The Sell: Australian Advertising, 1790s to 1990s

Checklist

Section 1: 1790s to 1851

George Hughes (Government Printer)
Playbill for a performance of Jane Shore, The Wapping landlady and The miraculous cure at the Theatre, Sydney, Saturday 30 July 1796
typeset ink on handmade paper; 20 x 12 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn4200235
GIFT FROM THE GOVERNMENT OF CANADA TO THE PEOPLE OF AUSTRALIA, 2007
Inscribed on the UNESCO Australian Memory of the World Register, 2011

Thomas Bock (artist and engraver, 1790–1855)
Ship Inn & Family Hotel, Elizabeth Street, Hobart c. 1828
ingraving; 6.2 x 8.7 cm
PETHERICK COLLECTION (PICTURES), nla.cat-vn534027

Thomas Bock (artist and engraver, 1790–1855)
H. Baynton, carcass & retail butcher, corn factor & general dealer, Elizabeth Street, Hobart c. 1828
ingraving; 4.1 x 7.8 cm
PETHERICK COLLECTION (PICTURES), nla.cat-vn2056336

John Armstrong (surveyor, d. 1870)
Baker’s Lithography (printer)
Sales plan: The Great Broughton Ground estate, in York and Clarence streets: for sale by Mr Stubbs ... on Wednesday the 3rd Novr 1841 at 12 o’clock precisely 1841
hand-coloured lithograph; 38.2 x 51.3 cm
RARE MAPS COLLECTION, nla.cat-vn1705270

Front page of The Moreton Bay courier, volume II, no. 85, Brisbane 29 January 1848
letterpress; 50.2 x 38 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn177429

James Barnard (Government Printer)
Reward! One hundred pounds and conditional pardon: poster for the apprehension of runaway convicts Daniel Priest and John Smith 19 May 1845
wood and metal type letterpress; 56.8 x 75.5 cm
REX NAN KIVELL COLLECTION, nla.cat-vn974640

Emigration poster
wood and metal type letterpress; 57.5 x 51.2 cm
FERGUSON COLLECTION, nla.cat-vn1628093
Section 2: 1851 to 1901

Penny token:  *T. Stokes, letter cutter, seal engraver, token maker, 100 Collins St East, Melbourne*
1862  
copper; 3.3 cm (diameter)  
PICTURES COLLECTION, nla.cat-vn2147399  
PRESENTED BY MISS T. BLISS

**Bolton Bros, Bendigo** (printer)  
**J.H. Abbott and Co.** between 1885 and 1902  
letterpress and engraving; 26.5 x 21 cm (each page)  
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667583

**Kemp & Boyce, Melbourne** (printer)  
*Supplement to The Dimboola Banner: Craig, Williamson & Thomas importers, outfitters, manufacturers. 6, 14, and 16 Elizabeth Street, Melbourne* April 1887  
letterpress and engraving  
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

**Album of Melbourne trade cards** between 1857 and the 1890s  
engravings and lithographs; 25 x 19.5 cm (closed measurements)  
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2020505

**E.W. Cole** (1832–1918)  
*Cole’s funny picture book*  
Melbourne: E.W. Cole, Book Arcade, 1882  
engravings and letterpress; 28.5 x 22 cm (closed measurements)  
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn7086737

**Cast list in program for Macbeth at Her Majesty’s Theatre, Sydney** c. 1890  
SHARP COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1870140

**Cover of Tivoli Theatre, Sydney, program for The Conservatory and miscellaneous acts** week commencing 4 August 1894  
SHARP COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1870140

**I say, girls! Nothing looks so bad as face pimples and blotches. Get rid of them by taking Bile Beans.**: rear cover of the Lyceum Dramatic Company’s program for *The Terror of Paris* at The Lyceum, Sydney 1898  
SHARP COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1870140

**Bile Beans for Biliousness**: cover of Tivoli Theatre, Sydney, program for *The Romany and miscellaneous acts* 1905  
SHARP COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1870140
F.W. Niven & Co. (artists)
J. Brickhill, ‘Daily Telegraph’ Office, Launceston (lithographer)
Supplement to The Daily Telegraph (Launceston): the Tasmanian Exhibition, Launceston, 1891–1892
offset colour lithograph; 61 x 100 cm
PICTURES COLLECTION, nla.cat-vn3546904

Anson Bros (photographer)
Thomas Claude Wade Midwood (cartoonist, 1854–1912)
The Pemboke Hotel, Sorell: James Tyler, proprietor
Hobart: c. 1888
albumen photograph and ink on card on canvas; 31 x 36 cm
PICTURES COLLECTION, nla.cat-vn3336

Chatfield and Brown (surveyors)
S.T. Leigh & Company (lithographer)
Sales plan advertising an auction sale at Belmont, Hornsby, ‘on the ground Saturday 21st May at 3 p.m.’ 1887
chromolithograph; 25.9 x 19.8 cm
FERGUSON COLLECTION (MAPS), nla.cat-vn4237210

Norman Lindsay (1879–1969)
In praise of Havelock tobacco 1897
watercolour and ink; 50.2 x 20.2 cm
PICTURES COLLECTION, nla.cat-vn2964666

Marcus & Andrew, Sydney (printer)
Broadside advertising Bland Holt in James Willing’s play, The Ruling Passion, at the Theatre Royal, Sydney, Saturday 25 May 1889
wood and metal type letterpress; 91 x 28.5 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn7128721

