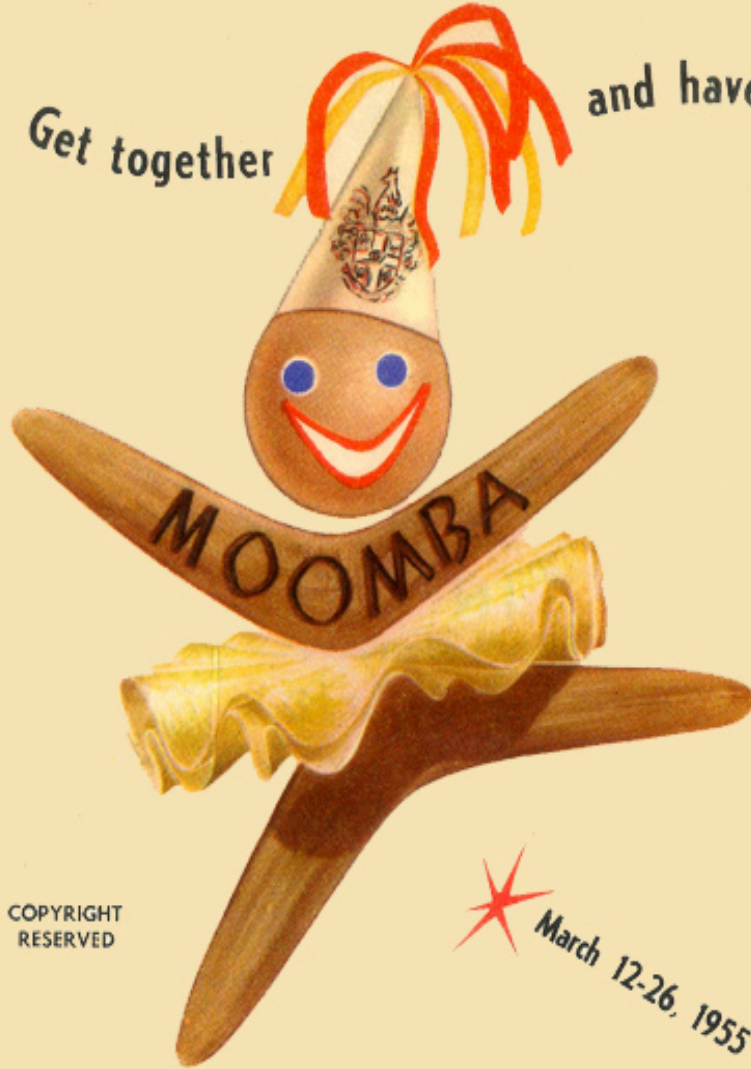


Get together

and have fun



COPYRIGHT
RESERVED

March 12-26, 1955

MELBOURNE

MOOMBA

FESTIVAL

SPORT ☆ ART ☆ MUSIC ☆ DRAMA

SPONSORED AND ORGANISED BY THE MELBOURNE CITY COUNCIL

Ephemera

An exhibition of material from the Monash
University Library Rare Books Collection

19 October 2006 - 28 February 2007

Exhibition room, level 1, ISB Wing,
Sir Louis Matheson Library, Clayton campus



MONASH University
Library



Flag, showing the Australian and the US flags, with the text, "Welcome L.B.J. First Presidential visit to Australia - 1966"

cover

Item 33, program for the first Moomba Festival, 1 March 1955.

credits

Exhibition and catalogue by Richard Overell, Rare Books Librarian, Monash University Library, Box 4, Monash University, Victoria, 3800 Australia. An electronic version of this catalogue, with additional illustrations, is available at the Monash University Library website. Electronic catalogue prepared by Iris Carydias.

thanks

Thanks to Dr Seamus O'Hanlon, Senior Lecturer, School of Historical Studies, Faculty of Arts at Monash University, for opening the exhibition, and to Professor Graeme Davison, Director of the Monash University London Centre, for writing the introduction to the catalogue. Thanks to Rare Books Assistant, Lorraine David for organisational work, particularly at the opening; to the Publications and Web Assistant, Rosemary Miller, for her design skills; and to Iris Carydias for preparing the electronic catalogue

Introduction

The Evidence that History forgot

Everyone knows that historians study the past. Yet, it takes only a moment's reflection to realise that, in the strictest sense, the past is a non-existent subject. Since the past, by definition is dead and gone, we cannot know it directly at all. Even our memories of the past are partial. We can know the past only in indirect and approximate ways, mainly by reconstruction from the stuff left over into the present.

In principle, anything left over from the past is potential evidence for the historian. In practice, historians tend to accord more value to some kinds of evidence than to others. When the professional study of history got under way in the nineteenth century the university professors who championed its cause saw history as a school of statesmanship, and they therefore emphasised the critical study of legal and constitutional documents as the core of the syllabus. Archivists and librarians followed suit, so that the basis of most scholarly collections had tended to be the book, the pamphlet, the journal, the newspaper, the personal and official papers of eminent men, more rarely of women- in short, the discourse of polite society. One of the characteristics of such discourse is that it is often conducted with an eye to posterity. The minister introducing a bill, the newspaper editor drafting an editorial, the famous novelist writing a letter – all act in the knowledge that the record is likely to be permanent, and that their actions may be reviewed by someone, possibly an historian, in the future.

Professional historians contrasted themselves with the host of amateur antiquarians and collectors who used to be the main custodians of society's past. By specialising in the exact study of a particular class of documentary material, they were able to claim a special status. What they added to the study of history in terms of technique, however, they often subtracted in terms of range and versatility. We professionals now owe much to the efforts of amateur hunters and collectors – the collectors of old cigarette cards, of stamps and coins and old photographs – who embraced a more generous definition of the past than our academic predecessors. Not until the 1930s with the rise of the *Annales* School, the famous group of French social historians, did professional historians begin again to embrace the full range of potential source material. "The variety of historical evidence is nearly infinite", says Marc Bloch. "Everything that a man [or woman] says or writes, everything that he makes, everything that he touches can or ought to teach us about him."¹

Yet even the *Annales* seldom gave systematic thought to the evidence that history forgot – to ephemera. Precisely because it was not created with an eye upon posterity, ephemera has the potential to remind us of aspects of the past that our forefathers might have preferred us to forget – it shows the present has no monopoly upon silliness or tackiness, for example. Indeed one might even argue that it is actually the ephemeral rather than the durable things which tell us the most about the style or character of an age.

Marc Bloch makes a distinction between what he calls "intentional" and "unintentional evidence". Intentional evidence is created with an eye on posterity; unintentional evidence is made for a present, and possibly very transitory, use. "The lake-dweller who threw his garbage into the nearby water where the archaeologists retrieve it today, wanted only to keep his hut clean", Bloch explains. Ephemera collectors interpose themselves in this normal process of throwing things out; they are like archaeologists of the present.

¹ *The Historian's craft*, Manchester 1954, p. 66.

There can be many reasons for collecting ephemera – nostalgia, the creation of rarity value, aesthetic delight. For the historian its value is as potential evidence. But evidence of *what*? In the strictest sense we cannot know, since it is tomorrow's questions rather than today's that will determine its significance.

Recently a person called at our house making a survey of our waste-making habits. She asked, "How much did we put in our bins each week?" About 35 kilos I estimated. A good percentage of that material was junk-mail – unsolicited material pushed through the letter box and often as quickly deposited in the rubbish bin. Most of it tells more about the marketing ploys of the firms who produced it than the family which received it. Because we tend to discard much of this material as soon as it arrives, we are often oblivious to the careful timing, the cunningly-designed sales campaigns that lie behind it. By reading this material historically, so as to compare the prices and sales pitches at the beginning of the Christmas sales campaigns in November with the appeals to the last-minute Christmas shopper in mid-December and the canny sales shopper of early January and the Back-to-School sales of late January, we can see the way the merchandisers gear their activities to the seasonal rhythms of the household. By reading it sociologically – comparing the glossy appeal of the David Jones and Melbourne Central catalogues with the plain two-colour unstapled leaflets from Fossey's and Tucker Box – we gain an insight into the way in which the consumer market is stratified along class, age, and gender lines.

What use might a future historian find for a collection of such materials? How far do they reveal things that are not likely to be revealed in more conventional historical sources? Australian sources have generally been slow to study the history of consumerism and advertising although some interesting beginnings have recently been made in Greg Whitwell's monograph *Making the Market*² and the Powerhouse Museum's catalogue for their exhibition on the 1950s.³ Suppose someone had had the foresight to make similar collections of advertising material in say 1943, 1953, 1963, 1973 and 1983, and a spare garage to store them, a historian of Melbourne would have the materials for splendid essay on changing consumer preferences, marketing strategies, fashions and styles and a host of other topics.

These materials would tell us much about the impact of the larger society upon the household, but little about the household itself. We come a stage closer to understanding contemporary family life through the packaging materials that disclose something of our buying preferences. If we could compare the packaging of an average household with that of families in 1953 or 1963, we would be struck not only by its rapidly increasing volumes, but by the widening range of products and changing tastes it reveals

Over 130 years ago the pioneer French sociologist Frédéric Le Play argued that the entire structure and character of a family was disclosed through a minute dissection of its budget.

Sooner or later [he wrote] all of the actions that constitute the life of a working-class family can be expressed in the form of a receipt or an expenditure. ... [A]n observer can be said to be in complete possession of all the information pertaining to a family when, having analysed all the elements contained in the two parts of the domestic budget, he arrives at an exact correspondence between the two totals.

² *Making the market: the rise of the consumer society*, Fitzroy 1989.

³ *The Australian dream: design of the Fifties*, Powerhouse Museum, Sydney, 1993.

