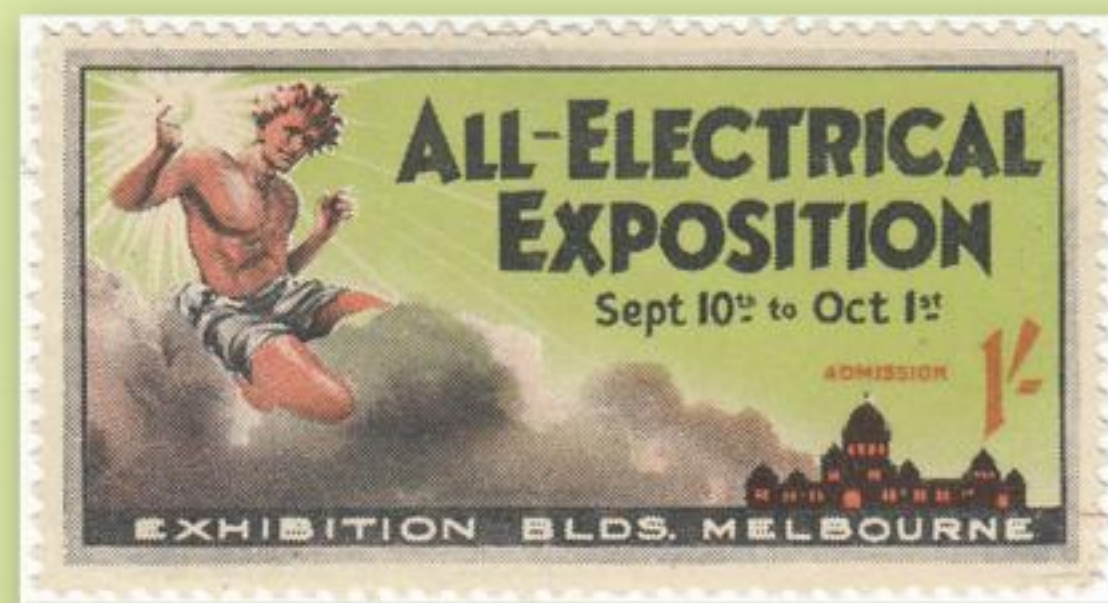


STAMP NEWS

Established 1930 July 2017 Vol. 64 No. 7

AUSTRALASIA



RADIO & ELECTRICAL CINDERELLAS

CINDERELLA CORNER

AUD \$8.95 NZ \$9.50 Canada \$11.00 US \$9.00 UK £5.50 Europe €7.00

THE SOUTHERN HEMISPHERE'S ONLY STAMP MONTHLY



Cinderella Corner

Radio And Electrical Cinderellas

Welcome to the July issue of Cinderella Corner. We have now approached the centre of 2017, the collapsing months a reminder of the usual rapidity of each passing year and, with this, the middle of the Australian winter has descended upon the nation. While not always mutually dependable, winter in Australia, especially towards the south of the continent, aligns with the cold, and for many of us, this is synonymous with turning on a heater (or two). In the spirit of such actions, and the electricity bill that follows many of us after the indulgence of artificial warmth, this piece will explore a few Australian cinderella labels that advertise early Australian electrical and radio exhibitions. There are many other Australian items that explore a variety of radio and electrical products, ranging from radio programs to refrigerators. This July issue, however, only deals only with those few that engage with exhibitions held across the country in the 1920s and 1930s.

