

MOOMBA

History: Begun in 1955 to support the arts, the first festival was a fifteen-day event now four days. In 1959 to coincide with this event, and influx of tourists, the Victorian Philatelic Association decided to hold a stamp display, and applied to the Postmaster General for permission to print an aerogramme which reflected the festival theme. Permission was granted and Permit No. 21 was assigned to the Association. Licence is still current.

Designer: John Flexmore, of Melbourne, Victoria, Australia.

Printer: Sands and McDougall Pty. Ltd., Melbourne, Victoria, Australia on Azure sunlight paper Format III as Australian Aerogrammes ready for the 1960 festival. Numbers printed unknown.

Price: 6d each + postage + 6d service fee.



First Permit aerogramme No. 21 showing logo for the 1960 Stamp Exhibition. Pmk. First day.

Contents: The 4 Aerogramme Issues printed 1960 – 1963.

- **1960 Moomba Art Festival:** Two flaps as official Australian aerogrammes. Overprint double line SPECIMEN Local and overseas usage from Moomba Mobile Post Office with special postmark.
- **1961 Platypus/map design:** Artist's drawing, two paper shades leading to colour variations. Used SPECIMEN. Local and overseas usage from Moomba Mobile Post Office with special postmark.
- **1962 Tiger cat design:** artist's drawing, printing colour shades, two paper types. Festival programme Usage at later festivals local and overseas from Moomba Mobile Post Office with special postmark.
- **1963 Grass tree design:** paper types, first and last day usage. Late date 1967 with stamp display programme.

Bibliography: Research by J. Orr in Permit Aerogramme Listing by J. Orr and R. Peck. Postmarks: Australia Post Bulletins.

1960: MOOMBA ART FESTIVAL

Aerogramme for Stamp Exhibition Treasury Gardens, Melbourne, V. Format III. Front panel at right. Two sealing flaps, gum arabic. Writing area 300 X 189mm. Folded: 145 X 87mm. No inside admonition.

Affix postage
Stamp value
10d.