Stillwell and Knight, Melbourne (printer)
To let: apply to C.J. & T. Ham, 45 Swanston Street between 1866 and 1888
wood type letterpress on fabric; 45 x 28 cm
REX NAN KIVELL COLLECTION, nla.cat-vn1696699

Marcus & Andrew, Sydney (printer)
£4000 reward for the apprehension of John Gilbert, John O’Mealley, Benjamin Hall and John Vane
26 October 1863
engraving and wood and metal type letterpress; 44.5 x 29.5 cm
FERGUSON COLLECTION, nla.cat-vn1607223

Mackay and Foyster, Echuca (printer)
L.J. Matras (author, 1852–1898)
£10 for you if you find him! c. 1890
wood and metal type letterpress and albumen photograph on calico; 29 x 27.8 cm
FERGUSON COLLECTION (MANUSCRIPTS), nla.cat-vn1222948
Section 3: 1901 to 1919

J. Kemp (Government Printer)

*Electoral rolls: persons entitled to enrolment & to vote*  February 1912
Melbourne: Chief Electoral Office for the Commonwealth
wood and metal type letterpress; 50.8 x 36.4 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2073986

Sander & Sons, Bendigo
*Sander's Lypti ointment*
tin, ointment
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

Sander & Sons, Bendigo
*Sander & Sons pure volatile Eucalypti extract* trademark registered 1883
glass, cork, cardboard, liquid; 17.0 (h) x 11.5 (l) x 9.0 cm (d) (box)
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

Sander & Sons, Bendigo
*‘Superba’ skin food* trademark registered 1908
tin, cardboard, ointment; 17.5 (h) x 22.5 (l) x 3.5 cm (d)
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

Sander & Sons, Bendigo
*Sander’s ‘Lypti’ ointment*
offset lithograph; 50.6 x 31.2 cm (irregular)
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

*Sander’s Lypti ointment*
tin, ointment
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

*Sander & Sons pure volatile Eucalypti extract* trademark registered 1883
glass, cork, cardboard, liquid; 17.0 (h) x 11.5 (l) x 9.0 cm (d) (box)
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

Sander & Sons, Bendigo
*‘Superba’ skin food* trademark registered 1908
tin, cardboard, ointment; 17.5 (h) x 22.5 (l) x 3.5 cm (d)
RECORDS OF SANDER AND SONS (MANUSCRIPTS)
RECENT ACQUISITION

Henderson’s Honey Kisses
Sydney: between 1903 and 1910
chromolithograph; 23.7 x 19.3 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn6816233

J.S. MacDonald (artist, 1878–1952)
*Swallow and Ariell’s biscuits and cakes are delicious* in *Victorian Artists’ Society’s annual exhibition catalogue*  October 1911
21.8 x 14.1 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn323017

M.H. Callaway (artist, 1901–1989)
*Swallow & Ariell’s biscuits & cakes are best of all* in *Victorian Artists’ Society’s annual exhibition catalogue*  May 1919
21.5 x 14.0 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn323017
The port of Hobart: the finest deep-water port in Australasia
30 October 1912
offset colour lithograph; 98 x 63.8 cm
MAPS COLLECTION, nla.cat-vn7044741

Mason, Firth & McCutcheon, Melbourne (printer)
Postcard: Boomerang Australian brandy
Melbourne?: Common, Shelton & Co., 1907
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4650226

Flick book: Boomerang Australian whisky between 1901 and 1914
8.2 x 5.2 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn406636

Ford: the universal car, price complete £210: the world’s most economical car. Cheaper to run than a horse: program for Brisbane Musical Union’s A tale of old Japan by S. Coleridge-Taylor,
Exhibition Concert Hall 19 May 1914
BENVENUTI COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1967507

William Brooks & Co., Sydney (lithographer)
Sub-divided at last: Freshwater Beach estate Manly 1908
offset colour lithograph; 90.5 x 57.5 cm
FERGUSON COLLECTION (MAPS), nla.cat-vn1501312

Ernest O’Ferrall (author, 1881–1925)
Lionel Lindsay (artist, 1874–1961)
The adventures of Chunder Loo
John Sands: 1915
lithograph; 28 x 22 cm (closed measurements)
FERGUSON COLLECTION, nla.cat-vn2003611

Poster and order form: Just out, Australia in Palestine: the official book of the A.I.F. in Egypt and Palestine 1919–1921
poster, 49 x 31.4 cm; flyer, 25.5 x 19.2 cm
PICTURES COLLECTION, nla.cat-vn6972816

H.S. Gullett and Charles Barrett (editors)
David Barker (art editor)
Australia in Palestine
Sydney: Angus & Robertson, 1919
27.3 x 22.0 cm (closed measurements)
FERGUSON COLLECTION, nla.cat-vn2473740

Endorsement for Broadwood pianos: program for a performance by Dame Nellie Melba at the Jubilee Exhibition Building, Adelaide, on Tuesday 25 February 1908
25 x 19 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3000975
J. Miller Anderson & Co., Adelaide
Brochure announcing autumn and winter novelties 1908
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Sydney: 1901–1903
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667833

Griffiths coffee: Fritz  c. 1903
process blocks on lacquered metal; 6.5 x 3.0 cm (irregular)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667546

Griffiths teas: Paul  c. 1903
process blocks on lacquered metal; 6.5 x 3.0 cm (irregular)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667549