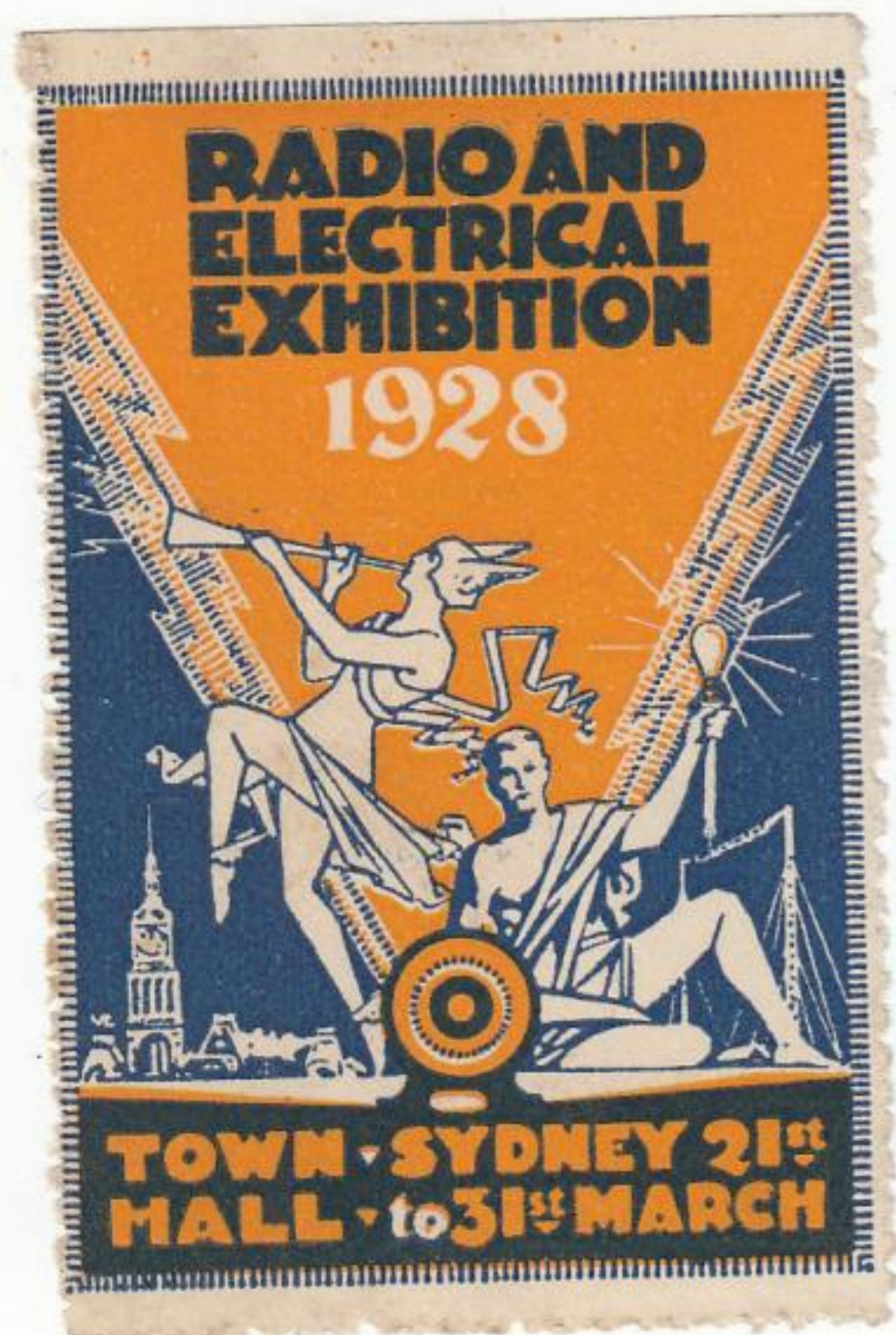


Figure 1

Radio And Electrical Exhibition

Figure 1 illustrates a rather captivating and detail-rich label, coloured in orange, blue and white. It is scarce and measures XXmm by XXmm and is perforated xx on all sides. The text reads: RADIO AND ELECTRICAL EXHIBITION 1928 – TOWN HALL SYDNEY – 21st TO 31st MARCH. The left of the label offers a broad motif to represent the power of radio at the time, with a god-like trumpeter in musical and announcing motion; the right highlights the wonders of electricity, with a seated robe-clad man holding up a bright lightbulb in his left hand. The Sydney Town Hall is also pictured in the bottom left corner of the label.