The budget, Le Play insisted, was not only a record of the “physical aspects of life” but also, indirectly, of what he called its “moral values”.⁴ A few years ago the Australian historian Brian Dickey illustrated the truth of Le Play’s approach when he wrote a series of fascinating little essays about his own parents’ household in the 1940s and 50s based upon the accumulated chequebooks, bills, and detailed accounts which his father, a suburban butcher, had meticulously kept over the years.⁵

If Le Play were still alive, I wonder which documents, among the thousands which flow through the typical late twentieth century household, he would select as best exhibiting its moral and social character? The Bankcard bill? The shopping list? The phone bill with its tabulated overseas and long-distance calls? The household calendar? These more or less systematic records are like a grid that enable us to fit the otherwise random pieces of the ephemera into a pattern.

Ours, it is commonly said, is a throw-away society. As the cycles of innovation and obsolescence grow shorter, and the volume of disposable merchandise gets larger, we may expect that the ratio of ephemera to keepsakes – of, if you like, of “unintentional” to “intentional” evidence, will increase. Just as well, some historians would say, for we are flat out getting through all the evidence now we have. The thought of more would be intolerable! Even so, I would like to think that a few representative collections of ephemera might somehow survive into the twenty-first century, if only to remind us of what our histories conveniently forget.

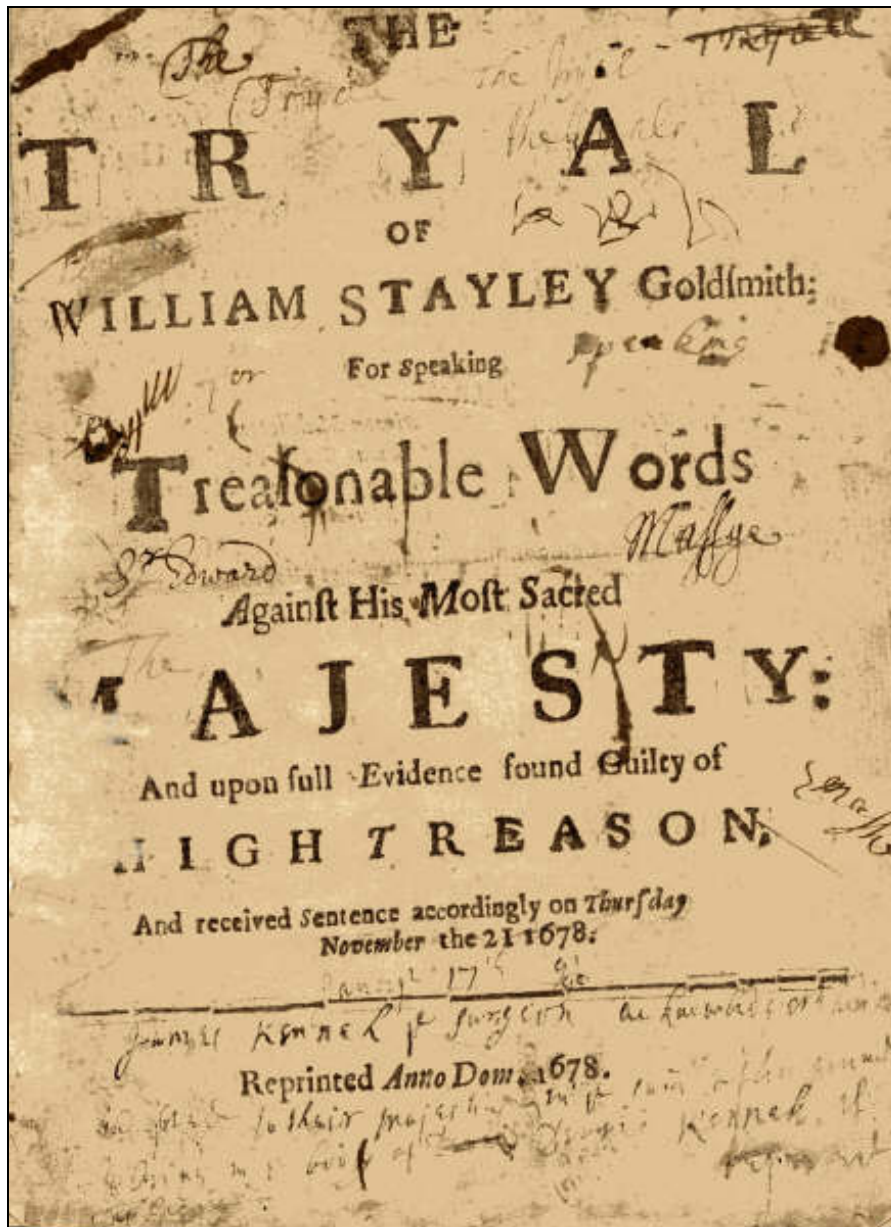
This exhibition of ephemera from the Rare Books Collection is a gesture towards such an objective. Rare Books Collections are traditionally devoted to books and manuscripts that are both rare and valuable, specimens of the fine printer as art. But not everything that is now rare was always so. Many of the items in this exhibition are now rare precisely because they were once so commonplace that almost no-one thought to keep them. In recent years Monash’s Rare Books librarian Richard Overell has been building the library’s collections of twentieth century Australian materials. This exhibition is a timely reminder of how astute collecting can provide future scholars with insights into aspects of our society that are often overlooked.

(Adapted from paper given at the conference *Who, what and why of collecting*, organised by the Ephemera Society of Australia, 13 November 1993.)

Graeme Davison
Sir John Monash Distinguished Professor
Director, Monash University London Centre
School of Historical Studies, Monash University

⁴ Frédéric Le Play, *Les Ouvriers Européennes* as quoted in *Frédéric Le Play On Family, Work, and Social Change*, edited by Catherine Board Silver, Chicago 1982, p. 177.

⁵ Brian Dickey, “A family record of income and expenditure”, *Australia 1939-88 Bulletin*, no. 1 May 1980, pp. 24-5 idem., “A tale of two houses”, *ibid*, no. 2, December 1980, pp. 43-52; idem., “On living a petit bourgeois life”, *ibid*, no. 3, May 1981, pp. 41-48.



Item 1. Staley, William, d. 1678.

Ephemera

An exhibition of material from the Monash University Library, Rare Book Collection

Preface

The Rare Book Collection of Monash University Library has been collecting ephemera since the early 1990s. By ephemera we understand the printed material which is used for various purposes in everyday life and then disposed of. Apart from notable individuals such as John Johnson at Oxford University in the period between the wars, most curators and institutions have overlooked this field of collecting, but the situation has changed rapidly over the past twenty or thirty years, and it is now eagerly sought after with Ephemera Societies and Ephemera fairs in most large centres.

This part of our collection helps support research by social historians who require documentation of the most immediate kind for their study of the texture of contemporary life. I first became aware of its importance when I was working as a Librarian in the La Trobe section of the State Library of Victoria during the 1980s. One of the main projects at that time was assisting the people involved in the Bicentennial History Project. In particular, images were being sought for illustrations, and often the source for these was the ephemera from the various periods. When they were published in 1987, the Bicentennial History volumes broke new ground in presentation of Australian history, partly through their emphasis on ephemera.

Richard Overell
Rare Books Librarian
Monash University Library

Seventeenth Century

Popish Plot

Although the strength of our ephemera collection lies in our holdings of comparatively recent material, we have not limited ourselves to the modern period. The earliest pieces we have on display are pamphlets and broadsides dating from the late 17th century an illustrate hysteria of the mob during the Popish Plot. This was supposedly an attempt of the English Catholics, with the backing of the Jesuits, to assassinate Charles II and install his Catholic brother James on the throne. It was widely believed there would be a massacre of the Protestants.

1. Staley, William, d. 1678.

The tryal of William Stayley, goldsmith : for speaking treasonable words against His most sacred Majesty, and upon full evidence found guilty of high treason, and received sentence accordingly on Thursday, November the 21 1678. [Dublin] : Reprinted, 1678.

2. An Account of the digging up of the quarters of William Stayley, lately executed for high treason, for that his relations abused the King's mercy / imprimatur Novemb. 30th 1678 William Scroggs. (London : Printed for Robert Pawlet at the sign of the Bible in Chancery-Lance [sic], 1678) 1 broadside

Thirty five people were executed as a result of the trials of those supposedly involved in the plot. The first to suffer was William Stayley. He was the son of a Catholic banker, but was overheard talking in French in a tavern in London, saying of the King,

He is a great Heretick, and the greatest Rogue in the World; there's the heart and here's the hand that would kill him.

This constituted treason. Stayley was informed upon, arrested, tried and found guilty. He was sentenced,

To be hanged by the Neck, cut down alive, your Quarters shall be severed, and be disposed of as the King shall think fit, and your bowels burnt, and so the Lord have mercy upon your soul.

That was not, however the end of the story. William Stayley, "having behaved himself very penitently from the time of his conviction to the time of his execution", his relatives petitioned the King that Stayley's "quarters might be delivered back to them to be privately buried and not to be set upon the Gates of the City: Which his most Sacred Majesty, out of His Princely Clemency and Compassion, was pleased to grant." Stayley's relatives, however, trespassed on the King's good nature and "caused several Masses to be said over his Quarters." They also held a funeral procession, and Catholic burial. As a consequence, the King ordered the quarters be dug up, "and set upon the Gates of the City of London, and his Head upon London Bridge."

3. The Solemn mock procession of the Pope, Cardinalls, Jesuits, Fryers etc. through the Citty of London, November the 17th. 1680. (London : Printed for Nathaniel Ponder, at the Peacock near the Stocks Mark[e]t ; Jonathan Wilkins at the Star in Cheapside, next Mercers Chappel ; and Samuel Lee at the Feathers in Lumbard-Street, near the Post-Office, 1680) 1 hand-coloured broadside.

