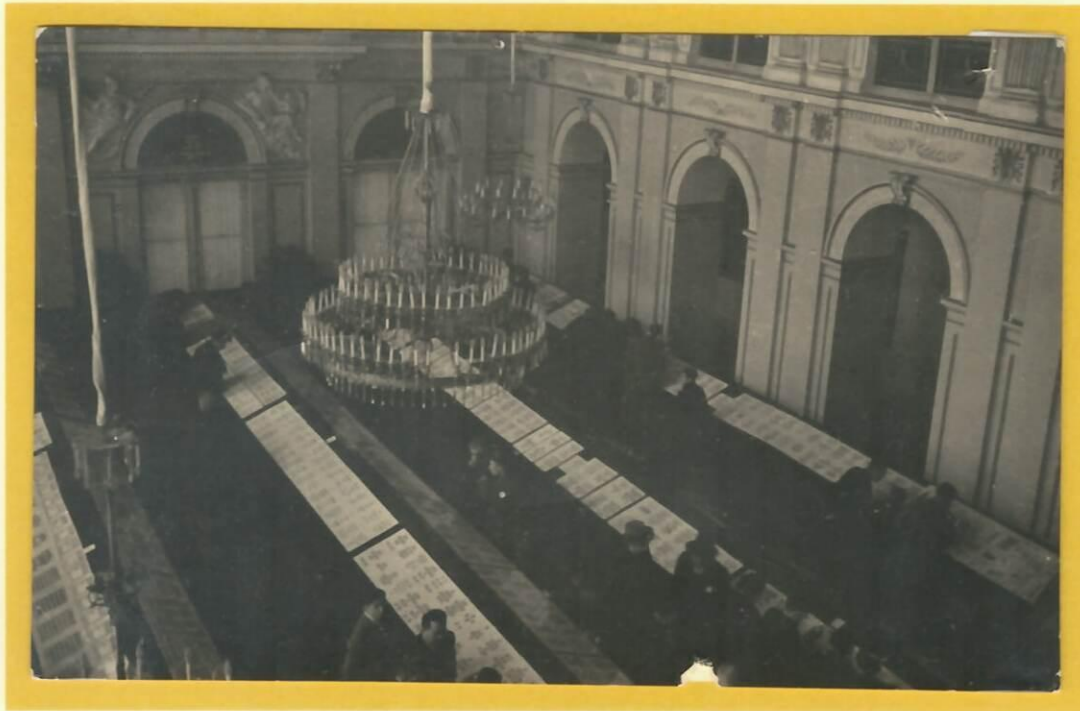


Philatelic Exhibition in Varaždin 17.01.1937



The postcard shows:

A large number of visitors, more than 500 visitors were registered early in the morning.

Marks were exposed in cabinets in length of 130 meters.

The exhibition was open at 9:00 am and ended at 6:00 pm and lasted only one day.

The entrance was free and the purchase badges were sold, for adults 3 dinars, and for the students 1 din.

The first written record of the Varaždin Philately dates back to 1920, and the meeting place was on Wednesday night at the Novak inn. Quality work soon resulted in organising and philatelist exhibitions.

In a long and extensive research work, more than forty exhibit papers have been collected, and only one part is shown here.

Interesting facts:

After 81 years, in the same building of the City Theatre, in the big concert hall, the international exhibition ALPE-JADRAN FILA 2018 was held.

Exposure Plan:

Front page	page 1
Original Rules of the First Exhibition, published December 15, 1936	page 2
An invitation to hold an exhibition addressed to the government	page 3
Duplicate Invitation (flyer)	page 4
Eight pages party call	page 5
Postcard of a theatre building from that time	page 6
The Philatelic Letter of "Varaždin Aircraft" arrived in England for three days	page 7
An embassy postcard travelled, using a trademark	page 8
Exceptionally rare, original, entrance ticket	page 9
Registered letter directed from Varaždin to Zagreb, RE-INVOICED	page 10
Original newspaper clipping with translation from Hungarian	page 11
Original postcard - Exhibitors' pictures, a board and a jury	page 12
Original postcard - a large number of visitors	page 13
Photo medal-plaque (because the thickness is not suitable for display in this case)	page 14
Double-sided diploma exhibiting Austria, dimensions 34 cm x 26,7 cm	page 15-16

NOTE

In June 2021 a book has been self-published which depicts this exhibit and its exhibition materials more extensively

P R A V I L N I K
=====

Prve filatelističke izložbe u Varaždinu dne 17. januara 1937.

