

## AUSTRALIAN CENTENNIAL EVENTS: 1930's

It seems that in the depths of the 1930's depression, everyone in the world had the same idea: to boost tourism using local events and print plenty of cinderellas to spread advertising about. How nice for us now, 80 years later. For convenience in the article, the issues are numbered with the pictures, but this is not claimed to be a full cataloging of what was released.

### CENTENNIAL of MELBOURNE, VICTORIA 1934

The choice of a centennial in 1934-1935 was a little bit arbitrary. There were settlers in what became the state of Victoria from 1803, but Melbourne, which became the capital of the state, was started in 1835, as was the town of Geelong, one of the first officially declared towns in Australia.

1. Fund label 1 design, 2 colors, blue or red. text: 'Centenary Victoria, Melbourne/ 1934-1935/ Fund'; produced by Victoria Government Printer on watermark paper, rouletted.



2. Set of 12 designs, text: 'Victorian and Melbourne Centenary Australia/ 1934-35', 11 vertical, 1 horizontal format, multicolour perf. 11.4; flora & fauna of Australia. Printed in a pane of 20 stamps, 8 designs are doubled.







The original layout for item #2.



3. Variation of above: Four Scouting jamboree stamps are inserted in the pane, and only 4 stamps are doubled.

Pane of #3 as printed. Size not to scale. Mainly because of the Scouting connection, the pane of #3 sells for up to \$200. Both sets have been reprinted recently for a \$10-20 alternative.



4. Set of 20 designs, text: 'Victorian and Melbourne Centenary Australia Oct. 34-35'; 16 vertical, 4 horizontal format with varied text at top, showing varied activities and locations, 'Come Celebrate a Great Occasion', etc. multicolor, perf 11.2.

Set no. 4 and no. 6 are the easier to find sets of the centennial era.

Note the pane was printed with upper left stamps tet beche



It is not too difficult to find uses of centennial poster stamps on covers. This was mailed in 1937, with a 3¢ stamp, date obscured. Business mail sent to Columbia, South America.



Back of the cover on the right, boosterism: Bendigo is a town in the center of Victoria State. The receiving cancel is dated February 11, 1937, so the Centenary stamp on the front is 2 years out-of-date.





Four stamps of set #4, mailed from East Geelong (Victoria state) to New York state, 17 May 1934, with 5 pence postage.

5. 1 design in 4 color types: red & blue, green & blue, orange and brown, green-grey & purple. text: 'Victoria Centenary & Sixth Australasian Philatelic Exhibition/ 1834 1934; November 8th-17th; / Vic VI'; Australia map, in the map center, a building "Town Hall Melbourne"; perf. 11.4, one or more straight edges on all stamps, so probably printed in panes of 6.



### SOUTH AUSTRALIA & ADELAIDE CENTENNIAL 1936

Adelaide is the capital of the state of South Australia, founded in 1836 as the planned capital (by the British) of the colony. It has over 3/4 of the population of the state in the one (port) city. 'Proclamation Day' is celebrated December 28 as the day the colony and city were officially announced in South Australia.

6. Set of 8; text: 'South Australia Centenary Celebrations 1836..1936'; there is added upper text on some designs; multicolor, vertical, perf 11.2; one scouting stamp with "Corroboree XMAS 1936"





7. Single design, text: 'Come to Adelaide Centennial Exhibition/ bring the family/ March 20 to May 16 1936', imperforate, multicolor yellow, red, dk blue and lt blue. Assumed to reference the South Australia 100th.



8. Single design, text: 'Come to Riverton and bring the family Centenary Celebrations/ 1937 Dec. 27-1938 Jan 8', imperforate, multicolor yellow, red & blue.

Riverton is a tiny town in South Australia, started in 1856, so unclear which Centenary is being celebrated. South Australia, national 150th, or other? #8 is not the same size or colors as #7.

### THE 150TH ANNIVERSARY OF AUSTRALIA 1938

The first permanent settlement of Australia by the British (transported convicts) began on January 26, 1788, in the area that became Sydney, Australia. This has become "Australia Day" down under.