Pope-burning processions were held on 17 November 1679, 1680 and 1681. The date was significant as the anniversary of Queen Elizabeth I's accession. Elizabeth was seen as a Protestant heroine. The procession parodied the Papal Coronation ceremony. The figure of the Pope was stuffed with live cats, and after the procession had paraded through the streets of London it finished at Temple Bar. The effigies were tossed onto a bon-fire and the screams of the cats added greatly to the sinister effect. It was estimated that 200,000 people watched the parade.



Item 3

Eighteenth Century

Political broadsides were essentially ephemeral. They were composed and printed as comment on particular events, then would be discarded like out-of-date newspapers.

4. *The Motion*. Printed for T. Cooper, 1741. 1 sheet, broadside : ill. ; 32 x 38 cm.

A satirical poem referring to a motion to address the Crown for the dismissal of Sir Robert Walpole which was defeated in the House of Commons in Feb. 1741. The satire was directed against Lord Carteret, the Duke of Argyll and other opponents of Sir Robert Walpole. The engraving is by Gravelot.

5. *Time's lecture to man*. [London, 1750?] 1 sheet : col. ill. ; 21 cm. "Sold in Bow-Church-yard and in Queen Street, Southwark." Engraved, and hand-coloured. Begins, "Why start you at that skeleton".

This was a *memento mori*. The illustration shows Time, the reaper, pointing to a grinning skeleton which has its hand out in greeting to a fashionable gentleman.

6. *The babes in the wood*. [S.;l. : s.n.,] ca. 1790. 1 broadside : 1 ill. ; 22 x 32 cm. Begins, "Now ponder well you parents dear".

A broadside of the popular ballad about a wicked uncle who has two orphaned children killed so he could rob them of their inheritance. It was meant as a cautionary tale to,

All you that be Executors made,
And Overseers eke,
Of Children that be fatherless,
and Infants mild and meek

Nineteenth Century

Continental travel

In 1997 we purchased from the English book dealer, James Burmester, a collection of travel accounts in English, published on the Continent. This included some interesting ephemera.

Among the items on display are cards advertising particular establishments where tourists could stay, as well as a flier promoting and "academy for young English gentlemen" where the English could send their sons to be educated. Also we see warnings about possible outbreaks of diseases and descriptions of such attractions as the battlefield of Waterloo, which was quickly exploited as a tourist attraction, and *Observations on the construction of the leaning tower at Pisa*. An advertisement for coaches is also on display.

7. [Trade cards for hotels]

To the City of Tours. Furnished hotel, no. 11, Queen's Boulecard, near the grille du Dragon, at Versailles [1810?] 8 x 13 cm., printed on one side within typographical border, in English and French.

L. Sobrie at Bruges. Hotel called La Fleur de Bled [1815?] 12 x 14 cm, engraved, printed on one side, view of hotel above text.

F. Barbery. Hotel de Folkstone. Hotel Francais. Boulouge-sur-Mer. Directly opposite the station of the steam packets. [1820?] 8.5 x 11.5 cm, engraved, printed on one side with a view of the hotel and the steam packet.

Golden Ape Hotel. L'hotel du Singe d'Or. P. Decker, no. 35 Mint Street, Bruges. [1820? 7 x 10 cm, engraved, printed on one side.



Comfortable inn at Bergheim, 13 miles from Cologne and 31 from Aix-la-Chapelle, recommended at page 222 in Murray's hand-book; London 1838. [1840?] 15 x 18 cm., printed on one side.

The advertising copy rings a little oddly to our ears. At the end of the Bergheim piece we read,

Since the introduction of Steam-Boats on the Rhine, families do not sleep here so often as they did before, but both, Tories and Whigs, passing the night at Bergheim, express their complete satisfaction with the rooms and beds.

8. Academy established for the education of young English gentlemen under the high patronage of His Royal Highness the Duke of Cambridge by Captain C. C. Trott. Salzderhelden, October 1839. 4to, [4] p. prospectus, with lithographed view of the school on first page, folded.9. *Marignoli's Tuscan diligences. Florence to Rome, via Siena and Radicofani in 32 hours by post and railway, only one night on the road. [1846] single sheet, folio, printed on one side, large wood-engraved illustration of a coach above 26 lines of letterpress.*

10. [Disease warning]

To the English in Paris. The only precautions feasible against the cholera / by Alexander Thomson. [1800?] 8vo, 2 leaves folded.

11. Cotton, Edward.

Catalogue of the late Sergeant-Major Cotton's Waterloo Library and Museum in the Museum Hotel at the foot of the Lion Mount in the centre of the battlefield of Waterloo. (Brussels : Combe and Vande Weghe, 1872) 12 mo., 16 pp. original mustard printed wrappers.

12. Observations on the construction of the leaning tower of Pisa. [181-?] single sheet folio, printed on one side.

Among the public edifices of Pisa, the leaning Tower belonging to the Cathedral deserves particular Notice – This fabric, the most remarkable of the Kind in the Universe, is built intirely of white marble. It was begun in the year 1174 by William of Nurimberg et Buonanno of Pisa ... The great Inclination of this edifice from its perpendicular has given rise to a variety of speculations on the Subyect ... It is believed that the marshy soil of Pisa had deceived the abilities of the Architect: for having completed a third Part of his work, he perceived it had inclined from its perpendicular towards the City.

Teaching Aids.

13. Elmslie, John, 1813-1875.

***Geographical diagram of the Earth adapted for illustrating its movements & c.* (London : James Reynolds, [1844]) Single leaf : ill. ; 23 x 29 cm. with two rotating, hand-coloured discs showing the hemispheres of the earth, fixed to a card giving details of their use. 1 print : engraving ; discs 11.4 cm. diameter.**



14. Reynolds, James

Transparent Solar System displaying the Planets with their Orbits as known at the present day / [by] J. Reynolds, 174 Strand.(London : J. Reynolds [et al], [1844]) Single leaf : ill. ; 29 x 23 cm. with holes in card showing sun and planets backed by coloured paper.

Among the planets, we see listed after Saturn one named “Herschall”. Each reference to Herschall on this chart has been crossed out and amended by hand to Uranus, a name change which took place officially in 1850.

Greetings cards

The establishment of the penny post in 1840 saw the rise of the greetings card industry. Typical occasions for sending cards were Christmas and New Year, Birthdays and Valentines day. After receiving the cards they were often pasted into albums and kept.

15. [Christmas and New Year cards]

The cards on display are mainly English from the Victorian and Edwardian eras. There is one in the shape of a Christmas hamper, another shaped as a Christmas pudding. An Australian card shows two men duck-shooting; the caption reads,

Think how beneath Australian skies
By southern suns made thinner,
The colonist goes out and tries
To kill his Christmas dinner.

An Australian New Year's card, for Continental C. & G. Rubber Co. of Melbourne, sent to clients for New Year 1907, has an elaborate Japanese theme, richly colour-printed and with an intricate cut-out design.

16. A New valentine writer for ladies & gentlemen : being a choice collection of the most fashionable, quizzical and amorous pieces, with answers suited to the various dispositions, circumstances, trades, humour, or age of all classes. (Newcastle [England] : Printed and sold by W. Fordyce, [182-?])



Item 15

17. [Valentine Cards]

Valentines became popular in the late 18th and early 19th centuries. Sample books of short verses suitable for would-be valentines were published. These were usually written "To a lady" or "To a gentleman", or "To a lady with flowers". Some were more specific, "To a housemaid", "To a barber", "To a blacksmith", or "To a bricklayer".

The cards themselves were usually elaborate with lace and flowers. One of those on display, from around 1847 shows a lady in the then-fashionable crinoline. It features a movable tab, which, when pulled shows the woman's legs and her petticoat under the wooden hoops.

The craze spawned a line in "Black Valentines". These were anti-valentines which were sent to people you disliked. We showed some of these in one of our recent exhibitions, but have on display two which have not yet been seen. The *New valentine writer* includes examples of verses suitable for anti-valentines.



Item 17

Chap-books and slip-ballads

Chap-books were small booklets sold by “chapmen”, and were common in the late-eighteenth and early-nineteenth centuries. They were aimed at children and the barely literate working classes. The subject matter was similar to that of the broadsides, and ranged from nursery rhymes to accounts of executions.

18. *The death and burial of Cock Robin : as taken from the original manuscript, in the possession of Master Meanwell.* (Lichfield : printed and sold by M. Morgan, and A. Morgan, Stafford, [1800?])

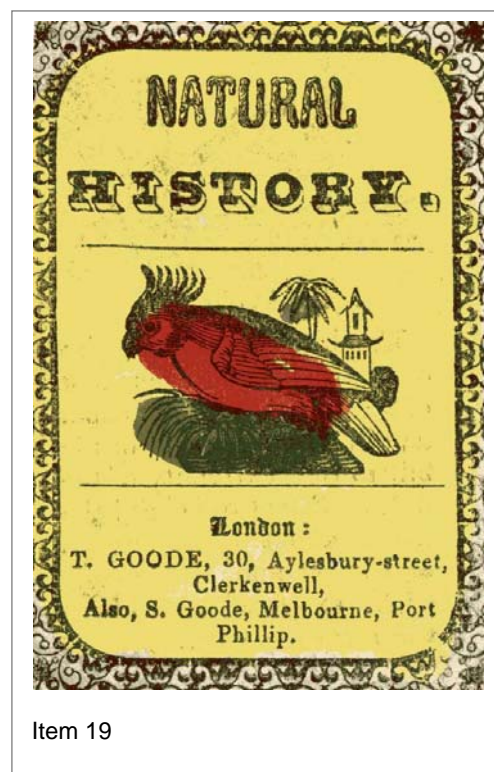
This is an example of a chapbook on a single sheet, as it would have come from the printer, before being folded into a booklet.

