

## **Introducing the Australian Philatelic Federation: May 2014**

**By Ian McMahon, Philatelic Development Officer, APF**

This month I follow-up on my description in last month's column of the Open Philately Class with a brief look at the Open exhibits at Canberra Stampshow 2014 and then follow with a look at a neglected area of exhibiting, the Cinderella Class.

### **Open Philately Follow-up**

Last month I covered exhibiting in the Open Philately class. At Canberra Stampshow 2014, which was held 14-16 March 2014, there were twelve Open Philately Class exhibits covering a wide variety of topics.

Canberra Stampshow 2014 had a military theme to mark the centenary of the start of World War I so not surprisingly this led to a number of exhibits with a military theme. One covered the role of the Salvation Army and other philanthropic organisations in assisting Australian troops, another the Pacific Naval Campaign August 1914 to March 1915, the third titled *Descent into the Abyss* traced the evolution of Germany's persecution of the Jews and the fourth the Battle of HMAS Sydney and the SMS Emden.

The exhibit on the Pacific Naval Campaign traced the voyage of the German Navy's Asiatic Cruiser Squadron across the Pacific Ocean from its base in Tsingtao, China to its destruction at the Battle of the Falkland Islands and the Juan Fernandez archipelago and the Allied occupation of German colonial possessions. It included pre-war postal material used in the German colonies in the Pacific region, subsequent overprinting of such material by the occupying powers, post cards depicting the major naval units involved and island scenes of the areas of operations along with civilian and military mail.

Other topics covered by exhibits in the class included the Game of Cricket, Handicrafts, David Livingstone, Australia's Antarctic base on Heard Island 1947-1955, the Rise and Fall and Rebirth of the River Murray Trade, Tin Can Island, Alcohol advertising of the USA and the Snowy Mountains Scheme.

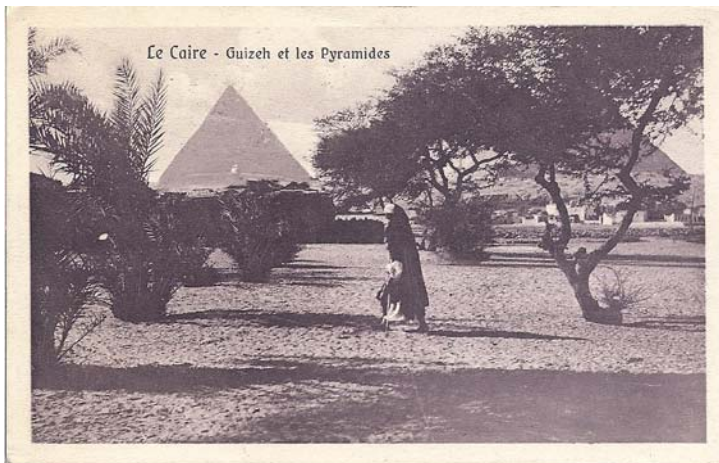
The exhibit on Heard Island described the establishment, construction and workings of the Heard Island base, up till its closure in 1955 when it was replaced by Mawson Base through photographs, press clippings, postmark dates, mail - philatelic and otherwise, ship's cachets, and memorabilia.

It was apparent from the public's reaction to the Open Exhibits that the class is attractive to the public. Many items, for example, caught the attention of Ian Warden, a columnist for the Canberra Times who attended the exhibition and provided a write-up of the displays. He was particularly interested in the mail from Australian troops overseas including illustrated covers sent by soldiers serving in Egypt showing the pyramids or Sphinx, postcards of troopships or locations in the Middle East or Gallipoli and the advertising postcards and envelopes for US breweries such as the illustrated postcard advertising Trommer's Malt beer.

The military theme of Canberra Stampshow 2014 was supported by a number of exhibits in the Postal History Social and Historical Studies Class including exhibits on Gallipoli, the South African Border War 1966-1989, Prisoner of War Correspondence, and World War II British Military Correspondence. Other exhibits in this class included the Auckland Industrial, Agricultural and Mining Exhibition 1913-14 and Ashanti and the Gold Coast. I will provide more information on this class in a future column.



Appreciating the Open Class at Canberra Stampshow 2014



Postcard of the pyramids used by an Australian soldier in 1915



Postcard from an Australian soldier on active service in 1915.

### Exhibiting Cinderella Philately

One of the least well known classes available at Australian exhibitions is the Cinderella Class.