Kodak prints album showing samples of paper available for enlargements c. 1900
PICTURES COLLECTION, nla.cat-vn1586174

Hollander & Govett, Sydney
Outdoor advertising  c. 1905
18.4 x 24.7 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn707569

Breakfast makes the man, Hutton’s ‘Pineapple’ hams and bacon make the breakfast: back cover of program for grand pantomime Robinson Crusoe at His Majesty’s Theatre, Brisbane  February 1909
24.5 x 18.4 cm (closed measurements)
BENVENUTI COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1967507

Petty & Sons, Leeds (artists)
Varley Bros, Melbourne (printer)
J.C. Hutton’s celebrated Pineapple brand hams & bacon  c. 1906
offset colour lithograph; 150 x 101 cm
PICTURES COLLECTION, nla.cat-vn4175341

Abbotsford Press, Brisbane (printer)
Speaks for itself: Bushells Tea: Brisbane Musical Union program for Gounod’s Faust, Exhibition Concert Hall, Tuesday 3 August 1909
21.4 x 14.0 cm (closed measurements)
BENVENUTI COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1967507

Percy Lindsay (1870–1952)
The pot that cheers: Robur Tea: back cover of Everylady’s Journal  6 February 1918
letterpress and photo process block; 36.5 x 24.5 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn360619

The famous Billy Tea with the distinctive flavour  c. 1932
screenprint; 36 x 48 cm
PICTURES COLLECTION, nla.cat-vn6418935
Section 4: 1920s to 1930s

Edward Lee & Co., Sydney (printer)
P.D. Corsets: program for Hawthre Comedy Company's *The two Mr Wetherbys* by Mr St John Hankin at the Criterion Theatre, Sydney 1904
SHARP COLLECTION (AUSTRALIAN PRINTED EPHEMERA), nla.cat-vn1870140

Paterson Laing & Bruce
Osboldstone & Co., Melbourne (printer)
*Just to hand: first shipment since 1916 of Pretty’s famous English corsets* January 1920
38.5 x 25.5 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Shepherd & Newman, Sydney (printer)
*Her Grace—the lady of line* 1931
21.7 x 14.5 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Crisp Bros, Sydney (printer)
*Towel week: not since 1914 have such values been offered* 1920s
chromolithograph; 48.3 x 64.8 cm
PICTURES COLLECTION, nla.cat-vn6572592

Paterson Laing & Bruce, Melbourne
*Spring season 1927: invitation to spring opening display, from 2 August 1927*
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

*Specials in bathing gowns: leaflet for Richard Allen & Sons, Melbourne* 2 November 1927
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Jantzen car sticker  c. 1928
12 x 33 cm (fingers to toes)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

*Jantzen new glamour swim suit fabrics: 1939–40 style book*
Jantzen (Australia), 1939
23.0 x 17.4 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Parramatta Manufacturing Furriers and Dyers
*Our latest designs for coming seasons* 1923–1929
114.7 x 89.0 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1925090

Watson, Ferguson & Co., Brisbane (printer)
*Finney's autumn & winter fashion book* 1928
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561
*Grace Bros.’ general catalogue, 1928–9*
Broadway, N.S.W.: Grace Brothers, 1928
29.8 x 25.5 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn66451

*Myer’s present the new autumn styles by Parker; just arrived! New shipment 3000 pairs new shoes of rare beauty by Bally*  March 1936
42.1 x 26.2 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn562892

Attributed to James Northfield (artist, 1887–1973)
*Three-colour printer’s proof of Swallow & Ariell’s biscuits & cakes*
Melbourne: 1920s
chromolithograph; 101.6 x 76.3 cm
PICTURES COLLECTION, nla.cat-vn3255083

Attributed to James Northfield (artist, 1887–1973)
*Four-colour printer’s proof of Swallow & Ariell’s biscuits & cakes*
Melbourne: 1920s
chromolithograph; 101.6 x 76.3 cm
PICTURES COLLECTION, nla.cat-vn3255085

Attributed to James Northfield (artist, 1887–1973)
*Swallow & Ariell’s biscuits & cakes*
Melbourne: 1920s
chromolithograph; 101 x 70.3 cm
PICTURES COLLECTION, nla.cat-vn3289322

*Walter Jardine* (1884–1970)
*Stick to Akubra hats*  1930s
offset colour lithograph; 70 x 96 cm
PICTURES COLLECTION, nla.cat-vn4609362

*Bound volume:*
pageturn 1
*George Prain* (artist, 1892–1959)
*Akubra hats: the only standardised felt hats made in Australia* in *The Bulletin*  12 August 1926
NEWSPAPERS COLLECTION, nla.cat-vn1085805

pageturn 2
*Geoff Brown* (artist)
*Akubra hats: obtainable at all leading mercers* in *The Bulletin*  28 October 1926
NEWSPAPERS COLLECTION, nla.cat-vn1085805

*Harold Cazneaux* (1878–1953)
*Photograph of Patricia Minchin holding a cake, for an advertisement for White Wings self-raising flour*  1932–1933
gelatin silver photograph; 25.9 x 20.8 cm
PICTURES COLLECTION, nla.cat-vn4978477
Bushells

*How to read tea cups*
Melbourne: Printed by the Specialty Press, 1932
16.8 x 11.5 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2853720

Philip H. Bushell (1879–1954)
Letter to Harold Cazneaux  22 August 1931
typescript and ink; 25.3 x 20.2 cm
PAPERS OF HAROLD CAZNEAUX (MANUSCRIPTS) nla.cat-vn2880098