The label promotes and celebrates the 5th annual Radio and Electrical Exhibition, with the first held in Perth in 1924. It then ran, across the country, for several years, thereafter. The label itself was used to promote an event that heralded significant and documented success the year earlier, with the Duke and Duchess of York having attended in 1927 and many radio sets consequently bought by attendees.

Figure 2 is equally scarce and presents near-identical text to the label illustrated in Figure 1: ELECTRICAL AND RADIO EXHIBITION – 2nd to 12th MARCH 1932 – TOWN HALL SYDNEY. Perforated XXmm and coloured in pale orange and black, it measures XXmm x XXmm. A part of the Sydney



Figure 2

Vito Milana

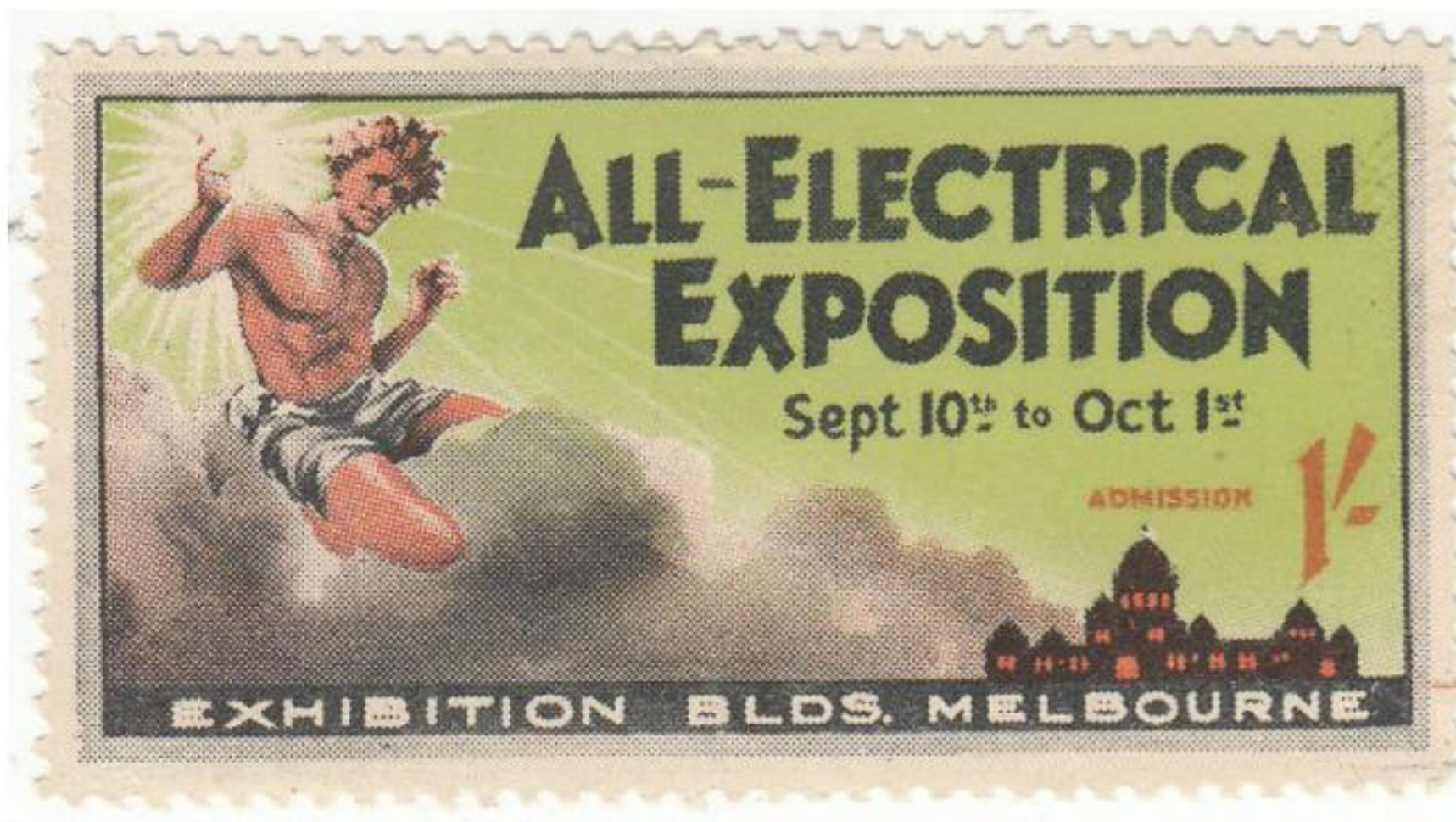


Figure 3

city skyline adorns the bottom part of the label with the Town Hall prominently captured to the right. An orange lightning bolt traverses down the cinderella, too. The 1932 exhibition was attended to in great numbers, with 31 exhibitors present, all driven by a unified purpose to advertise modern wonders in radio and electricity. It is interesting to note that the label in Figure 2 offers the slight variant of the documented title of the event *Radio and Electrical Exhibition* to *Electrical and Radio Exhibition* to *Electrical and Radio Exhibition*, securing emphasis on the former group of products. I welcome any reader who has other labels celebrating different years for this event, since its inception and celebration in 1924.

All-Electrical Exposition

The two different cinderella labels that promote the similarly named All-Electrical Exhibition are more common than the previously explored two.

Figure 3 presents the text: ALL-ELECTRICAL EXHIBITION Sept. 10th to Oct 1st – ADMISSION 1/- EXHIBITION BLDGS. MELBOURNE. This multicoloured label measures XXmm by XXmm and is perforated XX on all sides. The left illustrated a god-like figure, riding the clouds, with a charge of electricity beaming from his right hand. It has been cited postmarked on the front of a cover dated 22nd July 1927. This marked the first year that the

All-Electrical Exposition was celebrated, 90 years ago, and, across the course of three weeks, the various uses of electricity were showcased. These have been documented as ranging from household appliances to railways and switchboards. Some other newspaper reports across Victoria also mentioned that the event was a success, with many products ordered and purchased. The one shilling

entrance fee into the Exhibition Buildings helped support and fund some of the costs associated with the various displays housed in Melbourne across the days.

The cinderella label illustrated in Figure 4 promotes the All-Electrical Exhibition, and presents the text: SEE THE ELECTRICAL WONDERS AT