19. *Natural history.* (London : T. Goode ; Melbourne : S. Goode, [184-?]) 1 folded sheet (8 p.) : ill. (one col.) ; 10 cm.

This is a very early Melbourne imprint. Presumably it is an example of a chapbook printed in England and distributed in Melbourne in the 1840s. The crude colouring is typical of chapbook illustrations.

20. *Married at last.* [Prospect, Connecticut : J.F. Libby, 1887?] [16] p. ; 77 mm.

This is an example of a chapbook which is part tract, part advertisement. The text is interrupted at various points by “unsolicited testimonials” on behalf of “Piso’s cure for consumption” and “Piso’s remedy for catarrh.”



Item 19

21. *A very curious collection of old ballads.* Catnach Press & Newcastle, Derby, &c. &c.

This is a contemporary collection of ballads, pasted into a volume, previously used as the manuscript catalogue of a library. It gathers together 144 early to mid-nineteenth century broadside street ballads. The volume is open to show two “slip ballads”. These were ballads printed on sheets in double columns, meant to be cut individually. One of the ballads seen here is “The convict maid”, a warning to young women not to steal from their masters, for fear that,

To Botany Bay you will be conveyed,

For seven years a convict maid.

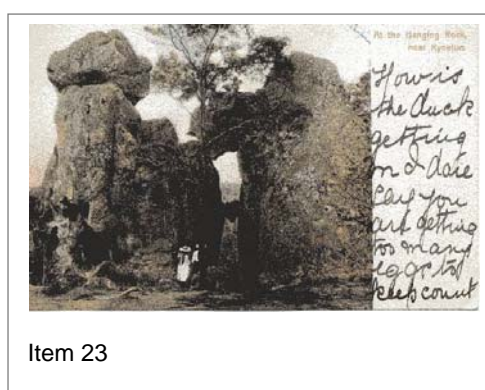
22. Public reading of the news ... every evening at a quarter past 7 ... will begin this evening Friday, May 18, 1832. (Barlow, Printer, Bennett's Hill, [London]) 1 sheet, 44 x 28 cm.

The rise of news-papers took place most noticeably in the Victorian era, especially after the Education Act of 1870 made schooling compulsory. However, in the early 19th century, there was a strong public interest in current affairs, especially around the time of the 1832 Reform Act, and the popster displayed here shows one of the ways people who were illiterate or too poor to afford newspapers were able to keep up with the news.

Twentieth Century

Postcards

The late Victorian period saw a craze for sending and collecting postcards. Postcards were often used to promote places as tourist destinations, as souvenirs for people living, to holidaying in a town to send back to friends elsewhere. You could ask for your portrait photograph to be printed on postcard stationery so you could write to relatives or loved ones. This became especially popular during the First World War, when soldiers could send postcards of themselves home and families and sweethearts could send postcards overseas. Novelty postcards were also popular.



23. Postcards of scenery

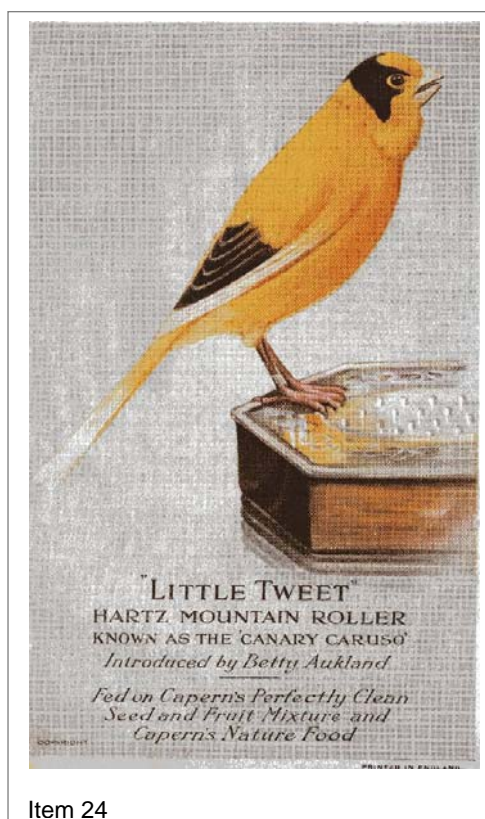
These are Australian postcards showing views in Sydney and Melbourne. They include a series from 1905 of coloured moonlight scenes, and a coloured view of two schoolgirls "at the Hanging Rock, near Kyneton."

24. Promotional postcards

We see a promotional postcard of a performing canary, "Little Tweet", a Harz Mountain Roller, known as the "Canary Caruso." Little Tweet was a theatrical performer and the back of the card gives details of his career.

25. Trade Cards

On display is some late 19th, early 20th century cards. They include one for Wertheim's Pianos, die-cut in the shape of a woman's hand; another features the classic optical illusion of "my wife" and "my mother-in-law", issued by Ince Bros, Tailors of 174 Swanston Street, Melbourne.



26. Postcard albums.

Once people began to collect postcards they were sent, they needed albums. We have on display an album which consists entirely of the classic seaside novelty postcards holidaymakers would send home from Blackpool or Brighton.

27. In Memoriam

The rituals surrounding death generated a great deal of ephemera. A selection of late 19th century cards of remembrance of is on display.

Anti-Vivisection

One of the classic issues which has generated pamphlets and ephemera over the years is the anti-vivisection campaign. This has as its aim the banning of experiments on live animals. It is a campaign which has traditionally run alongside the anti-vaccination issue. Nowadays it has become part of the animal liberation movement.

28. Anti-vivisection and anti-vaccination tracts.

These date from the 1910s and 1920s. Two of them have the graphic illustration of a calf tied down and vaccinated in dozens of places with smallpox toxin to enable the growth of the anti-toxin. Among the titles are *Vaccination and ruin* (New York Anti-Vivisection Society [1917?]) and *Australia unvaccinated – yet still free from smallpox*, by A. W. Hyde (Melbourne : British Union for Abolition of Vivisection, [1927?])



29. Animal liberation ephemera

These are from the UK where the movement is extremely active. It includes material from specific campaigns such as, the anti-fur campaign, and “Yes, I want to help ban the farrowing crate”, with a picture of a pig, captioned, “Imprisoned because she’s a mother.”

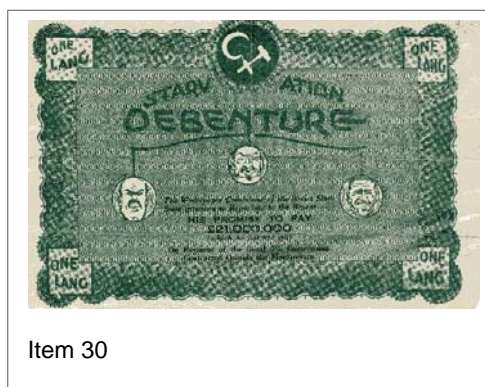
Ephemeral money

Pound notes and dollar bills have often been used for graphics by groups wishing to catch the public's attention. Election campaign propaganda, with its mixture of personalities and economic policy seems to present irresistible opportunities for this form of ephemera.

30. Money as propaganda

From 1932 we see "One Lang: starvation debenture", an anti-Jack Lang piece produced by the United Country party for the 1932 NSW elections. Labor lost.

From the 1955 Federal election we see an ALP piece based on the One Pound note, with the message, "Out Menzies for the common good of Australia." A picture of "Doc" Evatt, the leader of the ALP, appears on the note. Labor lost.



Item 30

There is a "3 dollar bill" featuring Malcolm Fraser, the Liberal Party Prime Minister, from 1977; and a "15 dollar bill" attacking the Queensland Premier, Joh Bjelke-Petersen, from 1983, with the caption, "15 years of rigged democracy." Also from 1983 is a "22 dollar bill" attacking the current PM, John Howard, after "22 years in Canberra", with the caption, "This note is as phoney as Howard's promises."

From the 1993 election we have a bill based on the \$5 note but apparently worth only \$4.25. This was an attack on the Liberal Party's proposal to introduce a Goods and Services tax, which would mean "15% loss of your money." The ALP's Paul Keating was successful in defeating the Liberals under John Hewson.

There are also on display examples of money used to advertise financial advice seminars and similar services., One features the Sydney financier Rene Rivkin. It is a 2001 offer of a 3 month subscription to the *Rivkin Report* "for only \$100." Sir John Monash is the face on another advertising \$100 bill. This is for the Bayside Financial Centre.

The US \$10,000 dollar note with Mona Lisa on the front is part of a Christian response to The Da Vinci Code. It gives details of an offer of \$10,000 to anyone who can prove the allegation in the novel that Jesus married Mary Magdalene and they had a child.

The Million dollar note has the Sydney Opera House on one side and Ned Kelly on the other. It was put out by a religious group, "Way of the master", with the message,

The million dollar question. Will you go to Heaven? Here's a quick test.
Have you ever told a lie, stolen anything or used God's name in vain?
Have you looked with lust? Which is adultery of the heart in God's eyes.
Will you be guilty on Judgment Day? If you have done these things, God sees you as a lying, thieving, blasphemous adulterer-at-heart. The Bible warns that if you are guilty you will end up in Hell.

31. Japanese Occupation Money.

On display are examples of the money printed by Japan for use in their "Greater East Asia Co-Prosperity Sphere", the countries occupied by their advancing forces during World War II. The pesos were for the Philippines, the dollars for Malaya, the guilders for the Dutch East Indies and the pounds and shillings for New Guinea and Australia.



Item 31

National and State Celebrations

32. Federation

Federation took place in 1901; the celebrations centred on the opening of the Federal Parliament in the Melbourne Exhibition Building in May 1901. The Duke and Duchess of Cornwall and Kent came out to Australia to officiate.