Philip H. Bushell (1879–1954)
Letter to Harold Cazneaux  15 September 1931
typescript, ink and pencil; 25.4 x 20.4 cm
PAPERS OF HAROLD CAZNEAUX (MANUSCRIPTS) nla.cat-vn2880098

Arnotts’ famous Sao biscuits: fan  1930s
photolithograph, chromolithograph and wood; 26.3 x 19.8 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn6607792

Betty Paterson (artist of fairy scene, 1895–1970)
Arnotts’ famous biscuits: fan with parrot and fairy scene c. 1925
chromolithograph and wood; 26.3 x 19.8 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn6607792

Virgil Reilly (artist, 1892–1974)
The great Australian bite: what he did with his first tooth: Sao between 1920 and 1940
pen, ink, pigment and wash; 59.2 x 48.7 cm
STAN CROSS ARCHIVE OF CARTOONS AND DRAWINGS (PICTURES), nla.cat-vn4306017

Malvern Star the cycle of Opperman: famed the world over  1934
offset photomechanical print; 72.2 x 47.7 cm
PICTURES COLLECTION, nla.cat-vn3534118

Wild Australia  1910s–1920s
chromolithograph; 47.5 x 35.9 cm
PICTURES COLLECTION, nla.cat-vn4596156

David Jones Limited, Sydney
Sac Suits orient to–measure 63/–: pattern and self-measurement form  between 1902 and 1910
tweed swatches and ink; 24 x 32 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667765

The Grimsby Waterproof Co., Sydney
The ‘Grimsby’ oilskin  1928
17.3 x 12.2 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

John Andrew & Co., Sydney (printer)
Murdoch’s autumn and winter—1922 catalogue
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561
Advertisements to help you sell Bond’s Australian made products  c. 1925
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667526

C.W. Green & Sons (printer)
Laurel in the home
Australia: Vacuum Oil Company, 1935
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667734
Envelope carrying the slogan ‘Skill is worth advertising’ and brochure for F.J.S. Martin, watchmaker & jeweller, 16 & 18 Hunter Street, Sydney  c. 1927
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667607

Lotol: death to all insect pests & germs: back cover of Round the world with a circus: memories of trials, triumphs and tribulations by George Wirth (1867–1941)
Melbourne: Troedel and Cooper, 1925
22.3 x 14.2 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1929554

I never lose hope when my patients have Penfolds: Penfolds hospital brandy in The Home: an Australian quarterly  1 June 1933
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2140655

MacRobertson
A young man and a nail can: an industrial romance
Melbourne: Specialty Press, 1924
22.4 x 28.7 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1733148

MacRobertson’s Chocolate Soldiers 1d each: pure and wholesome  1920s–1930s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn2594003

MacRobertson’s ‘Air Race’ milk chocolate (Melbourne centenary), 1834–1934, collected by Rex Allison  1934
6.8 x 17.5 cm
MACROBERTSON INTERNATIONAL AIR RACE COLLECTION 1934 (MANUSCRIPTS), nla.cat-vn6389657

MacRobertson’s ‘Novel Centres’ chocolate assortment including new and wonderful centres—as illustrated  1931–1934
22.9 x 33.0 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3304093

Athol Tier Radio Advertising Service
Two pages from a three-page radio script for Arris and Iggs, series 2, no. 98  1930s
typescript; 26.6 x 20.7 cm (each page)
PAPERS OF ATHOL TIER (MANUSCRIPTS), nla.cat-vn6421318
Shop counter display: ‘Here’s to’ee’ Toohey’s oatmeal stout featuring Mrs ‘Arris & Mrs ‘Iggs between 1934 and 1940
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3304093

Two photograph albums: Victorian Railways outdoor advertising between 1910 and 1950 gelatin silver photographs in albums; 14.1 x 21.5 cm and 14.7 x 21.5 cm
PICTURES COLLECTION, nla.cat-vn6454014

Oswald L. Ziegler (author, 1900–1984)
Gert Sellheim (illustrator and designer, 1901–1970)
Why not Victoria? c. 1936
37.2 x 25.1 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn6859203

Gert Sellheim (artist, 1901–1970)
Troedel & Cooper (printer)
Sunshine and surf Australia
Melbourne: Australian National Travel Association, c. 1936 chromolithograph; 101 x 63 cm
PICTURES COLLECTION, nla.cat-vn6385925

Gert Sellheim (artist, 1901–1970)
F.W. Niven (printer)
Corroboree Australia
Melbourne: Australian National Travel Association, 1930–1931 chromolithograph; 101 x 64 cm
PICTURES COLLECTION, nla.cat-vn84186

Percy Trompf (artist, 1902–1964)
Posters Ltd, Sydney (printer)
Australia calls you: settler, investor, or tourist
Sydney: Australian Railways Commissioners, 1928 offset colour lithograph; 98.2 x 60.8 cm
PICTURES COLLECTION, nla.cat-vn5740135

Frederick Charles Herrick (artist, 1887–1980)
John Waddington, Leeds (printer)
Buy Australian sultanas
London: 1928 chromolithograph; 81 x 56 cm
PICTURES COLLECTION, nla.cat-vn4735020

F. Kenwood Giles (1900–1972)
Australian apples: full of sunshine: ‘British to the core’ c. 1932 chromolithograph; 74.7 x 48.8 cm
PICTURES COLLECTION, nla.cat-vn6931141