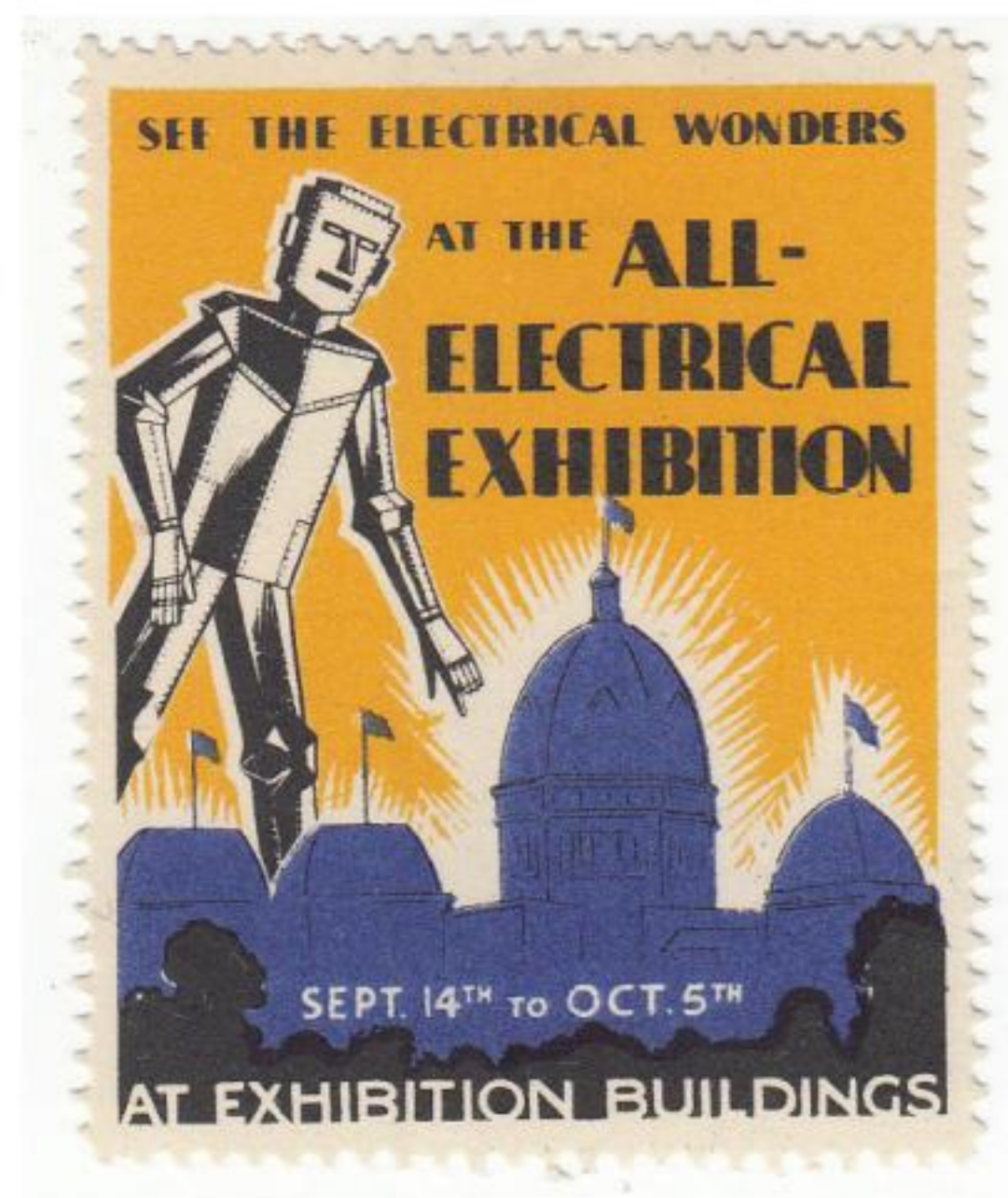


Figure 4

Cinderella Corner



Figure 5

THE ALL-ELECTRICAL EXHIBITION – SEPT. 14TH TO OCT. 5TH AT EXHIBITION BUILDINGS. In a similar vein to the godly figure discussed in Figure 3, this cinderella illustrates a gigantic robot to the left, towering over the illuminated Melbourne Exhibition Buildings. The yellow, black, white and blue label dates 1935, is perforated X, and measures XXmm by XXmm. Figures 5 and 6 collectively offer a rather ordinary worn cover, postmarked 5th August 1935, with an example of the label affixed and cancelled on the reverse flap. The sender, WARBURTON, FRANKI (MELB.) LTD, was an electrical appliance store in Bourke Street, Melbourne. It sold a vast range of products including car radios, household appliances, and Stromberg Carlson products. Some further research revealed that the company showcased and sold some of its products throughout the course of the 22 day event. It is also interesting that posters adorned shop fronts and public places throughout Melbourne that presented identical images to the 1935 cinderella label.

While 8 years after the first All-Electrical Exhibition, 1935

actually marked the second and **final** time that the event ran. This second holding was motivated by the organising committee to showcase to the community the incredible ways that the use of electricity had changed over the course of nearly a decade. As such, no other labels exist between these years, nor after 1935. This observation is particularly noteworthy: many cinderella enthusiasts, myself included, collect advertising labels detailing upcoming events that occur over sequential years. Occasionally frustrating gaps arrive and some years are represented by empty spaces and question marks in collections.

The research, too, often muddles the course, and the hunt continues for apparently elusive labels that do not exist. These labels have resulted in such actions for a number of collectors, yet it is hopefully helpful to some that the All-Electrical Exhibition Melbourne labels are complete as a pair of two; one for 1927 and another for 1935. Any further information regarding exhibitions held across the country that celebrated the feats of radio and electricity and welcomed.



Figure 6