



# SELLING DREAMS

Early Advertising in Singapore

20 July 2018 - 24 February 2019  
Level 10, Gallery  
National Library Building

## PROGRAMMES

### Date/Time/Venue Synopsis

26 Jul 2018  
7.00pm – 8.00pm  
Level 5,  
Possibility Room

**Talk | Early Advertising in Singapore (Fashion, Hospitality and Entertainment)**

Join us as we reconstruct life and lifestyles in Singapore based on print advertisements from the 1830s to 1960s. Come and discover Singapore's fashion trends across different cultures and eras as well as the early days of our local hospitality, F&B and entertainment industries.



Akshata Patkar



Fiona Lim



Goh Yu Mei

This programme is organised in conjunction with the series *A Librarian's World*.

Akshata Patkar is the Assistant Manager (Research) of Content and Services at the National Library. She conducts research into public policy and current affairs and has a keen interest in cultural studies.

Fiona Lim is an Associate Librarian with the National Library's Singapore and Southeast Asia team. She is interested in space, history, time, memory and power, as well as the interactions between them. She's currently researching on the penal system in colonial Singapore.

Goh Yu Mei is a Librarian at the National Library. She works with the Chinese arts and literary collection and has recently updated the *Bibliography of Singapore Chinese Literature*. Her research interest lies in the interaction between society and Chinese literature.

### Date/Time/Venue Synopsis

4 Aug 2018  
2.00pm – 3.00pm  
Level 5,  
Possibility Room



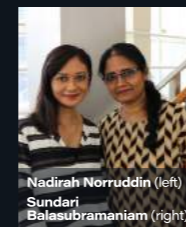
Allein Moore

**Talk | The Sticky Tricky History of Advertising in Singapore**

Before advertising agencies started to use computers in the mid-1990s, advertising production was very much craft-based, with artists sticking down type and photographs for press advertisements and editing film footage with cutters and adhesive tape. Join Allein Moore as he shares his memories of his career, and takes us back to the earlier years of advertising in Singapore.

Allein Moore is one of the pioneers of Singapore advertising and is a well-known figure in the industry. He is the founder and curator of Advertising Archive Asia, which aims to preserve advertising and design work.

27 Sep 2018  
7.00pm – 8.00pm  
Level 5,  
Possibility Room



Nadirah Norruddin (left)  
Sundari Balasubramaniam (right)

**Talk | Survey of Tamil and Malay Ads in 20th Century Singapore**

Join librarians Sundari and Nadirah as they share the trends and variety of Tamil and Malay advertisements from the National Library's collections. From beauty, food and fashion, discover how advertisements offer glimpses into the lifestyles and world views of local communities.

This programme is organised in conjunction with the series *A Librarian's World*.

Nadirah Norruddin is an Associate Librarian (Singapore, Southeast Asia and Exhibitions) at the National Library. Her main responsibility is managing and developing the Singapore and Southeast Asia collection. Her research interest is in the customs and traditions of the Malay world.

Sundari Balasubramaniam is a Librarian with the National Library. She has compiled three publications: *A Selection of Singapore Tamil Literature, 1872-2009*, *Annotated Bibliography of Tamil Short Stories and Poetry, 1936-1960* and *Literary Criticism of P. Krishnan's (Puthumaithsan) Works*.

### Date/Time/Venue Synopsis

2018年10月19日  
晚上7时至8时30分  
The Pod, 16楼



衣若芬  
Photo by: Sunny Tadjudin

讲座 | 幸福青春梦: 1880年代至1960年代新加坡华文报纸广告中的爱与性

本讲座陪同听众翻阅1880年代到1960年代的新加坡华文报纸,从图文学(Text and Image Studies)的角度,概观和分析早期华文广告中所传达的性爱经济和幸福追求。

衣若芬,台湾大学中国文学博士,现任教于新加坡南洋理工大学,新加坡《联合早报》专栏作家,「文图学」创始人,「文图学会」荣誉主席。

本讲座与文图学会联合主办。

21 & 28 Jul,  
4, 11, 18 & 25 Aug,  
1 & 8 Sep, 6 Oct,  
17 & 24 Nov 2018  
Session 1:  
2.30pm – 3.30pm  
Session 2:  
3.30pm – 4.30pm  
(2 sessions per day)  
Level 10,  
Learning Space

**Workshop | Chasing Dreams: Shopping in Old Singapore**

Remember the time when you could watch a film for as little as five cents? Come take a walk down memory lane with your family and relive what life was like in Singapore from the colonial era to the 1960s. Join us for this interactive programme set against the backdrop of Singapore's early shopping scene.

Limited to 60 pax per session.  
Suitable for children from 7 to 12 years old.