- 1./ Izložke prima izložbeni odbor na ruke g. B. Gregl-a trgovca u Varaždinu, te priredjivački odbor za njih jamči po primitku do predaje na poštu.
- 2./ Izlišci moraju biti do ro omotani i po izlagatelju osigurani kod otpreme poštom. To isto važi za odbor kod povratka izložka.
- 3./ Pravo izlaganja pripada svakom aktivnom sabiraću maraka.
- 4./ Omladinske izložke pregledava izložbeni odbor, koji odlučuje o njihovoj mogućnosti izlaganja.
- 5./ Seniori plaćaju u ime prijave Din. 10.- i Din. 5.- po tekućem metru.
- 6./ Juniori su oslobođeni plaćanja prijave i stavlja im se na raspolaganje 10 tekućih metara besplatno.
- 7./ Izložba će se održati u maloj dvorani kazališne restauracije, te su izložci potpuno osigurani protiv vlage i svake štete.
- 8./ Izložci se vraćaju po svršetku izložbe izlagaču izravno, ili putem pošte.
- 9./ Izložci se ocjenjuju i nagradjuju po ocjenjivačkom odboru koji se sastoji iz 5 lica.
- 10./ N a g r a d e :

	Dobitnik plaća:
a./ za seniore	za pod a./
1 pozlaćena plaketa	za pozl. plaketu Din. 60.-
3 posrebrene plakete	" posreb. " " 40.-
5 brončanih plaketa	" bronč. " " 30.-
15 diploma	" diplomu " 15.-
b./ za juniore	za pod b./
3 brončane plakete	za bronč. plaketu Din. 20.-
5 diploma	" diplomu " 10.-
- 11./ Ocjenjivačkom sudu pripada pravo povećati ili smanjiti broj nagrada.

U Varaždinu, dne 15 decembra 1936.

Božidar Gregl v.r.
trgovac

Dušan Grims v.r.
mr. ph.

Drago Čoklica v.r.
priv. namj.

Philatelic Exhibition in Varaždin 17.01.1937.



GRADSKO POGLAVARSTVO

VARAŽDIN.

Sabirači maraka / filatelisti / grada Varaždina priredjuju dne 17.siječnja 1.937 u Varaždinu, I. filatelističku izložbu po primjeru ostalih velikih gradova i kulturnih središta sa predavanjem.

To je prva izložba te vrste u gradu Varaždinu, na istoj će biti izlagana iz cijele zemlje, te postoji nada da će doći i dosta stranaca. Ista se održaje u progandne^{i turističke} svrhe, naročito sa ciljem da se podmladku dade podstrek za zanimanje koje je svakako svrsishodnije od raznih kinematografa itd. da im se dade zanimanje koje važno koli sa znanstvenog i kulturnog te i estetskog gledišta.

U tu svrhu molimo gradsko poglavarstvo i zastupstvo slob. i kr. grada Varaždina, da nam za gornji dan odstupi veliku dvoranu kazališta bezplatno, a u slučaju da to nije moguće, onda uz minimalnu odštetu / naplatu / a da nam u visini plateža dvorane podijeli subvenciju.

Varaždin, 23. prosinca 1.936.

za priredjivački odbor

Josip Ivan Gregur *Antun Kralj*

GRADSKO POGLAVARSTVO VARAŽDIN
GRADSKO POGLAVARSTVO VARAŽDIN
Primljeno 24. DEZ. 1936 19. god.

Registarski broj	Prijava	Priloga
21704	1	2/III

~~Profodarskom odboru svoje~~
Na pretes.
Predsjednik gradske općine

Varaždin 18. XII. 1936



POZIV

Čast nam je ovime Vas pozvati na

I.