On display is an invitation to the "Conversazione" on the evening of 7th May 1901. The elaborate design features the Exhibition building surrounded by vignettes of each state capital, portraits of the Duke and Duchess and of native flora and fauna. The motto in the scrollwork at the top reads,

United Australia. 1901. One flag. One hope. One destiny.

Also we see a "Meal ticket" for the NSW Government Celebrations, to the value of threepence issued by the Committee for Treating and Entertaining the Poor. The ticket reads,

Please supply bearer one meal to the value of 3d. and charge it to the Govt. of New South Wales.

33. Moomba

This festival is held in Melbourne during the Labour Day long weekend (the first Friday to the second Monday in March). It is run by the Melbourne City Council. The first Moomba was in 1955, and we have on display a flier for that year which explains what the organisers set out to do.

In Pasadena it's the Tournament of Roses

Nice in France the Battle of Flowers

In Scotland the Edinburgh Festival of Arts

Now it's Moomba in Melbourne

Melbourne's Answer! This is the first time in Australia that such a programme of music, sport and culture has been presented during two weeks of carnival. Come to Moomba and enjoy.



Item 33

The word was chosen because the organisers were told it was Aboriginal for, “lets get together and have fun.” More recently, experts have claimed that it means something like, “Up your bum,” and that the Aborigines were making a joke at our expense. Its first use was in “An Aboriginal Moomba: Out of the Dark”, a theatrical piece put on during the Arts Festival for the 1951 Commonwealth Jubilee celebrations

In any case, Moomba is still celebrated, and is a great favourite with families, with its parade of floats, and fireworks on the Yarra.

As well as the programme from the 1955 Moomba, we have the special menu for the Scott’s Hotel official Moomba dinner from 1957 and the official programme for 1958, accompanied by a Moomba flag.

The Bomb

34. *Householders' handbook for nuclear warfare* / issued by the Director of Civil Defence for N.S.W. (Sydney : Director of Civil Defence for New South Wales, 1962)

During the Cold War period of the 1950s and 1960s there was widespread fear that nuclear war would break out. Governments felt a responsibility to inform the public as to the best means of coping with the after-effects of an atom bomb.

Motor cars

35. New car brochures

Among the items on display are brochures promoting the original 1950 Holden, and, a local curiosity, the Lightburn Zeta, “Australia’s own second car.” This was manufactured by the Adelaide white-goods manufacturer, Harold Lightburn from 1963 to 1965. Only 400 were sold.

An early piece of motoring associated ephemera is a four page advertisement for “The Moss Electromatic gate operator”, manufactured by H. G. Moss, 7 Murphy Street, Garden Vale, around 1930. The caption reads,

Like invisible hands – opening & shutting the gate.

Opens itself – shuts itself.

Music

Much of the ephemera in our collection comes through personally collecting it. In the case of much of the music and political material this literally means taking it from walls, notice boards or telephone poles.

These pieces came from poles in Greville Street, Prahran.

36. Witness Protection Social Club. "Where everyone knows your new name". Sundays at the Rob Roy Hotel, corner of Brunswick St. and Gertrude St. [Nov. 1999]

The image is of Janet Leigh in the shower scene from *Psycho*, Alfred Hitchcock's 1960 thriller. To add to the "witness protection" effect a black band is over the actress's eyes.

37. Next Wave Festival.

Wide awake : dreaming at twilight. 12-28 May 2000.

The intriguing images of the two children with the atom bomb, and the huge eye-ball were repeated through numerous permutations on posters all over Melbourne.

38. Michael Jackson Benefit Concert. Thursday 11th of December, 161 High Street, Prahran. [2003]

This features the iconic mug-shot of Michael Jackson taken on his arrest by the Santa Barbara County Sheriff's Office on 20th November 2003.

39. Victims of Stalking Benefit. Old Colonial Inn, Sept. 3rd 2004. 127 Brunswick St. Fitzroy.

The Witness Protection gig and the Michael Jackson Benefit are ironic titles but the small flier for the Victims of Stalking Benefit, with its graphic illustration of a woman with a black eye is serious, with its caption, "Be there or don't care?"

Millennium

40. Earthcore New Year's Eve 2000. Millennium marathon programme. Wednesday 29.12.99 to Tuesday 4.01.00. [1999]

Earthcore was a dance and music festival in the country near Lake Eildon.

41. Welcome 2000. New Year's Eve 1999. NYE Shed 2 and 4 Victoria Dock, Melbourne, Australia. Presented by Hardware and Future Entertainment. [1999]

Welcome 2000 was one of the dance parties held in the City of Melbourne for the Millennium.

42. Doomsday 2000 : the end of the world party. A New Year's Eve/Day special bent event. December 31st 1999. 24 hrs of non-stop love. [1999]

Doomsday 2000 was at the Chevron, 519 St. Kilda Road.

The material is accompanied by two Millennium cards, for the year 2000.

Political posters

43. Anti-Globalisation posters.

We have large numbers of these dating mainly from the Vietnam era to the present. On display is a selection from the anti-globalisation protests, especially the one at Crown Casino in Melbourne on 11th September 2000, and from the follow-up which was planned for 2001, but was, in the event, over-shadowed by the Twin Towers bombings in New York. Also among the topics covered by the posters on display is the war in Iraq, including a detailed set of instructions from the Socialist Alternative's Red Bloc, "What to do when the war starts." Posters on the refugee camps, Aboriginal rights and world terrorism are also here.

The Socialist Alternative poster, "Is there a non-violent way to change the world?" was obtained from a lamp-post in Brunswick Street, Fitzroy on 11th June 2005. A graffitist has answered the rhetorical question by spraying "No" at the top of the poster.

Copies of some of the posters have been made and fixed to the screens around the exhibition.

Pharmacy Labels

44. Scrapbook of labels

Recently the Victorian Pharmacy College transferred its Rare Books to the main Monash University Rare Books Collection in the Matheson Library on the University's Clayton campus. Among the items are some scrapbooks of labels used on various pharmaceutical products in the 19th century. On display is one of these, compiled by Francis Longmore, a chemist who had pharmacies on the corner of Flinders and King Streets and 130 Bourke Street, east in the City as well as at Brunswick Street, North Fitzroy.

Wall cases

Subdivisions

45. *Kilmore Junction Estate. Saturday March 11 [1916]. Forbes & Son (T. G. Forbes, Auctioneer) 180 Bridge Road, Richmond.*

Kilmore Junction was near Wandong on the Hume Highway (then called the Sydney Road), north of Melbourne. It was to be a "new township and mountain health resort." In 1922 the name was changed to Heathcote Junction.

46. *The Pines Estate*, Turner Street, Wonthaggi. Auction Saturday 24th April 1915. Auctioneer, Coghill & Houghton 79 Swanston Street, Melbourne, in conjunction with G. R. Abrahamson, Wonthaggi.

The caption reads, "Your chance in the new Wonthaggi." Wonthaggi was a coal mining town and the copy written for the flier is aimed directly at the working class,

Don't back horses at long odds too often, when shorter odds on good building land is bound to hand you your money back and invariably with a profit.

Don't spend fourpence per day on beer if you are not thirsty, because it will pay for a fine allotment in The Pines estate.

Don't pay twopence each for eggs when they are dear. You would have plenty of room for your own poultry, and also a vegetable garden, if you bought two allotments in The Pines Estate. Eightpence per day gets the two blocks.

47. *By public auction, Saturday 30th Nov. 1918 ... Travancore Estate, Flemington Hill (City of Melbourne) : Sydney Arnold, Best & Co., auctioneers, [1918]. 1 sheet folded to [6] p. : ill., plans ; 22 cm.*

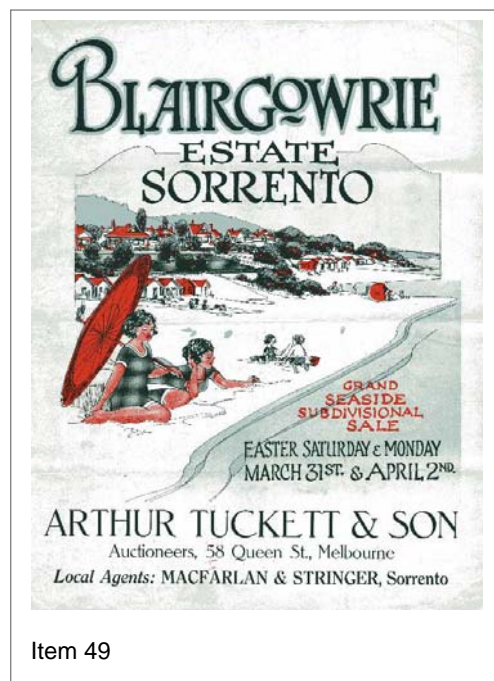
This was the sub-division of Henry Madden's property, "Travancore", fine boom-period mansion and grounds on Mount Alexander Road. The brochure claims it is "the highest point in the City of Melbourne. 132 feet above sea level."

48. *To be sold by public auction, Saturday, 20th February, 1920 : Warrigal Road Estate, on corner of Warrigal and North Road, Oakleigh : 116 villa sites. (Melbourne : Coghill & Houghton, auctioneers, [1920]) 1 sheet ([2] p.) : ill., plans ; 43 x 35 cm.*

The streets in this sub-division were named after Australian Generals from the Great War, Birdwood, Chauvel, and Monash. The brochure mentions the Estate's proximity to "the wonderful railway service provided at Oakleigh (being 92 trains daily)", but much is also made of "the projected electric tram along North Road", which was never built.

49. *Blairgowrie Estate, Sorrento. Grand seaside subdivisional sale, Easter Saturday & Monday March 31st & April 2nd, [1926] (Melbourne : Arthur Tuckett & Son, [1926])*

This was the sale of the waterfront footage along what is now the Nepean Highway at Blairgowrie, 214 lots were auctioned. It was the subdivision of Blairgowrie Estate, the grounds of a 19th century limestone mansion.