Families will engage in hands-on activities to help their children understand the power of advertisements and strategies used to promote products and services. Facilitated by librarians, these fun and interactive sessions are opportunities for families to come together to solve puzzles as well as share experiences of what life in Singapore used to be like.

The information in this brochure is not exhaustive.

For more information on our current and new programmes, please visit [www.nlb.gov.sg/exhibitions/](http://www.nlb.gov.sg/exhibitions/). Admission to programmes is free and open to all unless otherwise stated. Seats are limited on a first-come first-served basis. Please register at library eKiosks or [www.nlb.gov.sg/library](http://www.nlb.gov.sg/library)

All programmes will be held at the National Library Building (100 Victoria Street, Singapore 188064), unless otherwise stated.

## GETTING TO THE NATIONAL LIBRARY

### BY BUS

**Cosmic Insurance Building**  
Bus stop (01029)  
7, 32, 51, 61, 63, 80, 145,  
175, 197, 851

**Bras Basah Complex**  
Bus stop (01019)  
2, 12, 33, 130, 133, 960, NR7

**St. Joseph's Church**  
Bus stop (01013)  
130, 133, 145, 197, 851,  
960, NR7

**Hotel Grand Pacific**  
Bus stop (01012)  
72, 7, 12, 32, 33, 51, 61,  
63, 80, 175, NR7

### BY TRAIN

10-minute walk from:  
St. Joseph's Church  
Bugis MRT Station  
Bras Basah MRT Station  
City Hall MRT Station

### BY TAXI

Pick-up and drop-off points along Middle Road and Victoria Street.

### BY CAR

Parking is available at the National Library Building. Operating hours: Monday to Sunday, 7.00am to 11.30pm



### ADDRESS

National Library Building  
100 Victoria Street  
Singapore 188064

### OPERATING HOURS

Monday to Sunday  
10.00am – 9.00pm  
(except public holidays)

The information stated in this brochure is correct at the time of printing. The National Library, Singapore reserves the right to make changes to the programmes without prior notice.



# SELLING DREAMS

Early Advertising in Singapore

20 July 2018 – 24 February 2019  
Level 10, Gallery  
National Library Building





# ABOUT THE EXHIBITION

Advertisements are fascinating cultural documents that both shape and reflect people's desires and ideals. This exhibition features advertising material from the 1830s to 1960s in the National Library collection, and explores the hopes, dreams, aspirations and insecurities of society over the years.

Modelled after a department store, the exhibition highlights advertisements promoting a myriad of products, services and brands that once saturated Singapore's busy consumer market. Through this colourful showcase of the National Library's publications, magazines, newspapers and ephemera, you will gain a deeper understanding of advertising and its impact on society, while learning more about Singapore's past.

Join us as we uncover the nation's early years through advertisements from the National Library's rich collection.

The National Library Board (NLB) is exhibiting advertisements featured in library materials published before 1970, in an 'as is' state. The NLB intends no offence against any individual; entity; nationality; race; religion; culture; profession; and gender. The NLB disclaims all liability for the contents of these advertisements, in this public education exhibition.

# EXHIBITION HIGHLIGHTS



## Tiger Balm Malaya Merdeka Album 1957

This advertisement for Tiger Balm appears on the back cover of the souvenir magazine *Malaya Merdeka Album*. Its copy, in line with the magazine's theme, reads 'Merdeka! Bringing Malaya independence and freedom! Tiger balm Eng Aun Tong's 5 major medications eliminate numerous diseases, bringing people health and happiness!'



## Cold Storage The Straits Times Annual 1970

Cold Storage was established in Singapore in 1903 in response to the local demand for frozen and fresh food products from Australia and other overseas exporters. It soon expanded to incorporate a dairy farm, a bakery, a creamery, and delivery services.



## Bata The Straits Times Annual 1958

Originating from Zlin, Czechoslovakia (now Czech Republic), Bata was probably the most-advertised shoe brand in Malaya. Now a household name in Singapore and Malaysia, Bata then marketed its shoes as affordable fashion footwear for the masses.



## Medical Office Poster c. 1930s

The Medical Office was a pharmacy established in 1866 by German nationals living in Singapore, and was later acquired by Singapore's first group of local Chinese pharmacists. This poster was designed in the Shanghai 'picture calendar' style which was highly popular in China and among overseas Chinese communities from the 1920s-40s.



## Fashion Magazine 1960s

This magazine in Jawi had the tagline 'The First Malay Fashion Weekly Magazine in Malaya' and was very popular in the 1950s and 1960s. It ran many fashion-related ads as well as fashion illustrations that inform us of what was in vogue in both men and women's fashion. In the early 1960s issues of the magazine, improvised *sarong kebaya* were frequently featured.



