

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**

engraving; 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**

engraving; 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

Westminster, London: Colonial Land and Emigration Office, 15 May 1851

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 Bilioussness: 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 1891

offset colour lithograph; 61 x 100 cm

PICTURES COLLECTION, nla.cat-vn3546904

Anson Bros (photographer)

Thomas Claude Wade Midwood (cartoonist, 1854–1912)

The Pembroke 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'Malley, 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

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 Daily Telegraph (Launceston) (printer)

Supplement to *The Daily Telegraph: 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

***Paul and Fritz optical delusion* in *Tricks. Puzzles. Novelty Toys. Fancy goods. Etc ...*, catalogue for H.L. Hutchinson, New York Novelty Co.**

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 Hawtrey 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

J.H. Sherring & Co., Adelaide (lithographer)

Wendts jewellers and opticians illustrated ring catalogue eleventh edition March 1923

30.3 x 24.5 cm

AUSTRALIAN PRINTED EPHEMERA COLLECTION, nla.cat-vn4667607

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

Harold B. Herbert (artist, 1891–1945)
Modern Printing Co., Melbourne (printer)
Australia invites the British domestic girl
Melbourne: Development and Migration Commission, March 1929
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn811199

Albert J. Mullett (Government Printer)
Dairying in Australia
Melbourne: Commonwealth Immigration Office, 1921–1922
24.5 x 16.0 cm (closed measurements)
AUSTRALIAN PRINTED COLLECTION, nla.cat-vn2775557

Stork brand fancy apples exported by Clements & Marshall Pty Ltd, produce of Tasmania, Australia
between 1932 and 1959
chromolithograph; 20 x 28 cm
ASIAN COLLECTIONS, nla.cat-vn7126550
RECENT ACQUISITION

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.cat-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

Sydney: William Brooks & Co.

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 lettraset 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
National Safety Council of Australia, 1970s–1980s
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)

Poster for the first Big Day Out held on Saturday 25 January 1992, R.A.S. Showgrounds, Horden, Dome & surrounds 1992

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
Melbourne: Positive Visions Project, 1989–1990
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

Melbourne: The Guerrilla Girls Workshop and RedPlanet, 1999

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 thumbprint here to support reconciliation 1998

digital print; 121.8 x 42 cm

PICTURES COLLECTION, nla.cat-vn7130544