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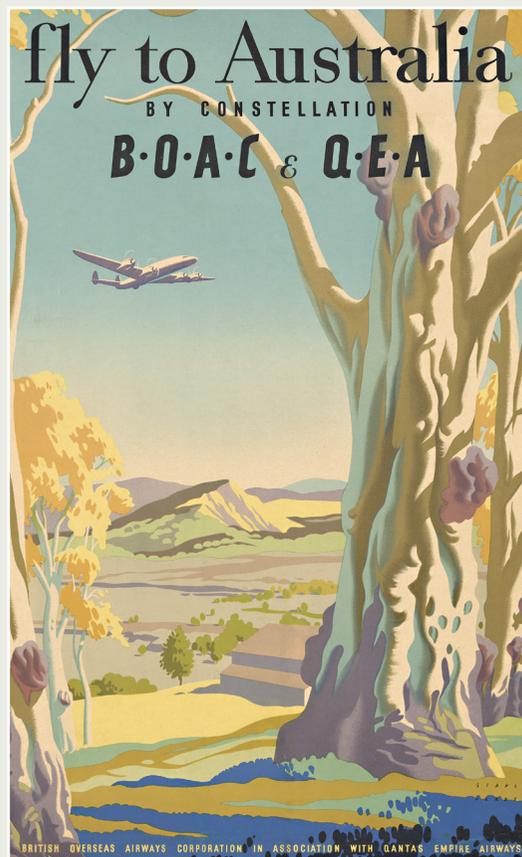
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**NATIONAL LIBRARY OF AUSTRALIA 2019 APPEAL**

# Donate now

[nla.gov.au/support-us/posters](http://nla.gov.au/support-us/posters)



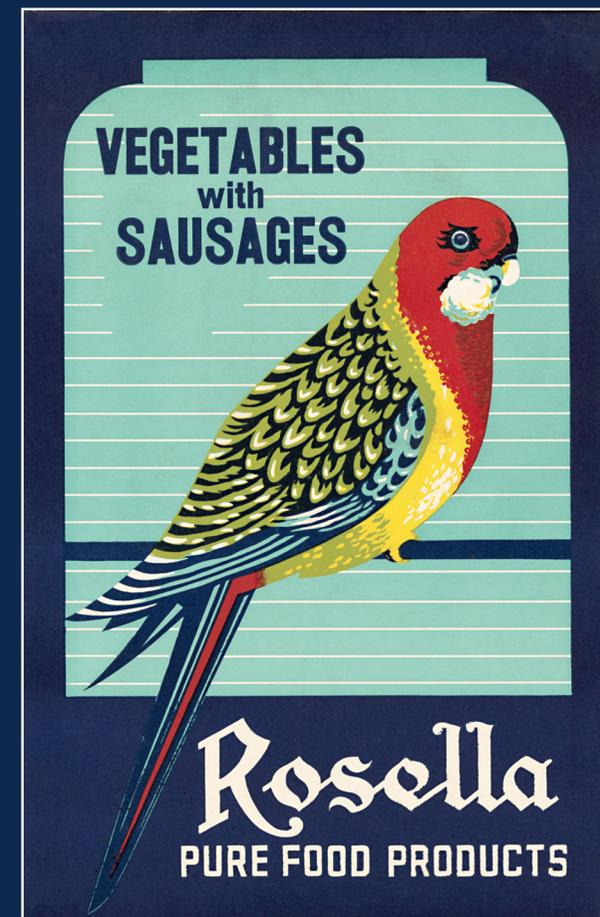
Above: Frank Wootten, *Fly to Australia* by British Overseas Airways Corporation and Qantas Empire Airways, c.1950, nla.cat-vn4199806

Front cover: Rosella Pure Food Products, *Vegetables with Sausages*, between 1940 and 1959, nla.cat-vn6446749



# Be inspired by the power of the poster

AUSTRALIAN ADVERTISING POSTERS  
1850-1950



**NATIONAL LIBRARY OF AUSTRALIA 2019 APPEAL**

# We believe in a world where every Australian has free access to the stories and images of their past.

Vintage advertising posters are a remarkable part of the National Library of Australia's collection. Big, bold and hard to miss, they have cleverly enticed curious and intrepid travellers to our shores, lured leisure seekers and seduced everyday consumers with fresh ideas about how good life can be in Australia. While the posters have physically aged, the messages they convey and the stories they tell endure.

Advertising posters represent the ideas of their times, showcase printing techniques, and are often spectacularly illustrated by artists such as Gert Sellheim (1901–1970) and Percy Trompf (1902–1964), as well as others who are tantalising in their anonymity.

The National Library of Australia holds over 7,000 Australian advertising posters produced before 1950. While a small number are freely available to view online, most of the collection can only be seen onsite at the Library in Canberra.

The papers on which they were printed are increasingly brittle with age and many are too delicate to handle. Your gift will help us preserve these fragile artefacts and provide free online access to them for all to study and enjoy.

**Your gift takes our national collection to every Australian.**

**Donate now. Together, we can preserve the past for the future.**

Complete and return the attached form or visit [nla.gov.au/support-us/posters](http://nla.gov.au/support-us/posters).



**A preservation staff member assesses *Soap: Its Composition and Manufacture*, produced by Lever Brothers Ltd, Sydney, around 1900.**

## NATIONAL LIBRARY OF AUSTRALIA 2019 APPEAL DONATION FORM

To support Australian Advertising Posters, 1850–1950, you can donate online at [nla.gov.au/support-us/posters](http://nla.gov.au/support-us/posters) or return the donation form below. Donations over \$2 are tax-deductible.

This appeal closes on 31 July 2019. Any donations received after this date will be directed towards conservation, digitisation and online delivery of the Library's collection.

**Thank you for supporting the National Library of Australia.**

I wish to make a donation of \$ \_\_\_\_\_

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- Australian Advertising Posters, 1850–1950  
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I would like my donation to be acknowledged in the National Library of Australia Annual Report in the name of:

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(Continued overleaf)