9. Single design, seen in *LickEmStickEm: ...AUSTRALIA'S 150th Anniversary...* "Special fare concessions" at base; showing a man gesturing, and the new Sydney Harbor Bridge at the bottom. Inks light blue/orange/dark blue perf 12.5.

10. Set of 15 designs, text: 'AUSTRALIA'S 150th Anniversary/ Celebrations/ Sydney Jan-April 1938', A full sheet was 2 panes of 15 stamps in a 3 col. x 5 rows format. Most of the stamps have bottom inscription 'Design-Govt Printer N.S.W.' Multicolor, perf 12.0.





11. Sheet of 49 designs (7x7), text in each frame: 'Australia's 150th Anniversary/ 1788/ 1938' & a photo title in the bottom. mix of horizontal and vertical format; brown frames and tinted photographs in the center, green or violet or brown-red. In the Selvage: 'Photographs by courtesy of/ Australian National Travel Association and N.S.W. Government Printer/ Printed in Australia by/ Bloxham & Chambers Pty Ltd.' The frame seems to vary quite a bit, indicating probably several printing runs.

Margin printing is said to come in 4 varieties:

- A. Green numbers similar to plate numbers along [three] sides, Text is in the top margin in brown
- B. Red numbers along the sides. Text in the bottom margin in brown.
- C. Text in the top margin in green. No numbers [?]
- D. Text in the bottom margin in brown and green. No numbers.



12. Sheet of 56? designs (7x8?), similar to above but frame is in bright orange, centers are similar to #11, all b&w photographs tinted with a color, either red-violet, light green, or Black-blue. In the frame design the "150" has been removed from the top. Stamps are rouletted 7. Print quality is lower.

Margin text: 'Photographs by Courtesy Government Printer, New South Wales, and Carlton Studios, Sydney/ Copyright Design by Tilsha Products, 333 George St., Sydney\_\_Printed by Waverly Press, Central House, Central Square, Sydney.'

See next page for examples.