Photograph album of the Australian pavilion at the British Empire Exhibition, Wembley 1924 gelatin silver photographs in album; 24.5 (h) x 60.0 cm (open measurements)
PICTURES COLLECTION, nla.cat-vn1585938
Section 5: 1939 to 1969

These empire leaders 1940
photomechanical print; 30.4 x 47.4 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2073986

J.H. Sherring & Co., Adelaide (printer)
Flags by Flavels: map of the Pacific Ocean and calendar for December 1944–January 1946
Adelaide, South Australia: Universal Business Directories Australia, 1944
chromolithograph; 54 x 79 cm
MAPS COLLECTION, nla.cat-vn7045432

Wolfgang Sievers (1913–2007)
Photograph used for Peters advertisement 1940
gelatin silver photograph; 24.9 x 19.1 cm
PICTURES COLLECTION, nla.cat-vn2288379

Olive Cotton (1911–2003)
City Rooftops 1942, printed 1990
gelatin silver photograph; 33.4 x 30.7 cm
PICTURES COLLECTION, nla.cat-vn327078

Jill White
David Moore at work photographing at Windsor, NSW, for Gillette advertisement 1959, printed 2001
gelatin silver photograph; 27.8 x 27.6 cm
PICTURES COLLECTION, nla.cat-vn1462192

Athol Shmith (1914–1990)
Fresh as the morning ... Dew all occasion cologne deodorant 1950
gelatin silver photograph; 35.5 x 27.4 cm
PICTURES COLLECTION, nla.cat-vn600345
**Furnish the home of your dreams at Anderson’s** late 1940s
22.4 x 13.6 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667585

**Luxaflex—so much a part of modern living** 1958
8.3 x 13.8 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667600

**Corroboree by Laminex** 1956
28.5 x 28.5 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667600

**Giving a lady the colour she wants …: Dulux** c. 1959
13.6 x 24.4 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667729

**Which Hills Hoist is best for me?** c. 1955
20.2 x 16.7 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667601

**For preference Parker-Knoll chairs** early 1950s
14.0 x 12.0 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667600

**Beard Watson’s … bring colour into your living!** 1960s
25.5 x 20.5 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667585

**Simpson Australia**
**Hooray! It’s washday!—my day off!** 1950s
36.5 x 24.0 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667573

**Sunbeam Corporation**
**Modernise ... Sunbeam-ise your living!** 1960s
21.8 x 135 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667573

**Smith Furnishing**
**TV in your home** early 1960s
24.3 x 20.8 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667573

**You’ll enjoy loads of good things in Mac.Robertsonland: take Cherry Ripe for instance** in *Woman’s day with woman* 6 June 1960
AUSTRALIAN PRINTED COLLECTION, nla-vn1316088

**Rosella: the hall-mark of quality** c. 1936
13.3 x 30.5 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3887257
Tasty ways to get your party 'off the ground' with Arnott’s cracker biscuits  1966
14.2 x 32.7 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn6607792

Marchant & Co. (printer)
The amazing adventures of Anthony Arrowroot
Sydney: William Arnott, 1937
21.5 x 14.0 cm (closed measurements)
MUIR COLLECTION (AUSTRALIAN PRINTED),  nla.cat-vn393700

MacRobertson
How to use me!: Freddo  1950s
19.3 x 12.0 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION,  nla.cat-vn2064522

Albert Francis Lenertz (composer, 1891–1943)
The Aeroplane Jelly advertising jingle score  1953–1960s
23.5 x 15.3 cm (closed measurements)
MUSIC COLLECTION,  nla.cat-vn3885655

Vegemite: pure vegetable extract
Melbourne: Kraft Walker Cheese Company, 1939
13.5 x 9.5 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION,  nla.cat-vn1779966

Don Athaldo pamphlet, circular letter and envelope  1948
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667808

Script for a door–to-door salesperson selling ‘a new Swedish housekeeping idea’, the Perma Magic Dust Extractor  1950s
typescript; 32.1 x 19.7 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667803

Wine guide: McWilliams wine  1966
20.2 x 51.0 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667551

Wine is fun  1950–1954
12.5 x 7.9 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667551

Bolin’s coffee: how to make good coffee  1958–1962
16.7 x 30 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667546

The Australian’s women’s weekly rate card  1951
17.9 x 10.5 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION,  nla.cat-vn4667526
Mr Sheen advertisement in *The Australian women’s weekly* 21 August 1963
letterpress and rotogravure
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1935438

*Every son and dad wants to be like ‘Chesty’ Bond* in *The Australian women’s weekly* 18 December 1957
letterpress and rotogravure
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1935438

S.T. Leigh & Co. (printer)
Capstan test cricket calendar 1949: Don Bradman
Sydney: 1948
offset photomechanical print; 73 x 49 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2943388

Advertisement for Black & White cigarettes featuring ballerina Irina Baronova in *Man: Australian magazine for men* June 1939
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1812710

Evie Hayes endorses Mercolized Wax in *Printer’s copy, a bound volume of Tivoli programs for 1941*
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3531752

*Call me madam* program 1954
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3666467

Berlei advertisement in *Call me madam* program 1954
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3666467

*For her more glamorous occasions Pam Light suggests: lovely lovely lovely Holeproof American Beauty super sheer nylons* c. 1954
halftone photolithograph; 50.7 x 61 cm
PICTURES COLLECTION, nla.cat-vn3335203