This class includes all of those labels, seals and stamps, many of which look much like postage stamps, which are not postage or revenue stamps. Postage stamps including local stamps (such as the New Zealand stamps issued by private postal providers and the Russian local issues known as Zemstvos) and railway parcel stamps are exhibited in the Traditional class. When the Cinderella Class was first introduced in Australia it included revenue stamps, government issued stamps to pay stamp duty and other government charges. Revenue stamps now have their own class and are no longer shown in the Cinderella Class.

The types of Cinderellas are almost endless. Some of the best known groups include:

- Christmas, Easter, TB and other charity and fund raising seals:
- Promotional stamps
- Trading and receipt stamps
- Bogus and Fantasy stamps including stamps for non-existing countries
- Propaganda stamps.
- Event stamps including those for philatelic exhibition
- Corporate advertising stamps
- Private courier and strike stamps
- College stamps
- Registration and other postal stamps

In many countries Christmas, Easter, TB and other seals have been sold by charities to raise funds. In Australia, Lions produced Christmas seals for many years. These seals have proved popular with collectors and in some cases are well catalogued. A study of these would make a good exhibit which could include covers showing the seals used (usually on the back of the envelope) as well as a study of the stamps themselves.

Government and companies have made extensive use of labels for promotional and advertising purposes such as tourism promotions, including the series of poster stamps which are popular with Cinderella collectors.

Another area of Cinderellas are the trading stamps such as those perhaps given away with a purchase, collected, stuck on a form and when you have collected enough of them redeemed for a prize or a discount.

Bogus and fantasy stamps include the issues for the Hutt River Province and Rainbow Creek from Australia but also the many bogus stamp issues for various Russian republics produced at the time of the breakup of the Soviet Union and many of the issues purporting to come from islands off the UK. Propaganda labels include those issued by nationalist organisations such as the Palestinian nationalists.

Many events such as exhibitions have issued stamps to promote the exhibition. This includes the many philatelic exhibition have issued Cinderella stamps as part of their promotion and often appear on covers posted or cancelled at the exhibition.

Private courier and strike stamps are another extensive area of Cinderella stamps which can lead to wonderful exhibits. Private couriers produce a very wide range of stamps and labels. Many of the stamps prepay a service in the same way that postage stamps do and exhibits can be developed both as 'traditional' studies of the stamps themselves as well as displays akin to postal history. Strike stamps are similar to courier stamps but were issued to provide a courier service during a mail strike. Countries such as UK and Canada have issued many strike stamps.

Registration and other postal labels may also be shown in the Cinderella class as they do not easily fit in any other class, although airmail vignettes can also be shown in the Aerophilately class.

Exhibiting Cinderellas can be done in a very similar manner to exhibiting in the Traditional class. The exhibitor can include information on the stamp, its printer, method of printing, perforation, paper and watermarks. Information on the user of the stamp, how they were sold distributed and used should also be included. Material should be included which shows the use of the stamps and labels for their intended purpose. Many were used on covers, Australian regulations required that they be used on the backs of envelopes. Other stamps such as savings or coupon stamps were intended to be stuck on a form or booklet. These covers and forms should be included.

Cinderella exhibits are judged in a similar manner to traditional exhibits on the Treatment and Importance of the exhibit, Knowledge and Research, Condition and Rarity and Presentation. The rules for the class can be found at <http://www.apf.org.au/cind.htm> . The Cinderella Class is not recognised internationally and is only available at Australian National and State exhibitions.

One of the attractions of collecting cinderellas is that information about the stamps is often hard to come by and collectors have to hunt to obtain material and then actively research to find information on the stamps. One recent book which gives an idea of the scope of Cinderellas is the *Field Guide to the Cinderella Stamps of Canada* (see <http://www.birdbearpress.com/> ).

People interested in Cinderella stamps should consider joining one of the clubs focussing on these issues such as the Cinderella Society of Australasia and the UK-based Cinderella Stamp Club.

The Cinderella Class will be offered at Adelaide Stampshow 2014 to be held 10-12 October 2014, so plan now to show your Cinderella exhibit at Adelaide. Information and entry details can be found at <http://www.adelaidestampex.com/> .

The APF Coordinator appointed to promote and assist people interested in exhibiting Cinderellas is Tony Presgrave. Tony will be familiar to readers of Australasian Stamp News for his column on Cinderellas.



Poster stamps from Great Britain



Cash saver stamps from Woolworths



Danish Vandrelaug Seal on Danish Postcard



Lightning Ridge Local Post



Canada Strike Mail label used on cover in 1981