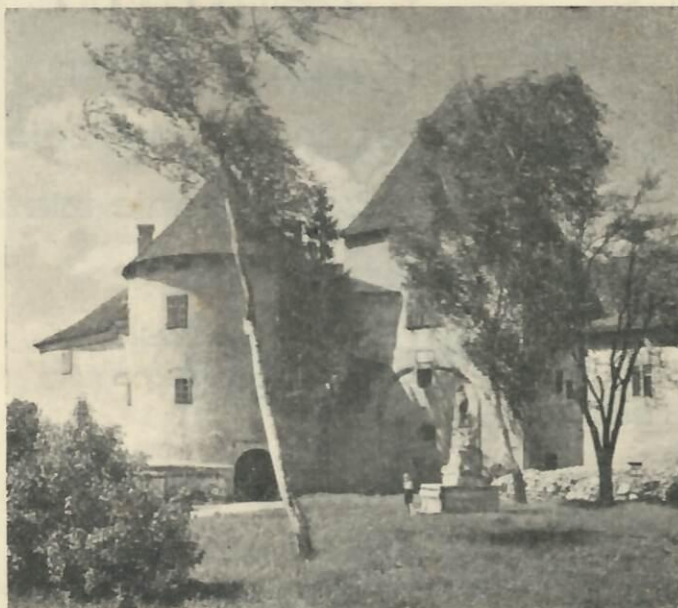
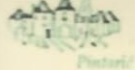
Filatelističku izložbu u Varaždinu

koja će se održati u velikoj kazališnoj
dvorani 17 siječnja 1937

Priredivački odbor poduzeo je sve potrebno, ne žaleći truda, kako bi sabirači maraka (filatelisti) kao i prijatelji filatelije, koji su se već u povećem broju prijavili, što bolje osjećali u starodrevnom i slob. gradu Varaždinu

Sa filatelističkim pozdravom
Priredivački odbor

Two-side invitational (flyers), which the organising committee invites to the opening of the exhibition at 9.00 am, with the note that the entrance is free and that the purchase badges for adults will be sold for 3 dinars, and for the students for 1 dinar



Prva
Filatelistička izložba
u Varaždinu

dne 17. siječnja 1937.
u velikoj kazališnoj dvorani

„NARODNA TISKARA“ VARAŽDIN

Original invitation to the exhibition from the author's archive, contains 8 sheets

Some copies have been franked and sent to various addresses. It contains a schedule and describes the board, jury and exhibitions - seniors and juniors. The inside contains promotional tourist content.

Philatelic Exhibition in Varaždin 17.01.1937.



Postcard (from that time) with the city theatre building. It was built in 1873 according to the project of the famous Viennese architect Herman Helmer. In the construction, a form of Renaissance, baroque and rococo was applied. The same exhibition was organised in the grand hall of the city theatre.



The theatre today

Philatelic Exhibition in Varaždin 17.01.1937.

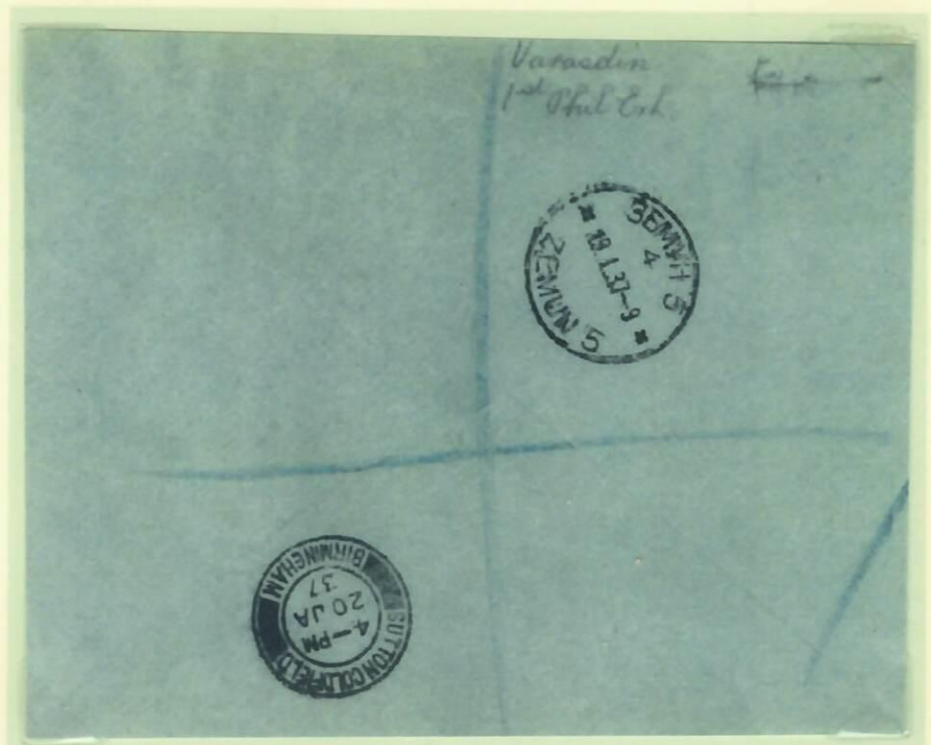


- VARAŽDINSKA AVIONKA, recommended letter by air mail.
- VARAŽDIN - SUTTON COLDFIELD, ENGLSKA 17.01.1937.
 Postmaster: Dinara 13.00; Letter for Abroad 20 gr. Dinara 4.00;
 Airline surcharge: Dinara 2.50 (**Postage surcharge: Dinara 2.50**)

The marks were annulled with the occasional Red Sign on the occasion of the Philatelic Exhibition in Varaždin only 17th of January 1937.