Item 49

Ecology and Conservation

50. Strocchi, Marina, artist.

Hazchem House (Melbourne : Redletter, 1989) poster : screenprint on white paper. 76.0 x 50.8 cm.

Printed by Red Letter Press for the Victorian Ministry for the Arts and the Lance Reichstein Trust in the Ceres (Centre for Education & Research in Environmental Strategies, Brunswick) series.

This poster is accompanied by a selection of other posters and fliers concerned with green issues.

51. *God or whoever gave you legs and arms ... [ms. sign] 24 x 26 cm. biro on cardboard.*

This is a unique piece of handwritten ephemera found at the Mackie Road shops at East Bentleigh, 18th March 2002. The person is berating his fellow shoppers for not picking up rubbish, "Why? Because the drains go to the beach".

52. Levy, Laurie

We need your help. Join our rescue team for March '99 / Laurie Levy (Melbourne : Coalition Against Duck Shooting, 1999)

The campaign to ban duck shooting in Australia began in 1986. To this point, three states have banned the recreational shooting of native waterbirds, Western Australia (1990), New South Wales (1995) and Queensland (10 August 2005)

53. *Bob Brown talks Tassie Forests with David Risstrom Vic. Greens Senate Candidate. Thursday September 19, Storey Hall, RMIT. [2004]*

David Risstrom was a Melbourne City Councillor from 1999 to 2004 when he stepped down to contest the Senate for the Greens. Although he was unsuccessful, he intends running again for the Senate. Tasmanian Senator Bob Brown is the leader of the Greens in Australia.

Olympics

54. 1956 Olympics

This Wall Case is devoted to the 1956 Olympics. It includes a metal wall map, *Broadbent's Melbourne to and fro, Olympic Special*, showing the venues for the sports as well as an inset map of the Olympic Village in West Heidelberg.

Among the memorabilia and Olympic ephemera on display are programmes for the opening and closing ceremonies and some of the daily events as well as tickets to the Games. The closing ceremony was preceded by the Olympic Soccer final between USSR and Yugoslavia.

Music and Dance

55. *The famous, original and only Lynch family Bellringers.* (Melbourne : F. W. Niven, [c1914-17?]) 102 x 39 cm; printed in red and blue; the nine photographic illustrations in blue.

This group of “campanologists” originated in Geelong in 1867 as the Australian Bellringers, changing their name to Lynch Family Bellringers in 1875. They undertook world tours as well as performing regularly on tour in Australia and New Zealand.

As well as performing with the handbells they were glassophonists, being “the originators of this special class of entertainment”. They also played an aluminium organ and “The Marimba Resonators”, “the only instrument of its kind in the world.”

Our copy of the handbill is accompanied by a “Complimentary ticket”,

given for favours shown and on the understanding that the bills are kept in a prominent position until after the performance of the LYNCH FAMILY.

56. Silver, Frank, 1896-1960.

***Yes! we have no bananas* [music] / by Frank Silver and Irving Cohn. (Sydney : J. Albert & Son, 1923)**

57. O'Hagan, Jack

***Our Don Bradman* [music] / words and music by Jack O'Hagan. (Melbourne : Allans, 1930)**

These are examples of items from our extensive sheet music collection. They have been chosen for their topicality. As the cover says, *Yes! We have no bananas* was “America’s greatest song craze” in 1923, and is topical again in Australia suffering a shortage of bananas in the after-effects of Cyclone Larry which hit the north Queensland coast on 20th March 2006.

Our Don Bradman was written by Jack O'Hagan, of *Road to Gundagai* fame, in 1930 and helped raise the Australian cricket star to the status of national idol.

58. Dance cards

On display is a selection of dance cards, mostly from the 1920s and 1930s; many still have their small pencils attached. The custom was for the gentleman to ask the lady early in the night for dances, which she would book-up on her programme.

59. *Competition dancing championship. Leggett’s Ballroom, Prahran (1926)*

Leggetts Ballroom in Greville Street, Prahran was one of the most popular dance venues in Melbourne. It burned down on 16th April 1976 and the site was sold in 1981 to be re-developed as tennis courts. The location is now apartments.

Flat cases

Monash University

Some of the early ephemera associated with Monash University is on display.

60. Monash University opening ceremony, eleventh of March, nineteen sixty one. [Clayton, Vic. : The University, 1961] 1 sheet : ill., plan ; 50 x 61 cm folded to 25 x 31 cm. plus two invitation cards, one showing a map of the location.

Two copies of this are included; one is open to show the planned lay-out of the University. The buildings numbered in red, i.e. some of the Science buildings, were the only ones operational at the beginning. Monash was planned as essentially a science university.

61. Monash University opening of the Hargrave Library / by Professor Sir Keith Hancock, Saturday 15th December 1962. [Clayton, Vic. : The University, 1962]

Monash University opening of the University Library, Saturday 4th April 1964. [Clayton, Vic. : The University, 1964]

The Science Library was named in honour of Lawrence Hargrave the Australian pioneer aviator. This invitation has, loosely inserted, an explanatory description of the Library's Mural, "Homage to Lawrence Hargrave", by John Perceval, written by the artist himself. The Main Library invitation includes a description of the building, "the first major library in Australia to be completely carpeted throughout", stating that,

Privacy and complete silence can be maintained in the reading areas while a more relaxed atmosphere obtains in the foyers on each floor, where conversation and smoking if permitted.

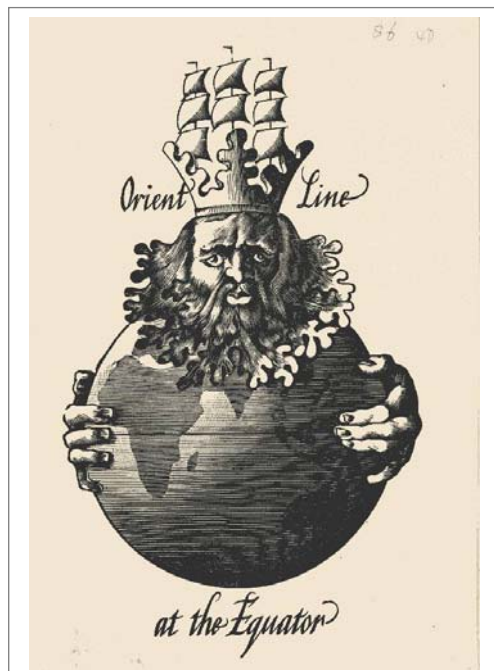
62. Monash University opening of the Robert Menzies School of Humanities. Saturday, 24th August, 1963. [Clayton, Vic. : The University, 1963]

The Menzies Building opened in stages. The western half, i.e. the section farthest from the Library, was the first to be completed.

Shipping

63. Tickets, menus and other on-board ephemera.

Much of the ephemera associated with shipping is attractively designed, especially the onboard menus. We have some of these in the display, particularly from the Orient Line. They range in date from the 1930s to the 1950s.

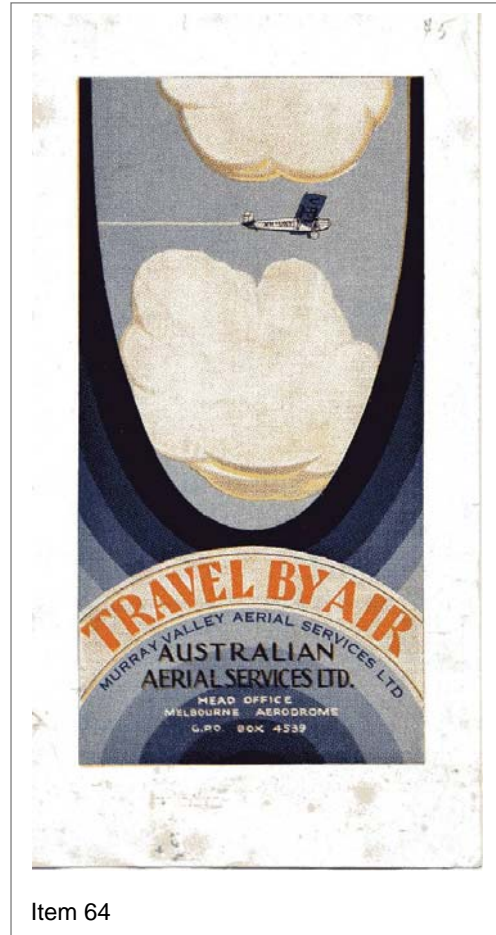


Aviation

64. Flight brochures

Most of the material on display is Australian and has been generated by Qantas and the domestic airlines, ANA, Ansett, and TAA.

Also on display is an early leaflet issued by the Murray Valley Aerial Services Ltd./Australian Aerial Services Ltd. It has the "aerial route map" on the verso. The service centred on country Victoria and the Riverina, as far north as Broken Hill. The airline operated in this area from 1924 to 1930.

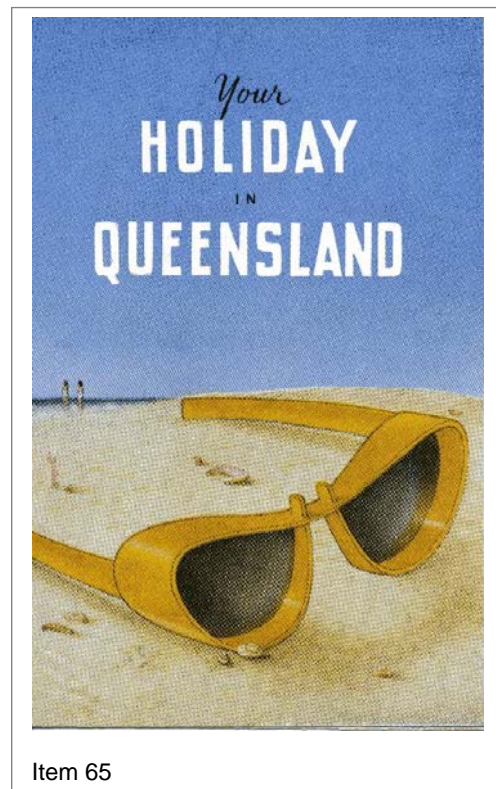


Item 64

Tourism

65. Tourist ephemera

We held a major exhibition of our Tourism material in 2003 but we have much more than were on display at that time. Here is a selection of some of our tourism ephemera which has not previously been on show. It includes a collection of napkins, menus and motel cards collected by one family on their trip into North Queensland. There is also a South African item, *Everlasting silver leaves from Table Mountain* which includes real leaves hand-painted with a native scene. This was sent back from Cape Town "To Daisy from Uncle John 8/12/[19]06."