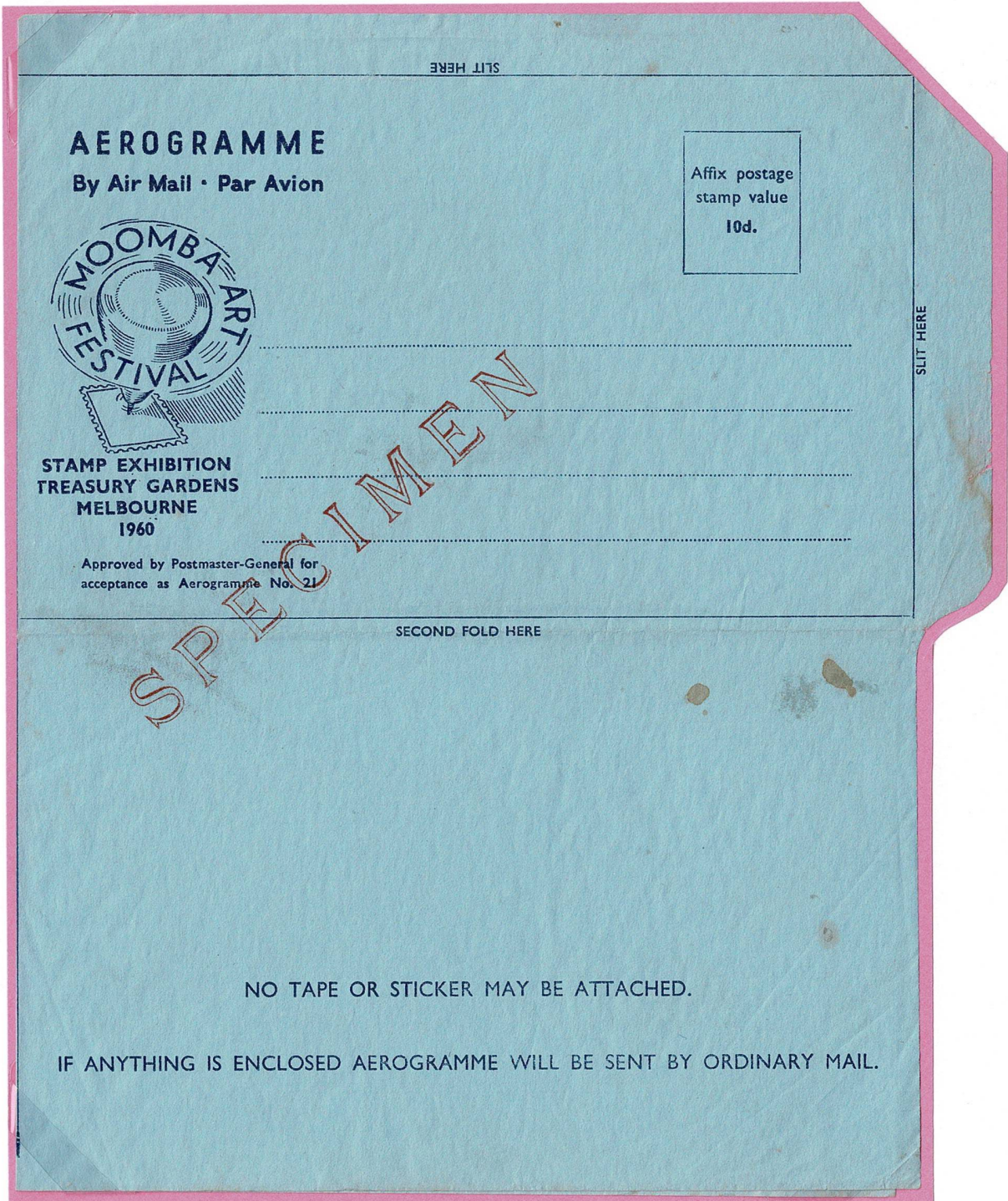


Two line admonition
on reverse.

1960: MOOMBA ART FESTIVAL

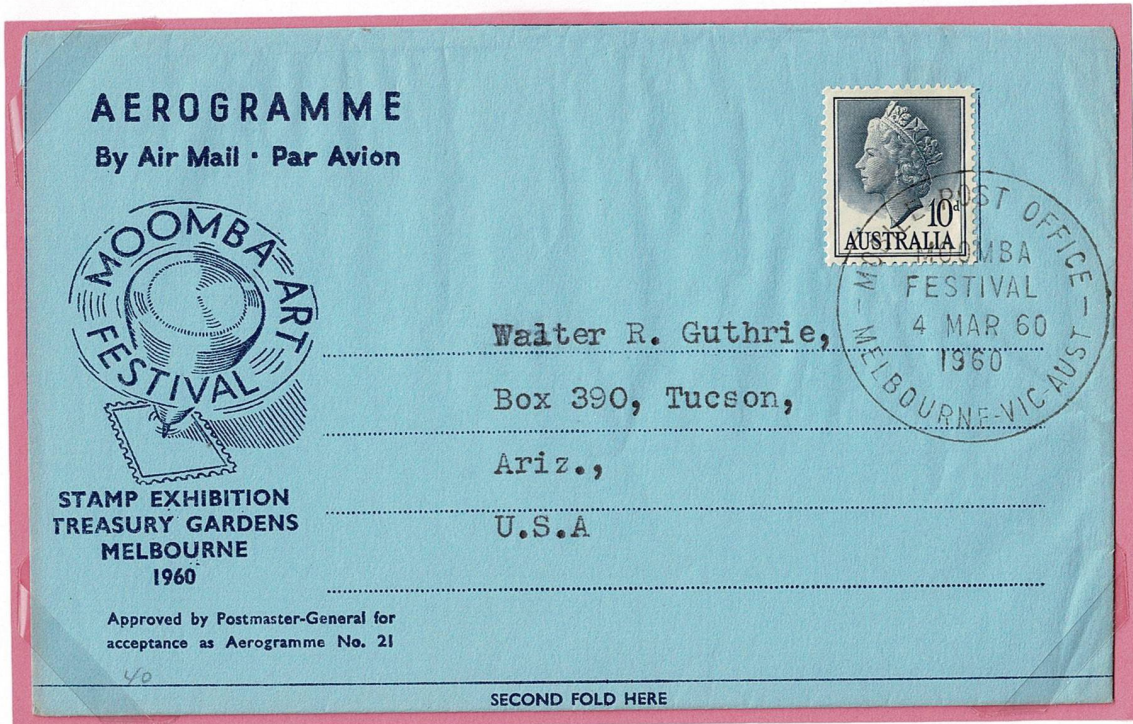
Azure sunlight paper, UV dark brown. Weak border dark 10d. postage admonition.
Overprinted double line SPECIMEN in red.