On the back is the transit stamp ZEMUN 5 18.01.1937. and an additional stamp SUTTON COLDFIELD, BIRMINGHAM 20.01.1937 →

Recipient: Messrs. Francis J. Field, Ltd. (1895-1992) Sutton Coldfield, England. →



Copy of back side



Embassy postcard 17.01.1937.

Correctly franked by the postmark of King Alexander (50 para) and the mark of King Peter II. (25 para).

The marks were annulled by a special red seal used exclusively during the exhibition. It is well known that more pieces of stationery are sent to various addresses



Reduced copy on the back of the postcard



Philatelic franked postcard with exhibition stamp in Varaždin 17.01.1937



Kalendar 1937

Siječanj						
Po	Ut	Sr	Če	Pe	Su	Ne
53				1	2	3
1	4	5	6	7	8	10
2	11	12	13	14	15	17
3	18	19	20	21	22	24
4	25	26	27	28	29	31

Entrance ticket – exceptionally rare, original, entrance ticket sample used during the exhibition.

On commemorative card, dimensions 4.5 cm x 4.5 cm there is a stamp imprint of so called III. board (source Strpić) SHS 1918/1919 page no. 19, publication of the catalog from 1917.

Printing game – color changes, during imprint on the card denomination 5 filira. At the end of the card there is a lace Croatian pleter – red and white lace. On the face of the card there is a text of the first exhibition whereas on the back there is a color imprint over which hand, steel, red colored, 30 mm diameter seal is imprinted.

The exhibition was opened on Sunday at 9 a.m. and lasted continuously until 6 p.m.

Momentarily still insufficiently researched details whether it was purchase badge; as the author of the exhibition notes in his book on the exhibition published 2021.



Registered letter directed from Varaždin to Zagreb on 17.01.1937

Franking of 7 Din, re-invoiced denomination (regular letter – 1,50 Din, registered 3,00 Din) as pure philatelic letter.

Used stamps (01.12.1931 – 01.07.1937), regular stamps featuring King Peter II. Designed by S. Grujić, letterpress of State Postage Stamp Printing Factory in Belgrade. Chalky paper, white gum, comb perforation 13:121/2.

A unique round, hand, steel, red color seal, 30 mm in diameter was used.

In upper semicircle "Varaždin", underneath it in Cyrillic "PHILATELIC", and in semicircle "EXHIBITION". In the middle blank field there is a date.

The letter has been sent with the unique number 5. R - registered letter.

At the letter back there is an imprint of incoming black color seal, round, with the same day date 17.01.1937 Zagreb.

Recipient: Mister Dr. Breitenfeld Fedor (28.XII.1908 – I.XI.1937)
He was a lawyer, legal historian and renowned philatelist who contributed to many texts: Almanah, Vjesnik...

A varazsdini bélyegkiállítás

Az elmúlt vasárnap a varazsdini városi színház nagytermében nagyszabású bélyegkiállítás volt, amelynek megnyitásán megjelentek dr. V. Milkovics polgármester, a katonai és polgári hatóságok képviselői, valamint igen sok zagrebi, csakoveci és környékbeli gyűjtő, többek között Gregorcsics Vilmos, a zagrebi filatellista egyesület elnöke is.

A kiállítást Gregl Bozsidár, a rendezőbizottság elnöke nyitotta meg, majd ő kalauzolta végig a meghívott vendégeket a kiállításon, amelyet vasárnap délelőtt ötszázán tekintettek meg, délután pedig az iskolaiifjuság vonult fel a bélyegbemutatóra, amely minden tekintetben jól sikerült.