Item 65

Food, Drink and Dining

66. Home brewing

Among the items on display is a folder of material from Edward Knowlton & Son, brewers, of Richmond, Surrey, sent to Mr. W. Bennett, of Williamstown over a period from 1893 to 1901. It includes recipes for brewing your own beer, and for brewing ginger beer.

67. Marmite recipes : Marmite cookery book. ([Sydney?]) : Sanitarium Health Food Company, [192-]

68. Vegemite : pure vegetable extract.(Melbourne : Kraft Walker Cheese Co., [195-])

There is also a 1920s brochure promoting Marmite and a 1950s Vegemite cookery book, die-cut in the shape of a Vegemite bottle.

There is an envelope from the 1920s promoting Cadbury's Cocoa, with a "very amusing novelty enclosed." The novelty is a cellophane fish which tells you fortune if you place it in the palm of your hand.

We have recently had donated to us by Dr. David Dunstan, Director of the National Centre for Australian Studies at Monash, a collection of books and ephemera on wine. This will be the subject of a forth-coming exhibition.

General Products

69. Product promotional material

This is the merest selection of such material we hold in the collection. It includes a "Writing Case" for Royal Diadem self-raising flour; an advertising flier put out by J. Walch & Sons, Hobart for "The Pelican self-feeding fountain pen"; a "stenoCord" dictation machine; the "Facit TK" calculator, commonly used in offices before electronic calculators and computers; and an Australian icon, the Sidchrome spanner man from 1964.

A brochure for "Radiolite – a discovery for watches" is also on display. This was issued by the Ingersoll Watch Co. Ltd., 1170 Regent Street, London.

Radiolite is the name of the material used exclusively by Ingersolls to make the Dials of their Watches luminous.

The name Radiolite was coined by E. S. Daniels, who started working for Ingersoll in 1892 and opened the London offices in 1904. It was the radio-active paint used on the watch faces.



World War I

70. Lindsay, Norman, 1879-1969.

German atrocities : A terrible record : The call of humanity : Hasten!
(Melbourne : Director-General of Recruiting, Victoria Barracks, [1918] 3 p. : ill. ;
51 x 73 cm folded to 13 x 18 cm.

Fold out poster-pamphlet designed to be folded for posting and opened out to poster-sized sheets with text and illustrations on each side. This was a potent force in mobilising Australians during the last recruiting campaign of 1918. Illustrated by Norman Lindsay. Title of folded cover: Hasten! Address label: E. J. Haynes, 8 Fitzroy St., St. Kilda.

It is open at an illustration of a German officer executing Nurse Cavell in Belgium, 12 October 1915.

71. Tate, Frank, 1864-1939.

Our debt to our soldiers : an open letter to the children of Victoria from the Director of Education, Education Department, Melbourne, 20th March, 1916
/ [by] Frank Tate. (Melbourne : Albert J, Mullett, Government printer, 1916)

This first appeared as a Supplement to *The School Paper, Grades V, and VI*, 1st April, 1916. It centres specifically on the Gallipoli Campaign, comparing it to the Charge of the Light Brigade in the Crimean War.

72. *War loan Buy War Bonds.* Melbourne : H.J. Green, Acting Govt. Printer,
[between 1914 and 1918] 1 sheet ([1] p.) : ill. ; 15 x 10 cm.

The text begins,

But for the strength of the Empire's Navy, enemy aeroplanes would be
over Melbourne.

73. Great Britain. Parliamentary Recruiting Committee.

An outline of the military service act. (London : Parliamentary Recruiting
Committee, [1915] 28 cm.

This was for the information of men liable for conscription in Britain in 1915.

Among the other items on display are humorous and romantic postcards sent home to loved ones; an Australian Red Cross notice for Valentine's Day February 14th 1916 calling for donations of "treats" such as chocolates, jam and toilet paper "for our sick and wounded soldiers at home and abroad."

There is also a "Collector's Permit" for the Commonwealth Button Fund collection of "Hospital Day", Friday 20th October 1916. The Temperance League issued "Prohibition Seals" during the war, with messages such as,

The fighting Navy. The money spent on liquor in Britain since the declaration of War, August 1914, is equivalent to the cost of One Hundred and Fifty Dreadnoughts!! Defeat or Defence?

Perhaps the prettiest item in the case is a piece of needlework showing a plane sporting the French flag and the Union Jack with the message, "To the Victory 1915."

World War II

74. Commonwealth Rationing Commission (Australia)

The black market is the traitor's market. Coupons or chaos. (Adelaide : K.M. Stevenson, Govt. Printer, [between 1942 and 1945] 1 sheet, perforated across middle ([4] p.) : ill. ; 38 x 26 cm.

"Issued by authority of the Minister for Trade and Customs and the Commonwealth Rationing Commission." Printed on both sides, and apparently intended to be cut across perforation to be made into 2 separate sheets. Lower sheet contains title: *Coupons or chaos*.

This is accompanied by examples of coupons and ration books from the Second World War.

75. *This man is your friend – Australian – He fights for freedom.* (Washington : US Govt. Printing Office, 1942) 26 x 18 cm.

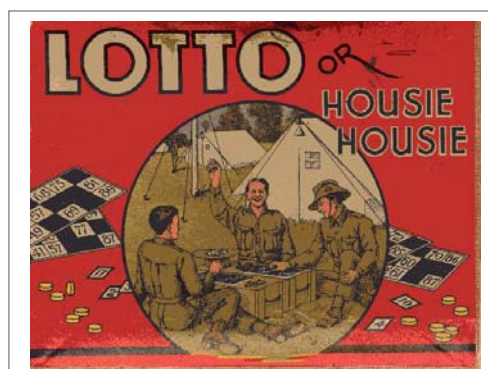
This poster of a digger in a slouch hat was issued to American servicemen during World War II to enable them to recognise their Australian allies.

76. *Lotto or Housie Housie.* [Melbourne, 194-]

This game of Bingo was produced for the troops as we see from the cover illustration of three diggers playing it in camp.

77. *Stay where you are.* (London : Issued by the Ministry of Information on behalf of the War Office and the Ministry of Home Security, [1940]) 1 sheet ([2] p.)

This notice was issued to the public in England after the fall of France when fear of invasion was at its height.



Item 76

78. Australian Red Cross Society.

***Prisoner of war and internee camps in the Far East* / produced by Australian Red Cross Society. Cover title: *Reference map : prisoner of war & internee camps in the Far East*. [Melbourne : Australian Red Cross Society, 194-] 1 map : col. ; 47 x 35 cm. folded to 27 x 17 cm.**

Map of the prisoner of war and internee camps in Asia including Japan.

Other material deals with War Loans, Air raid Precautions, and a *Kit of religious materials for a Catholic service man*, issued by the National Catholic Community Service in the US for American GIs. This includes a set of Rosary Beads and a pamphlet, *Teaming up for God and country* (1942)

Nimbin

79. Nimbin HEMP (Help End Marijuana Prohibition) Embassy ephemera

Nimbin is a small town in Northern New South Wales, about an hour inland from Byron Bay. It was the site of the Aquarius Festival in 1973. Many of the hippies who went to the festival stayed on and formed a commune. Since that time a steady development has taken place and the main economy of the town is now based on alternative culture

On display is a selection of material issued by the people of Nimbin, particularly those involved in the Nimbin HEMP (Help End Marijuana Prohibition) Embassy. The *1998 Let it grow calendar* has the caption, "When injustice becomes law resistance becomes duty", and the man pictured in the field of head-high plants has a thought bubble saying, "For God's sake let it grow!"

An annual attraction at Nimbin is the Mardi Grass Festival, which takes place on May Day. One of the postcards shows a scene from this. Also among the postcards is *Spiders on drugs*, issued by New Scientist in 2000 to promote subscriptions to their journal. It shows the results when spiders effected by different drugs spin their webs.

80. *The Nimbin leaf* [Nimbin, N.S.W. : Radic-AI, 2004?]

This is a mock-up for the first issue of a local magazine, edited by Nimbin musician "Reggae AI."

Also on display is a set of *Weed* playing cards, "A novelty card game that explores the fine art of growing pot plants."

Melbourne

81. Melbourne and Suburban Postal Districts.

This map of the Melbourne postal districts was drawn in 1927. This copy of the map is stamped 5 January 1932. The system was based on the London postal districts. It was replaced by postcodes on 1st July 1967.

82. City Development Association (Melbourne, Vic.)

The South Gate fountain : official opening ceremony programme / City Development Association. (Melbourne : City Development Association, 1959)

This brochure is accompanied by an invitation to the opening of this fountain 1st November 1959. It was on the site now occupied by the Southbank Arts Precinct in Melbourne, on the south side of the Yarra.

