

## Posters

Posters have been used for well over a century as an inexpensive, eye-catching and easily distributed way of selling a product or policy, promoting awareness, reminding people to do something, and encouraging certain kinds of behaviour. They are vivid, immediate and evocative.

The Commonwealth government was quick to realise the value of posters as a communications tool. Some of the earliest posters were those created by the Chief Electoral Officer to remind Australian electors to vote and to instruct them how to cast a legal ballot. Since then the Commonwealth has used posters to encourage people to do all manner of things including to:

- buy bonds
- visit Australian tourist attractions
- celebrate centenaries
- conserve water
- enlist in the armed forces
- understand and use decimal currency
- immunise their children; and
- drive safely.

The National Archives' collection contains posters produced by the Commonwealth for all of these purposes and more. We also hold some posters published by State governments, private enterprise and by governments overseas. The tables that follow provide you with a glimpse of the range of material in our collection.

### Selected subject list of posters

#### Centenaries and celebrations

Title or description of record	Date range	Series number
<u>Silver Jubilee of the reign of Her Majesty, Queen Elizabeth II – commemorative posters</u>	1977	A5918
<u>Bicentennial collection publications</u>	1987–89	C2749

## Defence and war

Title or description of record	Date range	Series, item number
<u>Beaufort Division posters</u>	1939–45	MP1472/1, 22 PART 1
<u>Camouflage posters</u>	1940–44	MP222/2
<u>Careless talk costs lives [colour]</u>	1940–41	SP112/1, 426/4/2
<u>Copies of "salvage" pamphlets</u>	1942–45	MP15/8, NN
<u>History of Commonwealth Rationing Commission</u>	1943–50	B5641

## Education

Title or description of record	Date range	Series number
<u>Australian Outline [educational posters, colour]</u>	1949–56	C3179

## Elections and referendums

Title or description of record	Date range	Series, item number
<u>Election of Queensland Members of House of Representatives – Arrangements for Polling [b&amp;w]</u>	1901	A6, 1901/394
<u>Political party election material donated to Archives (about 1975 &amp; 1977 Federal elections)</u>	1972–77	C947

## Entertainment

Title or description of record	Date range	Series, item number
<u>Victoria Hall poster [colour]</u>	1886	A1786, 2776B
<u>The Wonderful Performing Fleas [colour]</u>	1889	A1786, 4029B

## Health

Title or description of record	Date range	Series, item number
<u>Baby Week [colour]</u>	1920	A1861, 4439
<u>Mosquitoes [NSW Government poster, b&amp;w]</u>	1928	A1, 1928/5982

## Immigration

Title or description of record	Date range	Series, item number
<u>£10 Reward £10 [offered for information leading to arrest of prohibited Chinese immigrants, b&amp;w]</u>	1913–18	A2455,1
<u>The call of the stars to British people [colour]</u>	1928	CP211/2, 68/106
<u>Australia – land of tomorrow [colour]</u>	1949–51	A434, 1949/3/21685

## Postal Services

Title or description of record	Date range	Series number
<u>Post Office posters</u>	1963–88	C3960

## Recruiting

Title or description of record	Date range	Series, item number
<u>Posters and photographs</u>	1941–84	C2829
<u>Join the Girls Training Corps [British, colour]</u>	1942–44	A705, 151/30/120

## Shopping

Title or description of record	Date range	Series, item number
<u>Madame Dean's Spinal Supporting Corset [b&amp;w]</u>	1890	A1786, 4378B
<u>Emmerson and Companies Sale [colour]</u>	1901	A1786, 9556B

## Sport

Title or description of record	Date range	Series, item number
<u>Grand Anzac Sports Meeting – Canowindra [b&amp;w]</u>	1927	SP459/1, 441/1/170
<u>Cricket at Canberra – Visit of MCC team [b&amp;w]</u>	1937	AA1970/853

## Travel

Title or description of record	Date range	Series number
<u>Australian travel posters [colour]</u>	1930–40	M948
<u>Australian travel posters [colour]</u>	1960–	B4945

## Posters created by the Commonwealth Advertising Division on behalf of Commonwealth agencies

In 1941 the Commonwealth Advertising Division was established with offices in Sydney and Melbourne. The Division, which operated until 1970, and its successors coordinated the Commonwealth's advertising. The posters created by the Division are for diverse campaigns including for the Egg Board, Road Safety Authority, Victory Bonds, and women in war.

### Commonwealth Advertising Division, Sydney

Title or description of record	Date range	Series number
<u>Posters and pamphlets for Commonwealth agencies</u>	1942–51	C934
<u>Advertising material</u>	1950–52	SP130/1
<u>Posters</u>	1950–61	SP545/3
<u>Booklets and posters</u>	1958–65	SP813/2
<u>Reprints of press advertisements</u>	1960–67	SP968/2

## Commonwealth Advertising Division, Melbourne

Title or description of record	Date range	Series number
<u>Correspondence, Commonwealth Advertising Division</u>	1941–53	MP224/1
<u>Posters relating to advertising files</u>	1950–74	MP1567/1
<u>Proofs of posters</u>	1945–65	MP878/2