A pártatlan zsűri az első díjat aranyplakettet Gregl Bozsidárnak juttatta, második díjat nyert Berislav Klemenčič (Zagreb), harmadik díjakat Dušan Grims, Dragutin Čekadu, Milan Blas (Varazsdin) Fenyéb díjakat, vagy diplomákat kaptak: A. Kohn (Zagreb) Ruggieri Marinello (Zagreb) Ivan Jakoplić Bruchner Armin, Gregorcsics Vilmos (Zagreb) Dr. Wolf (Csakovec) dr. Nikola Pečornik (Varazsdin) és Franjo Ožeg (Split). A rendezett börzén résztvettek a Kugli könyvkereskedés, A. Kapon, Steiner Izidor, Pavao Bayer bélyegkereskedők Zagrebból.

A kiállításon alkalmi postahivatal működött, amely piros színű speciális bélyegzőt használt.

Freilich Mancl

NAPLÓ 1937. január 24.

NAPLÓ 24. February, 1937.

Translation from the Hungarian:

In the large hall of the Varaždin Theatre a large philately exhibition took place last Sunday, at the opening of which were Dr. V. Milković - the mayor, representatives of civil and political authorities, as well as philatelists from the surrounding area, Zagreb and Čakovec, among others Gregorinčić Vilim, president of the Philatelic Society from Zagreb.

The exhibition was opened by Gregl Božidar, president of the organising committee and followed the guests through the exhibition. On Sunday, the exhibition was attended by about 500 visitors. The exhibition has succeeded in every view.

The unreserved jury awarded the gold plaque to Gregl Božidar, the second prize to Berislav Klemenčič (Zagreb), the third prize Dušan Grimsu, Dragutin Čekadu and Milan Blas (Varazdin). Other awards and diplomas were received by A. Kohn (Zagreb), Ruggieri Marinello (Zagreb), Dr. Wolf (Čakovec), Nikola Pečernik (Varazdin) and Franjo Ožeg (Split). On mark fair attenders were the bookmark Kugli, A. Kapon, Steiner Izidor, Pavao Bayer, trade mark dealers from Zagreb.

The post office, that used a special red postal stamp, was working at the exhibition.

Philatelic Exhibition in Varaždin 17.01.1937.



Occasional postcard shows:

BOARD OF DIRECTORS:

Mr. Čoklica Dragutin
Mr. Gregl Božidar
Mr. Grims Dušan
Mr. Petrović Mirko
Mr. kap. Semolić Milan

JURY:

g. kap. Semolić Milan, president of the jury

Jurors:

Mr. Čoklica Dragutin
Mr. Petrović Mirko
Mr. Vukalović Dragutin
Mr. Zwerger Erwin

Deputy:

Mr. Ivan Lebović

SENIORS EXHIBITORS:

Mr. Blas Milan
Mr. Bruckner Miroslav
Mr. Čoklica Dragutin
Mr. Deutsch Alfred
Mr. Gregl Božidar
Mr. Gregorinčić Vilim
Mr. Grims Dušan
Mr. Jakoplić Ivan

Mr. Klemenčić Berislav
Mr. Kohn Aleksander
Mr. Ožeg Franjo
Mr. Dr. Pečornik Nikola
Mr. Ruggiero Marinelo
Mr. Vukajlović Dragutin
Mr. Dr. Wolf Stjepan
Mr. Zwerger Erwin

YOUTH EXHIBITORS:

Meixner Zdenko, Velikonja Nenad, Vrančić Josip

Philatelic Exhibition in Varaždin 17.01.1937.



Postcards (not travelled) show:

A large number of visitors from Varaždin and its surroundings, numerous guests from Zagreb and Čakovec, and members of the Philatelic Alliances.

More than 500 visitors were registered before noon.

Exhibits on showcases in length of 130 meters.

The exhibition ended at 18:00



Philatelic Exhibition in Varaždin 17.01.1937.

Photo medal: a sheet of gold-plated sheet of silver awarded to the exhibitor for exhibition - Austria. Each recipient of the award had to pay for the plaque.



On a tile plate up in a special lawn made of laurel (red, green, white enamel): coat of arms of Varaždin. Below the crown engraved four rows: PHILATELY EXHIBITION IN VARAŽDIN 17.01.1937. Between the two marks of the day and the month of that year, the artist's name was engraved. Dimensions 12.4 x 8 cm.

DIPLOMA

PRVE FILATELISTIČKE IZLOŽBE U VARAŽDINU

podijeljena gosp. *Blaž Milan-u* iz *Varaždina*
za izložak "*Austrija*",
te je po poroti nagrađen sa *srebrnom plakatom*

U Varaždinu, dne 17. siječnja 1937.

Pretsjednik izložbenog odbora:

Mirko Petrović

Pretsjednik porote:

Mil. Ševčić