83. *I prefer a tram conductor* (Melbourne, [1989])

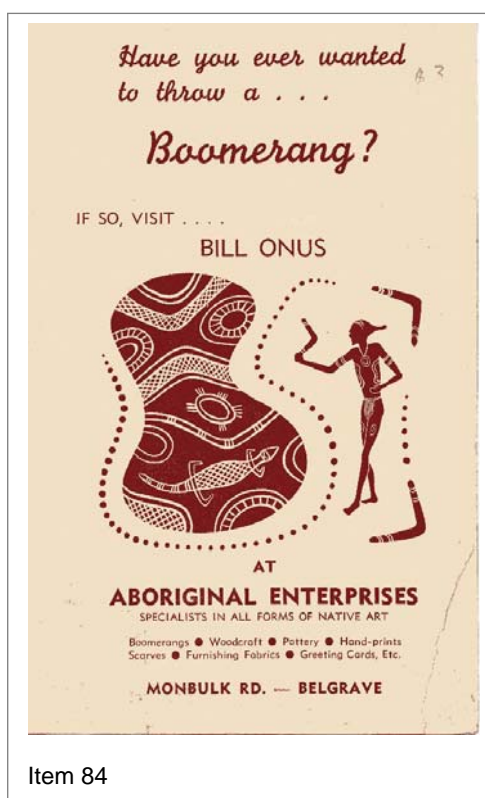
This was part of a campaign to prevent the removal of conductors from Melbourne trams. There was a strike that year, but the conductors have now been replaced by ticketing machines.

84. ***Have you ever wanted to throw a boomerang? If so, visit Bill Onus at Aboriginal Enterprises. Monbulk Road, Belgrave. (Belgrave, [1959])***

Bill Onus (1906-1968) was an Aboriginal activist and promoter of Aboriginal culture. He was the person who organised the "Aboriginal Moomba: out of the dark" for the 1950 celebrations and suggested the word "Moomba" for the annual Melbourne celebration. When Harry Belafonte visited Melbourne in 1958 he was filmed learning to throw a boomerang outside the Belgrave shop.

85. Novelty Postcard of Northcote

This is an example of a Valentine's Mail Novelty postcard. They were printed in England from the turn of the century into the 1920s. The brightly coloured images opened at the centre where you could unfold a set concertina-views of the locality. Northcote had its own card, featuring a trifle incongruously, a smiling African boy.



86. Victorian Centenary

In 1934-1935 Victoria celebrated the centenary of its founding by John Batman. Prince Henry, the Duke of Gloucester, came out to officiate.

We have on display programmes from the opening ceremony 18th October 1934 and the closing, "Commemorative Ceremony" 8th June 1935, as well as a brochure from J. Gadsden Pty Ltd of Abbotsford advertising their lines in flags and bunting required for the celebrations, "The state beflagged will create that festive spirit."

Sir MacPherson Robertson, the owner of MacRobertson's Chocolates was one of the most prominent public benefactors in Melbourne at the time. He sponsored the Air race from England to Australia, the most popular feature of the celebrations. He also contributed heavily to establishing the MacRobertson Girls' High School, formerly the Melbourne Girls' High School, which opened at their current location on 7th November 1934. An invitation to the opening is among the items on display.

Miscellany

One of the attractions of collecting ephemera is the variety of material on offer. In this case we include some crank, some classic items.

87. Religious ephemera

“Where will you spend eternity?” asks this leaflet from “The Only Way” Ministry of Sunshine, Victoria (1978). A flier handed out to passers-by in Queen Street, the main street of Brisbane, in 1994 by Lyn Moore has a rather urgent tone,

I've been told by JESUS CHRIST to call the people of Brisbane to Repentance, and if they don't Repent of their sins, there will be an Earthquake.

Lyn Moore

Please tell your family and friends.

There is a “Masonic Conspiracy” flier beginning,

Comedians are a confident bunch. But have you ever seen one start a joke with “My father was a Freemason?” Masonry is the one and only subject that the media steers well clear of.

The facts are that the Freemasons are the representatives of Satan on earth.

88. Friedman, Stanton

Crashed flying saucers! UFO's are real. Explosive new evidence.
([Melbourne] Australian Lighting Pty. Ltd., 1998) 1 p.

“Respected nuclear physicist Stanton Friedman” is perhaps the best-known North American UFOlogist. He tours the world lecturing on such topics as Roswell.

89. Liquor Hours Referendum

This took place on 24 March 1956. The question asked was,

Are you in favour of the extension of
Hotel Trading Hours on Week Days until
10 o'clock in the evening?

At the time “early closing” was in force and hotels closed at 6.00 pm. The Victorian Local Option Alliance, the Temperance lobby, produced fliers and stickers, examples of which are on display, with the slogan, “Stick to six in fifty-six.”



There is also on display an earlier piece of prohibition propaganda, "A letter to licensees" issued by the Methodist Social Service Department for the "No Licence Poll" held 8th October 1938; and a single leaf flier, *What Don Bradman did not say: Liquor trade impudence! Is there any limit to it?* This was a response to an exchange between two radio announcers discussing Bradman's test century the previous day at Adelaide. They managed to sneak in an endorsement for beer and the Total Abstinence Alliance rang to complain. This flier quotes Bradman as saying, "The most refreshing beverage of all I find is a cup of tea."

90. *Cosmopolitan body love* (Australia : Avantcard, [2001])

This promotional card for *Cosmopolitan* magazine features Sara Maree Fedele from the first Big Brother series. The caption reads, "Lovin' the body you got."

91. *Iraqi most wanted playing cards* (United States Playing Card Co., 2003)

This deck of cards, with details and portraits of the Iraqi high command was first issued in April 2003 by the Defense Intelligence Agency and the US Central Command in Iraq for the troops on the ground. The pack on display was the one issued to cater for public demand.

Small Upright Case

Book ephemera

92. *Returns ledger*. (Melbourne : Sands & McDougall, 1951)

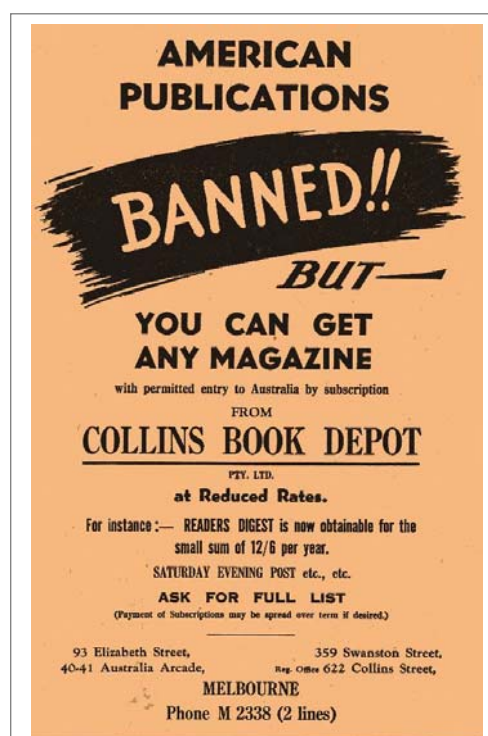
The centrepiece of this part of our display is an old ledger book used by Footscray book-seller, Neil Swift, for his collection of book-seller's labels and bookplates.

93. Publisher's catalogues

On display is a selection of catalogues for children's Christmas gift book and games.

94. *American publications banned* (Melbourne : Collins Book Depot [1942?])

This flier was issued by Collins Book Depot probably in 1942 to let their customers know that, although the import of US magazines was banned some could still be obtained from Collins "by subscription." The "ban" was in the aftermath of Pearl Harbour when authorities were minimising sea traffic. This saw the sudden growth in local Australian publishing of comics and pulp fiction as well as magazines.



Item 94

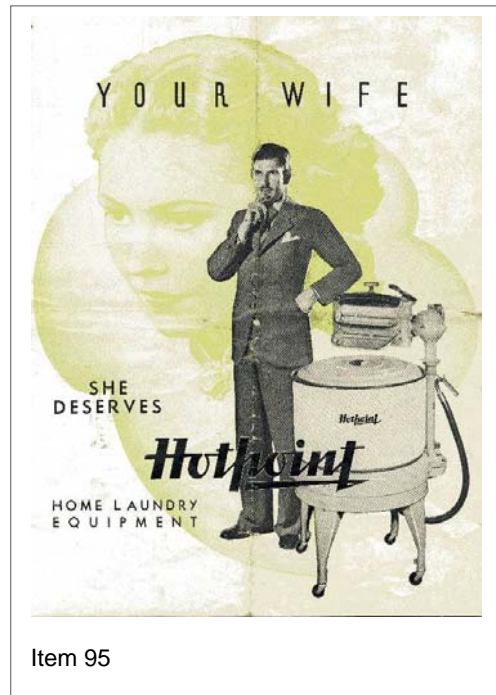
Corridor Cases

Household products

95. Promotional brochures

On display is a selection of brochures for household appliances, fashion and furnishings. These include one for the classic early 1950s Kelvinator. For many this was the first fridge superseding the ice chest.

A more recent brochure is “Turning your gas supply back on safely”, issued in 1998 by the Victorian Government in the aftermath of “the tragic explosion at Esso’s Longford processing plant on Friday September 25.” The gas supply was turned on again in Victoria on 14 October.



96. Signs and Labels

Labels are among the most common forms of ephemera. Before the advent of the “Cash ‘n Carry”, self-service stores, grocery shops had their lines for sale in tins on the counter or on the shelves. The earliest example in our collection is from a Guests cake tin, dated on the back “Nov. 1893.” We see on display some of the labels from the tins of the South Melbourne firm, Lagoon Confectioners. The Quince label is from Tasmania. The metal “Wundawax floor polish” sign, with the slogan, “There’s no energy tax with Wundawax”, would have been in a grocery store. The Foodland sign is from the early 1960s, when small suburban self-service stores were going into partnerships.

*Smile,
you're on Deep Image*



AWA COLOUR TELEVISION

Advertising brochure for AWA Colour Television, 1975.