Numbers overprinted - Unknown.

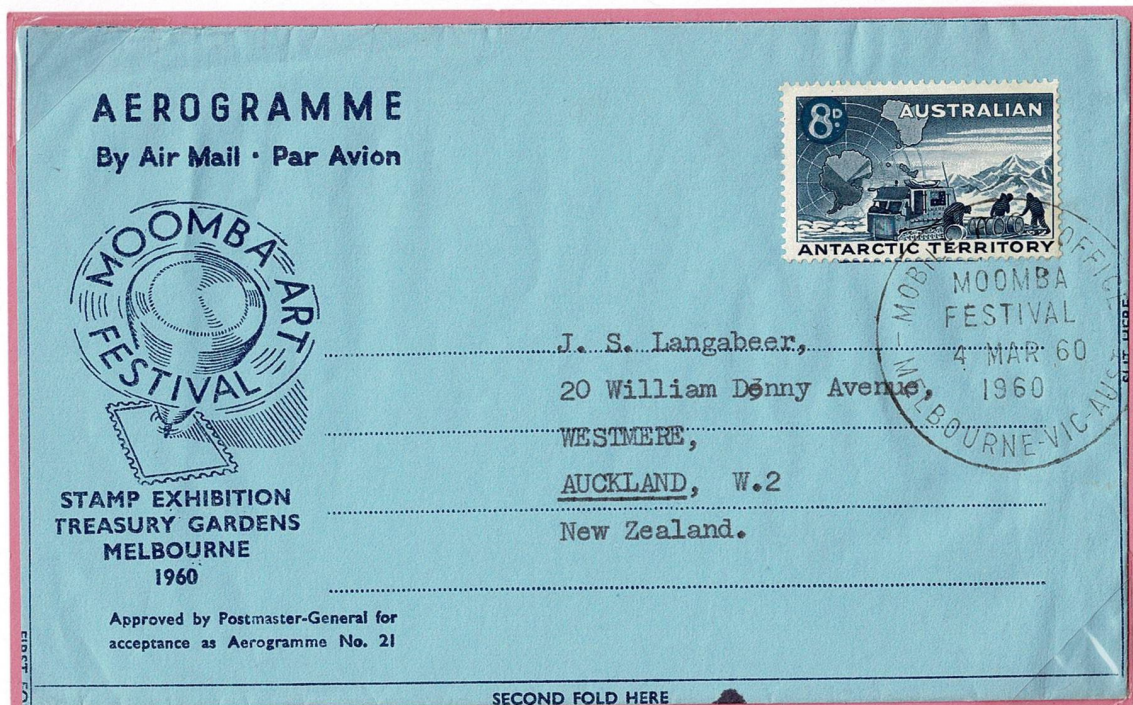


1960: MOOMBA ART FESTIVAL

Azure sunlight paper dark grey UV. Sent from Mobile Post Office, Melbourne Vic. Aust. to Arizona, USA. First day Moomba Festival. Postmarked 4 MAR 60. Additional 1960 added under date. 10d. as admonition.