*For lasses who are hard to fit Leah McCartney suggests:— lovely lovely lovely Holeproof Gay Deceiver sheer nylons with 2 way s-t-r-e-t-c-h in tops ’n’ toes* c. 1954
halftone photolithograph; 50.7 x 61 cm
PICTURES COLLECTION, nla.cat-vn3335203

*For that sophisticated look Jeanette Elphick suggests: Paris lovely lovely lovely Holeproof sheer nylons* c. 1954
halftone photolithograph; 61 x 50.7 cm
PICTURES COLLECTION, nla.cat-vn3335203

Santa says—follow the advice of these glamorous Australian models—give: lovely lovely lovely Holeproof hosiery c. 1954
halftone photolithograph; 50.7 x 61.0 cm
PICTURES COLLECTION, nla.cat-vn3335203
For smart everyday wear Joan Bilceaux suggests:—lovely lovely lovely Holeproof Queen of Hearts service sheer nylons  c. 1954
halftone photolithograph; 50.7 x 61.0 cm
PICTURES COLLECTION, nla.cat-vn3335203

MacRobertson
‘Sweet’ jobs for smart girls and women  1948
12.7 x 17.0 cm (open measurements)
RILEY COLLECTION (AUSTRALIAN PRINTED), nla.cat-vn4939783

Sutex ‘little folk’ knitteds  c. 1953
32.5 x 27.0 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Milo “fortified” tonic food for the mother  between 1948 and 1955
19.5 x 11.8 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667544

Diet ... and learn to live!: Bonlac non-fat powdered milk in supplement to Woman’s day with woman  10 February 1958
24.7 x 16 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn6816283

Archie Dickens (artist, 1907–2004)
Easy on the eyes … Philips lamps, made in Australia  c. 1948
offset colour lithograph; 34.2 x 69.9 cm
PICTURES COLLECTION, nla.cat-vn4175654

Vincent’s for headache  1950s
photomechanical print; 49.5 x 23.3 cm
PICTURES COLLECTION, nla.cat-vn3726204

Plasti-pads: now produced in Australia  1950s
32.7 x 20.0 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667561

Sanaform, Sydney
Against a double chin: instruction pamphlet for chin strap  1959–1961
17.8 x 8.5 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667540

Charm Bust Institute, Balaclava, Victoria
Order form for ‘Charm’ bust developer  c. 1956
18.6 x 22.7 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667568

John F. Baird (1902–c. 1988)
Original cartoon for ‘It’s moments like these you need Minties’  c. 1940s
pen, ink and wash; 38.3 x 30.6 cm
STAN CROSS ARCHIVE OF CARTOONS AND DRAWINGS (PICTURES), nla.cat-vn4306108
The ‘Minties’ nursery rhymes magic drawing book
Sydney: James Stedman-Henderson’s Sweets, 1926
10.7 x 14.0 cm (closed measurements)
MUIR COLLECTION (AUSTRALIAN PRINTED) nla.cat-vn5751414

Jack Grimsley (1925–2015)
Minties jingle and accompanying letter dated 7 June 1965
jingle: 20.0 x 26.7 cm; letter: 25.4 x 20.3 cm
MUSIC COLLECTION, nla.cat-vn6611442

Manly: Australia’s premier seaside resort: seven miles from Sydney and a thousand miles from care
Sydney: The Port Jackson & Manly Steamship Company, between 1938 and 1945
chromolithograph and photomechanical print; 46 x 30 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3304093

North Sydney Printing (printer)
Travel by train, consign by rail
New South Wales Department of Railways, c. 1956
halftone offset lithograph; 24.3 cm (diameter)
MAPS COLLECTION, nla.cat-vn6927336

Frederick Henry Gladstone Longstaff (artist, 1890–1949)
Colourtone, Sydney (printer)
Delightful views from the carriage windows: New South Wales Railways, all ways and always the best service
Sydney: W.H. Newman Secretary for Railways, c. 1940
chromolithograph; 101.0 x 76.2 cm
PICTURES COLLECTION, nla.cat-vn6616469

Alan D. Baker (artist, 1914–1987)
Now for the best round of all ... Resch’s long bottle pilsener c. 1950
chromolithograph; 102 x 77 cm
PICTURES COLLECTION, nla.cat-vn3994810

Alan D. Baker (artist, 1914–1987)
And a very good-night—with Sheaf Stout: brewed by Tooth & Co. Limited, Sydney 1940s
chromolithograph; 100.6 x 76.0 cm
PICTURES COLLECTION, nla.cat-vn6613017

James Northfield (artist, 1887–1973)
Mine tinkit,—you come back for Pelaco—‘they fit’ 1930s
chromolithograph; 69.1 x 45.8 cm
PICTURES COLLECTION, nla.cat-vn2086831

White is always right: Pelaco, back cover of Man: Australian magazine for men September 1940
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn1812710
It is indeed a lovely shirt, sir!: Pelaco in Apparel: the Australian magazine for men's stores, vol. 1, no. 2 March 1949
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn3017640

Walter Jardine (artist, 1884–1970)
Stamina trousers: for pleasure in leisure 1953
offset colour lithograph; 32.6 x 61.6 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3304093

Stamina trade cards between 1948 and 1955
7.7 x 4.5 cm (each card); 9.4 x 5.4 cm (envelope)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn7127907

Walter Jardine (artist, 1884-1970)
Every real boy wants Stamina 1950s
chromolithograph; 102 x 77 cm
PICTURES COLLECTION, nla.cat-vn3994805

