides and features the text: *WESTERN AUSTRALIAN PHILATELIC EXHIBITION / TOWN HALL PERTH / AUGUST 2ND TO 6TH, 1954.*

The label features a central image of a black swan alongside two small corner reproductions of Western Australia's 1854 first issued one penny stamp.

Labels were issued in sheets of 12 (3 x 4) with wide margins, as illustrated in Figure 5. A second variety



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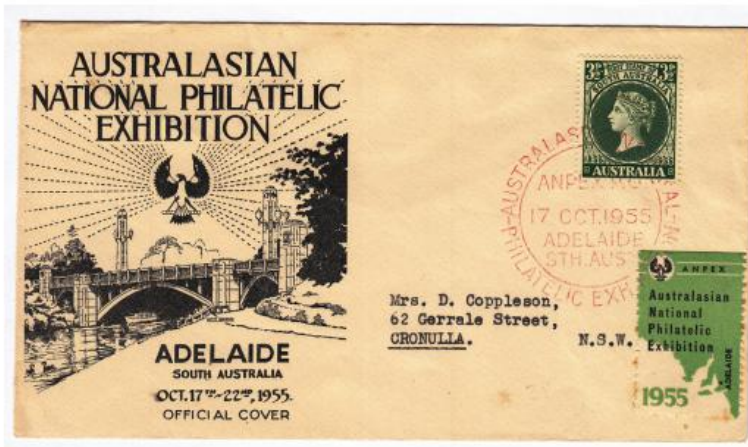
Above L-R Figures 7 & 8
Below Figure 9

of a complete sheet is illustrated in Figure 6. This sheet presents a top-central heading, *WAPEX 1954*, which is absent from Figure 5. Each sheet measures approximately 191mm x 170mm.

An example of the label with part cancel on the reverse of a Perth 1954 postmarked cover is illustrated in Figure 7.

Australasian National Philatelic Exhibition

The Australasian National Philatelic Exhibition (ANPEX), held in Adelaide, South Australia, from 17 to 22 October 1955, was reported as a significant philatelic event and one that heralded great success. A black and green label was issued to help celebrate the event. Measuring 23mm x 39mm and perforated 11, the cinderella features the text: *ANPEX Australasian National Philatelic Exhibition / ADELAIDE 1955*. As illustrated in Figure 8, the labels were printed in sheets of 12 (4 x 3) with overall 96mm x 114mm



dimensions. Each label also features, in the top left-hand corner, Adelaide's Coat of Arms. Of further note, the ANPEX label located at R2C2 on the sheet features a constant flaw; there is an additional island just above Kangaroo Island. While the labels are relatively common, complete sheets are scarce.

Figure 9 illustrates an example of the ANPEX 1955 label cancelled on the front of an official ANPEX 1955 cover. It features the exhibition-produced red postmark applied on 17 October, the first day of the event.

Olympex VPA Philatelic Exhibition

As part of the celebrations associated with the staging of the 1956 Olympic Games in Melbourne, the Victorian Philatelic Association (VPA) widely promoted and held a philatelic exhibition, named Olympex, at the Preston Motor Showrooms. The exhibition ran for 13 days, from 12 to 24 November. Cinderella labels were issued in five different colours to help mark the event, namely green and black on i) yellow, ii) pink, and iii) orange; and red and black on iv) blue and v) green. Examples of the different colours are illustrated in Figures 10 and 11. Each label measures 38mm x 45mm and features the text: *OLYMPLEX VPA PHILATELIC EXHIBITION / AT PRESTON MOTOR SHOWROOM, 104 RUSSELL ST. MELBOURNE / NOV. 12 - 24 1956*.

Vito Milana



Above L-R Figures 10 & 11
Below Figure 12

The labels were produced in sheetlets of 12 (3x4) measuring 151mm x 134mm and were offered rouletted or imperforate. They show alternating images of a runner and hurdler.

Georgepex

Georgepex, held on 11 October 1958, marked the 21st Anniversary of the St. George Philatelic Society (Rockdale, NSW). This philatelic exhibition was held at the Palais-Grande, Rockdale, and a souvenir sheet was produced to help celebrate this event with four imperforate labels included on each. These were printed in five different colours, as illustrated in Figure 12: red, blue, mauve, green, and brown. Each label measures approximately 25mm x 26mm and, along with the society's logo, features the text: *GEORGEPEX 1958 / ST. GEORGE PHILATELIC SOCIETY / 21st ANNIVERSARY / PALAIS GRANDE ROCKDALE / 11th OCTOBER 1958.*



Conclusion

Next month's *Cinderella Corner* will explore Australian Philatelic Exhibition (Polphil) labels covering the period 1958 to 1966, inclusive. This will include cinderellas issued by the Polish Philatelic Society of Australia, which held several philatelic events through the years. The society produced a number of small, and occasionally gummed, minisheets since 1960 as part of the celebrations, and these are not explored in this article. It was not until Polphil 1966 that smaller

cinderellas were produced, and these are covered in next month's *Cinderella Corner*.