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ADVERTISING ANTIQUES

Greg - is there a source we should be quoting for this article?

Advertising Antiques is an area of collecting that combines Street Jewellery (old enamel signs, dispensers, advertising windows, shop fittings and illuminate designs), Ephemera (printed paper and card items) and old packaging (tins, labelled bottles, packets, dummy bars, boxes and counter bins). Made popular during the late sixties and seventies by collectors such as Robert Opie (The Pack-Age Museum), this area of collectables includes any throwaway shop display items used to advertise products or the actual products themselves.

As more museums have moved toward displays showing how people in the last century used to live, people have become more aware of that the role advertising plays in our lives has changed little since the turn of the century. Viewing these displays and collections it becomes apparent that many of the trade marks and logos that were synonymous with every day life in the Victorian, Edwardian and Pre-War (WWII) eras would still be recognisable to someone shopping at the supermarket, garage or corner shop today. Firms like Cadbury, Nestle, Fry's Chocolates, Rowntree, Bisto, Bovril,

Coleman's Mustard, Lyon's Cakes, Lyle's, Oxo, Cerebos, Brown & Poulson, McDougal's Shell, BP, Castol, Texaco, McVite, Crawfords, HP, Daddies, Worcester Sauce and many breweries still have similarly branded products available.

It is this rich history of type faces (fonts), logo's, designs, strap lines and motto's that were perfected during the days of industrialisation that still affect our buying habits and perception of brand names. However, these techniques have advanced and closely match our social attitudes, making some old captions such as Craven A cigarettes "Will not affect your throat", "Guinness is good for you" and even the Robertson's Golly trademark fall by the wayside. These taboo subjects, outdated social attitudes, redundant inventions and quack cures, especially from the Victorian era make a fascinating subject. When combined with colourful Lithographic printing on box labels, wrappers, card signs or tins, skilled vitreous porcelain enamelling on cast iron signs and acid etching and mirroring techniques on glass, these historic items form an incredibly attractive and interest display.