Details as above to Auckland, New Zealand. Rate for letter 1.10.1959 5d. up to 1oz; 3d. each additional oz within Australia and British Commonwealth. 8d. correct rate.




1961: PLATYPUS/MAP DESIGN:

Pen and ink drawing for aerogramme cachet by John Flexmore with pencil annotations for reduction to correct size.

**MOOMBA
FESTIVAL**



**STAMP  DISPLAY
MELBOURNE • 1961**

for $\frac{1}{3}$ REDUCTION

$\frac{1}{2}$ " x 2"

1961 PLATYPUS/MAP DESIGN

Format III, front panel at right, two sealing flaps, gum Arabic. Writing area 300 X 189mm folded 145 X 87mm.

Azure sunlight paper.

UV dark grey.

Back panel Sender's name and address with 4 lines plus two -line admonition.

Dark printing.

SLIT HERE

Overseas Service

AEROGRAMME

By Air Mail · Par Avion



Approved by Postmaster-General for acceptance as Aerogramme No 21

Affix postage stamp
10d.

SLIT HERE

Overseas Service

AEROGRAMME

By Air Mail · Par Avion



Approved by Postmaster-General for acceptance as Aerogramme No 21

Affix postage stamp
10d.

SLIT HERE

SEND

SECOND FOLD HERE

IF ANYTHING IS ENCLOSED

SENDER'S NAME AND ADDRESS

THIS FORM MUST BEAR POSTAGE

IF ANYTHING IS ENCLOSED OR ANY TAPE OR STICKER ATTACHED,
THIS FORM MUST BEAR POSTAGE AT THE RATE FOR AIR MAIL LETTERS.

Azure sunlight paper.

UV dark grey.

Light printing most noticeable on platypus and map.

1961 PLATYPUS/MAP DESIGN

Format III, Permit No. 21. Azure sunlight paper UV dark grey, two shades. Cachet dark print, patchy map. Light shade sent from Mobile Post Office, first day 3 MAR 61 (1961 added) – New Jersey USA. 10d rate.



Greyish shade, dark blue print, map patchy. Sent to Normanhurst, via Sydney, NSW. First day Moomba postmark from Mobile Post Office as above on 5d stamp for local use.



1961 PLATYPUS/MAP DESIGN

Inside instructions re folding and moistening flaps, other admonitions printed on back. Overprinted double line SPECIMEN in red sent locally to Hawthorn V, from Mobile Post Office, Moomba 10 MAR 61 Extra 1961 added. Postage rate 5d. Light printing most obvious on platypus and map.

MOISTENING ADHESIVE

FOLD FLAPS BEFORE

SLIT HERE

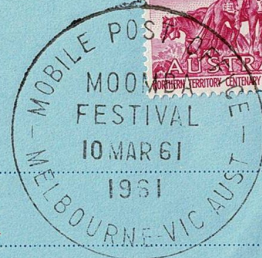
Overseas Service

AEROGRAMME

By Air Mail · Par Avion



Approved by Postmaster-General for acceptance as Aerogramme No. 2



SLIT HERE

SPECIMEN

Miss J. Rusch

835 Burwood Rd

Hawthorn E.3.

SECOND FOLD HERE

SENDER'S NAME AND ADDRESS

IF ANYTHING IS ENCLOSED OR ANY TAPE OR STICKER ATTACHED,
THIS FORM MUST BEAR POSTAGE AT THE RATE FOR AIR MAIL LETTERS.

1962 TIGER CAT DESIGN

Pen and ink drawing for aerogramme cachet with pencil annotation re size and colours by John Flexmore.



Reduce to:
 A/ 2 1/2" for 2 colour.
 B/ 1 2/3" 1 colour.