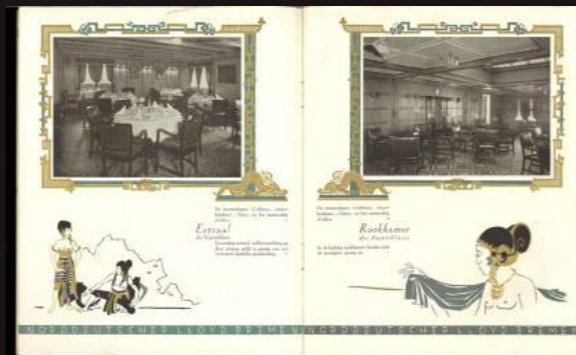
## Red Lion by F&N The Straits Times Annual 1961

One of F&N's signature drinks, Red Lion was heavily advertised across multiple publications. This advertisement was part of a larger campaign that featured models from Malaya drinking Red Lion orange drink against paradisiacal Malayan backdrops.



## Indian movie posters Theraiyoli Magazine 1960s

Indian movies were imported into Malaya in the 1920s and had a large following among plantation workers. Their appeal extended beyond the Indian community – many movies were subtitled in other languages such as English and Malay. This is an advertisement of a romance drama in Tamil.



## Een Reis Naar Oost-Azie (A trip to East Asia) Brochure in Dutch by Norddeutscher Lloyd c. 1930s

The Norddeutscher Lloyd (North German Lloyd) shipping company offered their first East Asia cruise service in 1886. This brochure advertising their luxury cruise liner's East Asia service is exquisitely printed with illustrations of exotic scenes. It also features photos of sumptuous interiors of the cruise liners.

## GUIDED TOURS

Join our curator- or docent-led tours and discover the rich treasures and fascinating stories of Singapore's published heritage through the medium of advertising.

### CURATOR'S TOURS

2018 | 16 Aug, 20 Sep, 18 Oct, 15 Nov, 20 Dec  
2019 | 17 Jan, 21 Feb

Time: 7.00pm – 8.00pm

Meeting point: Level 10, Gallery entrance

*Tours will be conducted in English.*

*Free admission. Register at [www.nlb.gov.sg/golibrary](http://www.nlb.gov.sg/golibrary)*

### PUBLIC TOURS (ENGLISH)

2018 | 1, 15 & 29 Sep, 6 & 20 Oct, 3 & 17 Nov,  
1 & 15 Dec  
2019 | 5 & 19 Jan

Time: 4.00pm – 5.00pm

Meeting point: Level 10, Gallery entrance

*Led by docents. Free admission, first-come first-served basis.*

### 周末导览 (华语讲解)

2018年 | 9月8/22日, 10月13/27日, 11月10/24日,  
12月8/22日  
2019年 | 1月12/26日

时间: 下午4时至5时

集合地点: 于国家图书馆大厦10楼展厅门口

由义务导览员带领。入场免费, 人数有限, 先到先得。

### SCHOOL TOURS

Set in a shopping scene in the early 20th century, students and teachers will experience a taste of life in Singapore from the colonial era to the 1960s. Singapore's social history and businesses, in particular, will be featured through a selection of advertisements from newspapers and other publications. Worksheets for students will also be provided.

Interested schools can email [visitnls@nlb.gov.sg](mailto:visitnls@nlb.gov.sg) for more details. Book early to secure a tour slot!

## SELLING DREAMS @ SINGAPORE NIGHT FESTIVAL

During the Singapore Night Festival, the exhibition's opening hours will be extended until 11.30pm. Our curators will also be leading special tours that will be available on Saturday nights.

### SELLING DREAMS EXHIBITION

17 & 18 Aug 2018, 24 & 25 Aug 2018  
Time: 10.00am – 11.30pm  
Level 10, Gallery

### CURATOR'S TOURS

18 & 25 Aug 2018  
Time: 9.00pm – 10.00pm  
Meeting point: Level 10, Gallery entrance

*Tours will be conducted in English.*

*Free admission. Register at [www.nlb.gov.sg/golibrary](http://www.nlb.gov.sg/golibrary)*



## THE ART OF PERSUASION

20 Jul 2018 – 24 Feb 2019  
Level 1, Lobby

How do advertisers hook an audience? 'The Art of Persuasion' looks at different advertising methods and strategies used in ads drawn from the library's vast collection of print publications from the 1830s to 1960s. Head down to the National Library's 'advertising studio' in the lobby and check out ads featuring comics and cartoons, witty copy, bold imagery and illustrations as well as early advertising attempts to appeal to local audiences.

**A mini exhibition of the same title will be travelling to the following Public Libraries:**

Venue	Date
Ang Mo Kio Public Library	9 Jul – 26 Aug 2018
Woodlands Regional Library	27 Aug – 21 Oct 2018
Clementi Public Library	22 Oct – 16 Dec 2018
Sengkang Public Library	17 Dec 2018 – 10 Feb 2019