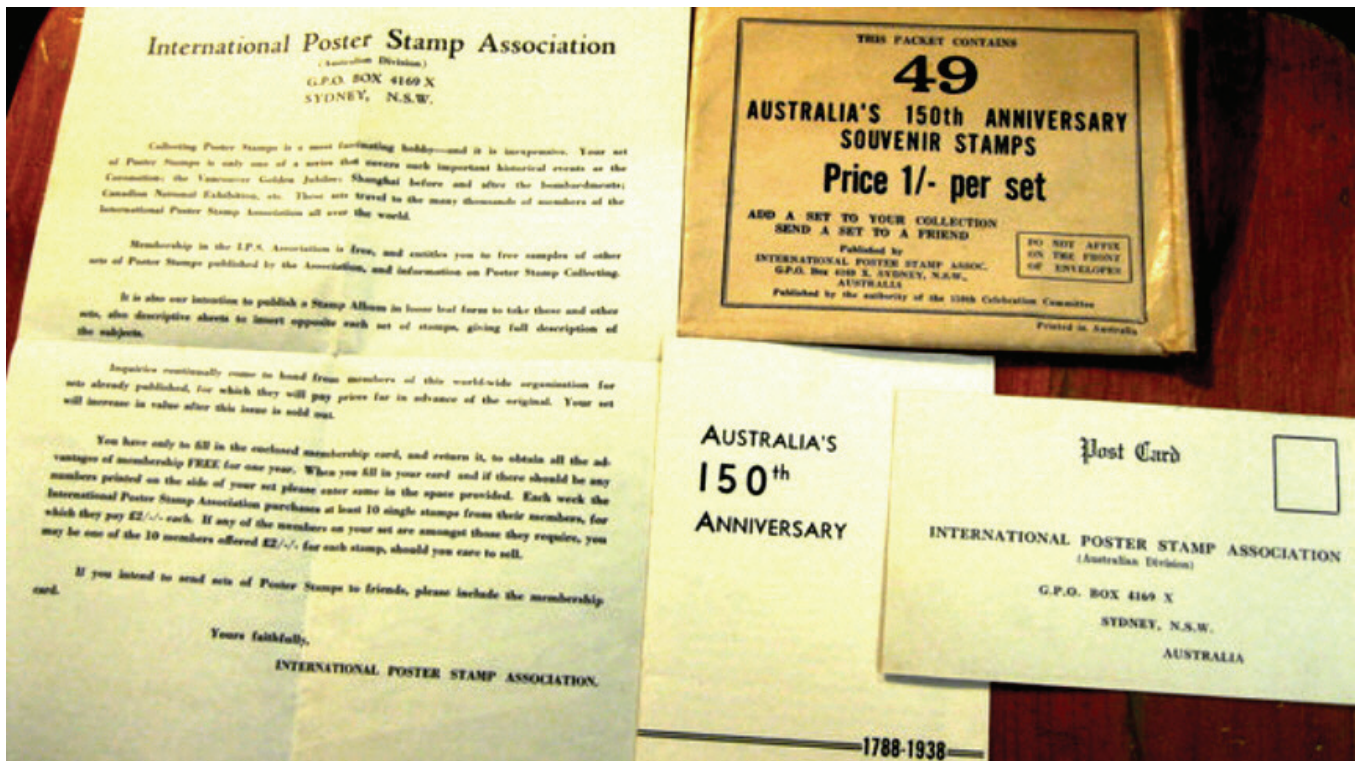




2 Varieties:  
the author has seen scans online which  
show all photos tinted red violet.







**INTERNATIONAL POSTER STAMP ASSOCIATION**  
(Australian Division)

Agent's No.  Series No. **A. 1**

**MEMBERSHIP APPLICATION**

Nos. on Set of Stamps Purchased by me


Please enter my name as a member of the International Poster Stamp Association. I understand that my purchase of a set of I.P.S. Assoc. Poster Stamps entitles me to a Free Membership for one year, including samples of your present and future issues, also bulletins of Club activities.

SIGNED.....

STREET.....

CITY or TOWN.....

STATE or PROVINCE.....

(Print Name and Address in Block Letters)

**NOTICE : This Card is valuable. To prevent risk or loss it should be mailed by purchaser only.**

A packet was used to distribute set #11 in 1938 at 1 shilling. Shown is a picture of the set package: Notice this references the "International Poster Stamp Assoc." and a card with which to join the International Poster Stamp Association was enclosed. The packet measured about 5.75" x 4.5" Panes of stamps were all torn into blocks to fit the envelope.



13. Sheet of 40 designs (5x8), similar to above, frame is green, text: 'PARRAMATTA-N.S.W./ Australia 1788/1838'; similar to set 11 & 12, varied photographs tinted green, brown or violet; No marginal text.  
 Parramatta is a city near Sydney (now a suburb) founded a few months after Sydney in 1788, so it could justify its own issue.  
 This sheet is apparently more scarce than the other two.



The pane of #13.



## CENTENNIAL OF THE ROYAL HOBART REGATTA 1938

1938 14. Single stamp, text: 'Tasman's Regatta Centenary/ 1838-1938 Hobart/ Attend the Hobart celebrations February 19th to 22nd 1938'; an embossed & die-cut Blue on silver foil stamp.

Hobart is the capital of Tasmania, and actually began as a fort in 1804. However, a custom of annual competitions began in 1838. It includes a sailing race, but also rowing, swimming, wood chopping [?!] and other contests. It eventually was named the 'Royal Hobart Regatta' by King George in 1934.



1938 14. Single stamp, text: 'Australia's 150th Anniversary...VK-ZL DX Contest'; Yellow, brown, green inks. Amateur shortwave radio ham contest, New South Wales state, 150th anniversary 1938.



This article was not written by an Australian. Apologies to Aussies for any stray gaffes. Those with additional dated material from this era, please email the editor with scans, etc.