John Flexmore

2 Colours
 all lettering, black
 outer boomerang, wreath
 and tiger cat 2nd colour

I For 1/2 reduction
 and I for 1/3
 reduction

4 1/4"

unmounted - fixing flange

1962 TIGER CAT DESIGN

Format III front panel at right, two sealing flaps, gum Arabic. Writing area 300 X 189mm folded 145 X 87mm.

Azure sunlight paper.
UV dark grey.
Gum top flap 1.25mm
Side flap .75mm.
Inside admonition.

FOLD FLAPS BEFORE
MOISTENING ADHESIVE

SLIT HERE

Overseas Service
AEROGRAMME
By Air Mail · Par Avion

Affix postage
stamp
10d.



Approved by Postmaster-General for
acceptance as Aerogramme No 21

SECOND FOLD HERE

SENDER'S NAME AND ADDRESS

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.....

IF ANYTHING IS ENCLOSED OR ANY TAPE OR STICKER ATTACHED,
THIS FORM MUST BEAR POSTAGE AT THE RATE FOR AIR MAIL LETTERS.

Greyish blue paper.
UV dark grey.
Two line admonition.
Light printing most
noticeable on Tiger Cat.

SLIT HERE

1962 TIGER CAT DESIGN

STAMP DISPLAY GUIDE.

The guide included advertising, Philatelic Societies of Victoria, and details of the 23 exhibits on display. Available for sale at 6d each.

A feature of the cover was the design adopted for the Aerogrammes which were also on sale at the show, where stamps for posting and the special Moomba Festival postmark were available at the mobile post office.

Permit 21 Aerogramme, light printing used on first day of the exhibition 2 MAR 62 (1962 added) postmark.

10d correct aerogramme rate as per admonition under stamp but local use to Coburg, Melbourne Vic.



STAMP DISPLAY GUIDE 1962



Overseas Service
AEROGRAMME
By Air Mail · Par Avion



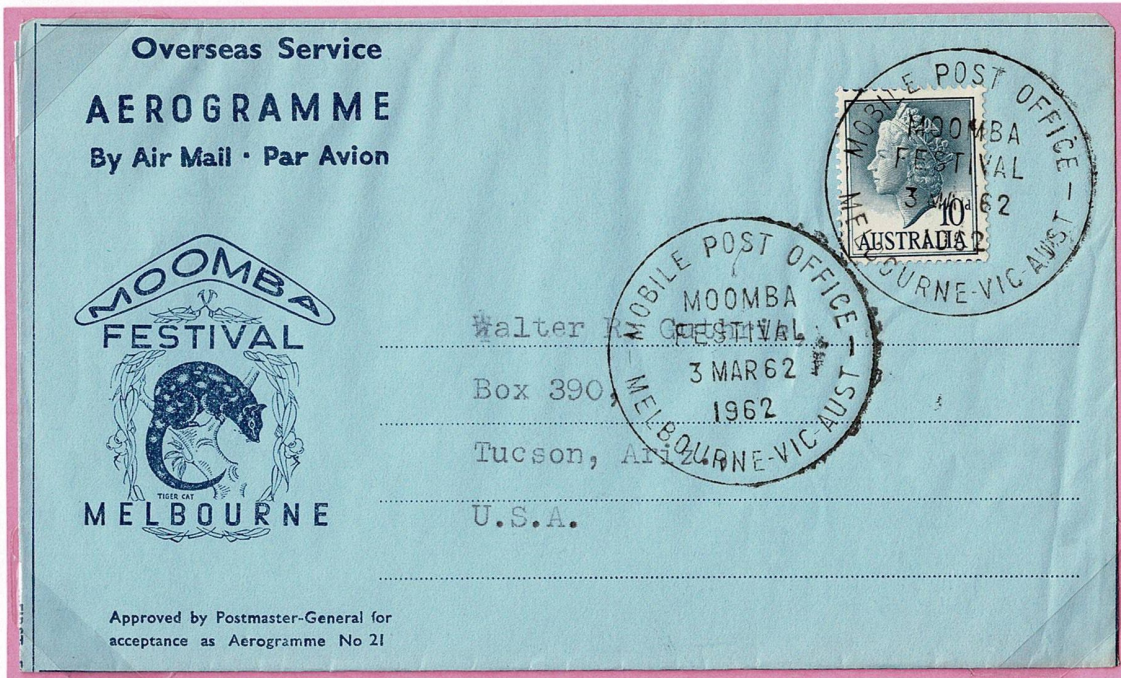
J. A. Short,
5 Patterson St.,
Coburg, VIC