Australia's own car ... Holden c. 1954
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667647

Australia's own car: Holden 1962
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667647

The new Holden: Australia's own car c. 1963
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667647

Ford Falcon, Australian—with a world of difference c. 1960
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667642

Ford Falcon c. 1967
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667642

Holden's command performers 1970
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667642

The spectacular new Morris Major 1958
halftone photolithograph; 76 x 56 cm
PICTURES COLLECTION, nla.cat-vn7051035
RECENT ACQUISITION

'Yes' for Aborigines: write yes for Aborigines in the lower square May 27th
Sydney: Witton Press, 1967
offset photomechanical print; 31.3 x 35.7 cm
PICTURES COLLECTION, nla.cat-vn3116836

Our new coinage: seven native Australian birds and animals are depicted on the reverse (tail) side of our new cent coins to be issued on February 14, 1966 c. 1965
offset photomechanical print; 44 x 55.7 cm
PICTURES COLLECTION, nla.cat-vn3410260
David Beal (photographer, b. 1936)
*Victory Publicity* (printer)
*Australia welcomes you: a land of friendly birds. See them soon.*
Melbourne: Australian Tourist Commission, 1969
photomechanical print; 102 x 64 cm
PICTURES COLLECTION, nla.cat-vn5055764

Ralph Malcolm Warner (artist, 1902–1966)
*Fly TAA the friendly way*
Sydney: Trans-Australia Airlines, early 1950s
chromolithograph; 98 x 59 cm
PICTURES COLLECTION, nla.cat-vn5057192

*TAA 'fly by lay-by' plan: an Australian holiday for everyone!* early 1960s
22.5 x 13.4 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667534

*What to pack for there and back with Trans-Australia Airlines* c. 1950
20.3 x 9.4 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667534

*TAA Electra Mk II jetliners: mighty leaders of the jet age* 1959
29.3 x 29.3 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667534

Frank McNamara (1916–1995)
*Australia by Northwest via Honolulu: so near by. Qantas: Australia’s overseas airline*
Probably Sydney: c. 1955
chromolithograph; 101 x 64.5 cm
PICTURES COLLECTION, nla.cat-vn6616447

Deaton & Spencer, Sydney (printer)
*Fly Qantas to 5 continents: Australia’s overseas airline* 1955
22.3 x 9.5 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667533

*Pacific isles so near by: Qantas island services* 1952
23.5 x 10.0 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667533

Maurice Schlesinger
*Smart women fly Qantas, it’s the height of fashion!* c. 1970
photomechanical print; 77 x 38 cm
PICTURES COLLECTION, nla.cat-vn4693725

*It’s a woman’s world with Qantas* c. 1970
22.7 x 9.7 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667533
**We’re in better shape than ever**  1969
25.5 x 20.5 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667533

**Peter Carey** (author, b. 1943)
The Campaign Palace
*The how, why, when and where of here, there and everywhere*  1971–1973
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667533

**Harry Rogers** (1929–2012)
*Singapore: Australia’s overseas airline Qantas*  1959
offset colour lithograph; 48.5 x 36.7 cm
PICTURES COLLECTION, nla.cat-vn4594877

### Section 6: 1970s to 1990s

**Silvia Jansons** (b. 1950)
*Robyn Archer in A star is torn: original design for poster*  1980
ink on illustration board; 74.2 x 53.0 cm
PICTURES COLLECTION, nla.cat-vn300636

*Robyn Archer in A star is torn: proof poster with printer’s instructions for York Theatre, Chippendale, Sydney, production*  1980
photomechanical print with letraset overlay; 69.0 x 47.5 cm
PICTURES COLLECTION, nla.cat-vn1757538

**Silvia Jansons** (b. 1950)
*Robyn Archer in A star is torn: poster for the Her Majesty’s Theatre, Sydney, production*  1983
offset colour lithograph; 133.6 x 91.3 cm
PICTURES COLLECTION, nla.cat-vn1757538

**Subscription brochure for Nimrod Theatre, Sydney**  1975–1976
22.5 x 64.5 cm (open measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3530039

*Shakespeare is alive and well at Nimrod: the Nimrod Theatre presents Much ado about nothing & Richard III*  1975
electrophotographic print; 44.5 x 31.7 cm
PICTURES COLLECTION, nla.cat-vn7129847

**Poster for the Hibernian Hall, Cairns, Queensland, production of Ray Lawler’s Summer of the Seventeenth Doll**  1958
offset colour lithograph; 50.4 x 31.3 cm
PICTURES COLLECTION, nla.cat-vn7125318

**Patti Mostyn**
First page of press release for *The Rocky Horror show*  26 March 1974
typescript on letterhead; 33.6 x 20.5 cm
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3530718
The Rocky Horror show program  c. 1975
23.5 x 17.2 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3530718

Dame Edna Continental soups advertisement in Australian tour program for Tears before bedtime with the almost legendary Barry Humphries  1985
30 x 21 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn1119882

Anyhow* have a Winfield 25’s: five smokes ahead of the rest
Australia: Snup, 1977–1980
photomechanical print; 97 x 71.1 cm
PICTURES COLLECTION, nla.cat-vn1231299

The crushproof box for smokers
Sydney: N.S.W. Cancer Council, 1980s
photomechanical print; 45 x 71 cm
PICTURES COLLECTION, nla.cat-vn6375382

