

QUEEN VICTORIA MUSEUM AND ART GALLERY

CHS 102

TASSELL EPHEMERA COLLECTION

Ephemera

INTRODUCTION

THE RECORDS

1. *Subject*
2. *Format*

OTHER SOURCES

INTRODUCTION

Ephemera refers to printed matter published with a short intended lifetime, including material meant to be thrown away after one use. The word derives from the Greek meaning things lasting no more than a day.

The collection is an artificial series brought together by its wide coverage of Launceston, although material from the entire State is included. Some material dates from the 1950s, but it is only since the early 1990s that a determined effort has been made to collect ephemera.

A wide range of subjects is represented in the collection. There are strong post 1990 holdings particularly for the Launceston area relating to community life, the food industry, including vineyards, government electoral material, tourism, tourist accommodation, dance, music and theatre. There is a broad range of types of material, including brochures, flyers, programs, posters, tickets, invitations, badges and business cards. The collection is sorted by subject headings, with a small group sorted by format.

Museum Director Chris Tassell (1978-2006) initiated the collection of contemporary ephemera and a large part of the collection results from his initiative. He recognised the significance of this short-lived material, not only for its factual information but also its graphic design values.

Other major contributors include Mrs Rosalie Faser and Mrs Mary Dent and her daughter Mrs Sarah Katarzynski. Mrs Dent and her daughter have regularly donated material received in their households which is a useful local representative record of community life. Museum staff continue to collect items of interest.

THE RECORDS

1.Subject

Aborigines

Agriculture

Agriculture farming

Agriculture horticulture

Art art galleries

Art artwork

Art artwork craftwork

Art design

Art films

Art organisations

Art photography

Commerce services auctions

Commerce services finance

Commerce services organisations

Commerce services real estate businesses

Commerce trade

Commerce trade cleaners

Commerce trade equipment

Commerce trade hairdressers

Commerce trade miscellaneous

Commerce trade motor vehicles

Commerce trade retail

Communications

Communications meteorology

Communications post office

Communications print media

Communications radio

Communications telephone

Communications television

Community life

Community life events

Community life events personal

Education books

Education history

Education library

Education museums

Education post secondary (excluding university)

Education school (excluding Launceston Church Grammar School, Broadland House School)

Education school Launceston Church Grammar School, Broadland House School

Education science
Education university

Environment

Geology

Government federal electoral
Government local
Government local electoral
Government state
Government state electoral

Health
Health aged care

Industry
Industry clothing
Industry food
Industry food beverages (excluding wine)
Industry food menus
Industry food restaurants
Industry food wine
Industry forestry
Industry forestry pulp mill
Industry furniture
Industry machinery
Industry manufacturing
Industry mining
Industry tourism
Industry tourism accommodation

Law

Military

National parks and reserves

Performing arts dance
Performing arts music
Performing arts theatre

Property building
Property building historic
Property rural

Public utility
Public utility electricity
Public utility transport bus
Public utility transport road building

Recreation
Recreation sport
Recreation sport fishing
Recreation sport football
Recreation sport golf
Recreation sport greyhound racing
Recreation sport soccer
Recreation sport tennis
Recreation sport water sport

Religion

Transport air
Transport rail
Transport road
Transport road motor bus
Transport water

Zoology

Some items are oversize posters and are stored separately

2. Format

Business cards
Calendars
Invitations
Postcards

OTHER SOURCES

QVMAG, Community History, CHS 45
QVMAG, Community History, LCC 9, Ephemera