Approved by Postmaster-General for
acceptance as Aerogramme No 21

1962 TIGER CAT DESIGN

Format III. Permit 21. Two paper and printing shades.

Top: light azure sunlight paper, UV dark grey, light blue printing most noticeable on tiger cat.
Sent from Moomba Festival mobile post office – Tucson USA postmarked 3 MAR 62 (1962 added).



Greyish blue sunlight azure paper UV dark grey. Dark blue printing (note Tiger Cat).
Posted Moomba Festival Post Office – Ainslie ACT local use 5 MAR 62 (1962 added).



1962 TIGER CAT DESIGN

Although super-ceded by 1963 design the Tiger Cat aerogramme was used from later festivals. Light azure paper dark print postmarked at Moomba Festival Mobile Post Office 7 MAR 67 (1967 added) Aerogramme rate 9c; admonition still 10d. **Sent as other article rate zone 1 8c decimal currency 1966.** Addressed to Port Moresby TPNG. Inside 'George, / Posting tomorrow to get special postmark'.



Greyish paper, cachet light blue print. Postmarked from Mobile Post Office Moomba Festival - 1 MAR 68 (1968 added). Although 10c aerogramme rate sent locally within Victoria.




1963 GRASS TREE DESIGN

New cachet design incorporating two spears, Moomba Festival Melbourne wording, forming a rectangle surrounding a grass tree in flower. Other attributes as previous **except top flap now 1cm.**

SLIT HERE

Overseas Service
AEROGRAMME
By Air Mail · Par Avion

Affix postage stamp
10d.



MOOMBA
FESTIVAL
MELBOURNE

Approved by Postmaster-General for acceptance as Aerogramme No. 21

SLIT HERE

SECOND FOLD HERE

SENDER'S NAME AND ADDRESS

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IF ANYTHING IS ENCLOSED OR ANY TAPE OR STICKER ATTACHED,
THIS FORM MUST BEAR POSTAGE AT THE RATE FOR AIR MAIL LETTERS.

1963 GRASS TREE DESIGN

Format III as previous pale blue paper sent from Mobile Post Office Moomba Festival 1 MAR 63 (first day). Postmark has added 1963 to Lawrence, Mass. U.S.A. 10d correct rate per admonition. First day of Festival.



Greyish blue paper. Mobile Post Office Moomba Festival 8 MAR 63 additional 1963. Melbourne Vic., to Hailsham, Sussex, England. 10d correct rate paid by 2 x 5d. Canberra F.D.I. stamps. Last day of Festival.



1963 GRASS TREE DESIGN

The Victorian Philatelic Association continued to hold stamp displays during the Moomba Festival. These were visited by stamp collectors and philatelists from Australia and the World.

VICTORIAN PHILATELIC ASSOCIATION



Overseas Service
AEROGRAMME
By Air Mail · Par Avion



Approved by Postmaster-General for
acceptance as Aerogramme No. 21

Whether earlier aerogrammes were available at the mobile post office, or taken there by collectors is not documented, but these can be found postmarked at later festivals. Mobile Post Office 3 MAR 67 added 1967 to Cleveland Qld. 4c local rate.



*Silva Balfour
Panorama Drive
Thornlands
Via Cleveland
Q/land.*

MOOMBA STAMP DISPLAY GUIDE

Price 10¢

Victorian Philatelic Association
MOOMBA
STAMP DISPLAY GUIDE
Available for purchase at the Show
Price 10c. A must have document!