BUGA-UP (est. 1979)
MarbleRow 1981–1982
offset photomechanical print; 60 x 42 cm
PICTURES COLLECTION, nla.cat-vn6374926

Every cigarette is doing you damage
Perth: Health Department of Western Australia, 1997
offset photomechanical print; 42 x 29.7 cm
PICTURES COLLECTION, nla.cat-vn6343752

If you drink, then drive, you’re a bloody idiot
Geelong: TAC, 1992–1995
photomechanical print; 61 x 43 cm
PICTURES COLLECTION, nla.cat-vn7125346

A bent back is a weak back: bend your knees, keep your back straight
offset colour lithograph; 63 x 50 cm
PICTURES COLLECTION, nla.cat-vn6532230

Michael Callaghan (designer, 1952–2012) and
Paul Cockram (designer, b. 1951),
Redback Graphix

Condoman says: don’t be shame, be game
Brisbane: Commonwealth Department of Community Services and Health and others, 1987–1988
screenprint; 51 x 77 cm
PICTURES COLLECTION, nla.cat-vn6189561
Alexander Stitt (artist, 1937–2016)
*Life. Be in it.*
Canberra: A.G.P.S., 1977
screenprint; 72.1 x 48.2 cm
JOHN HINDS POSTER COLLECTION (PICTURES), nla.cat-vn7124960

It’s time. *Australian Labor Party* 1972
photolithograph; 49.5 x 35.2 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2073986

Croxton Printing (printer)
*Keep the bastards honest: vote Australian Democrats* 1996
digital print; 90 x 60 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2073986

*John Howard: a stronger Australia* 1998
offset photomechanical print; 86 x 60.8 cm
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2073986

Allan Booth (artist, 1959–1990)
*Gay Mardi Gras community arts project*
February 1983
screenprint; 72.0 x 50.2 cm
PICTURES COLLECTION, nla.cat-vn6389070

Poster for Bangarra Dance Theatre production of Praying mantis dreaming at the Enmore Theatre, Sydney between 13 and 24 October 1992
offset colour lithograph; 60.3 x 42.4 cm
PICTURES COLLECTION, nla.cat-vn7129969

Mambo (est. 1984)
offset colour lithograph; 75.7 x 51.2 cm
PICTURES COLLECTION, nla.cat-vn5714294

Classic Toys
*Humphrey B. Bear export catalogue for retailers* late 1970s
25.3 x 20.4 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667833

*New Hubba Bubba fruit bubble gum: industry leaflet* 1970s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3887261

*Good times are waiting: industry leaflet advertising Bundaberg Rum* 1980s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667542

*Bringing the world to you: Daimaru* 1990
27.5 x 19.7 cm (closed measurements)
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn7091954
Do yourself a flavour, an iMac with matching HP 880c printer: Macintosh computers  late 1990s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn466756

What do you really want from a computer?: Microsoft  1990s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667564

Set of Brymay Redheads matches posters with logos from 1947, 1958, 1971 and 1975  1980s
offset colour lithographs; 28.6 x 40 cm (two portrait orientation; two landscape orientation)
PICTURES COLLECTION, nla.cat-vn7124403, nla.cat-vn7124415, nla.cat-vn7124409 and nla.cat-vn7124504

The Campaign Palace
Shop counter advertisement for Holeproof Antz Pantz  c. 1990
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn3304093

Dalton Packaging
Read this and spew  1990s
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667526

It’s on the cards you could get one: Bankcard in Cleo  June 1977
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2084419

Soaks you with moisturiser while you soak up the sun: New TanNatural advertisement in Cleo
November 1973
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2084419

No silly cartoon girls, no boyfriend’s jeans. No white swimsuits in the surf, no bull. Just cotton.: Cottons in Dolly, January 1996
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2433297

Environment Equipment, Frankston, Victoria (agent)
Bio-loo toilet: no water, no drainage, no chemicals  c. 1974
AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667803

Peter Mitchell (composer)
Do the right thing
Darlinghurst, NSW: Leeds Music, 1979
27.8 x 21.6 cm (closed measurements)
MUSIC COLLECTION, nla.cat-vn899617

Julie Shiels, Ling Ling Tchung (b. 1971) and Julia Fon
Do the right thing
screenprint; 76 x 51 cm
PICTURES COLLECTION, nla.cat-vn7130017
Julie Easten (artist)
*He may be the man of your dreams: keep your dreams safe*
Canberra: Megalo Access Arts, 1989
chromolithograph; 52.8 x 40.6 cm
PICTURES COLLECTION, nla.cat-vn7043960

Yandell Walton, Rebecca McIntosh & Dell Stewart (designers)
*I own my bits*
screenprint; 89 x 50.9 cm
PICTURES COLLECTION, nla.cat-vn7125060

BUGA-UP (est. 1979)
*I, object: if you object to advertising sexploitation, lend a can to the B.U.G.A. U.P. campaign* 1983–1984
photomechanical print; 54.2 x 42.2 cm
PICTURES COLLECTION, nla.cat-vn7126324

The Body Shop
*There are 3 billion women who don’t look like supermodels and only 8 who do: The Body Shop: the skin and hair care company based in reality* 1998
digital print; 150 x 97 cm
PICTURES COLLECTION, nla.cat-vn6155669

The Body Shop
*Leave your thumbling here to support reconciliation* 1998
digital print; 121.8 x 42 cm
PICTURES COLLECTION, nla.cat-vn7130544