

# Colonial Advertisements

## Box 03

### Collection Overview

#### Scope and Contents

This collection consists of reproduced advertisements taken from newspapers and magazines published in Malaysia (then known as Malaya) during the British and Japan colonial period. Most of the products advertised are medicines, drinks, beauty products, vehicles, dairy products, clothing, cigarettes, and toiletries. Among the companies and brands that are recorded are Fraser and Neave, Ford, Whiteaways, Lee Huat & Co, Gallagher Ltd., Horlicks, Ovaltine, Tiger and Fam Low Trading Co. Most of the advertisements are illustrated with activities of the local people and languages used are Malay (both in Jawi and Rumi), Chinese and Tamil.

#### Dates

1900s to 1960s

#### Identifier

2019.02

#### Creator

This collection is donated to the archive by Fariza Azlina Isahak.

#### Extent

1 box

#### Notes

- Portions of the items (1900-1940s) are recorded in Item Inventory. The inventory is available for request.
- Portions of the items (1900-1940s) are available online on Search Malaysia Design Archive Database. See here:  
<https://search.malaysiadesignarchive.org/collections/pre-independence-advertisements/>

## Contents and Arrangements

### 1. Series 1: Advertisements from the early 1900s to late 1930s

#### 1.1. Type: Advertisements

Date: 1900s to late 1930s

Quantity: 46 items

Remarks: Materials are inserted into clear sleeves and compiled into a ring-binder arch lever file.

Notes: Among the advertisements featured are Richard Garrett & Sons, Federal Dispensary Ltd., Fraser & Neave Ltd., Fussell's, Sledge Brand, Mackie's White Horse, Whiteaway Laidlaw & Co. Ltd., Pritchards, The Distillers Company Ltd., Clincher Motor Tyres, Siemens Brothers & Co., Ford Sales and Service, Goodwins Sandalwood, Guthrie & Co. Ltd, Austin Borneo Motors Ltd., Shelltox, Kwong Heong Sauce Factory, Rothman's. Craven A, McAlister & Co. Ltd., 4711 Eau de Cologne, 4711 Tosca, Framroz & Co., Aspro, Alpine Milk, Wolffs Ice Water, Ice Eau de Cologne, DeWitt's Baby Cough Syrup, Westinghouse, Milk Maid and MILO, Movado, Homeward Bound, Kain Pulicat Chop Bintang Lima

### 2. Series 2: Advertisements from the 1940s

#### 2.1. Type: Advertisements

Date: 1940s

Quantity: 75 items

Remarks: Materials are inserted into clear sleeves and compiled into a ring-binder arch lever file.

Notes: Among the products and department stores advertised are Tiger Balm, Doshi's Sale, Otto Dilbahar, Ovaltine, Kolynos Dental Cream, Cuticura Ointment, Nectarine, HMV, Penang Motors, Asia Motors, Ho Hong Soap Factory Ltd., Mercury Press, Capstain Navy Cut Virginia Cigarettes, Dr Romahs, Turf Chemical Industries, Ta Tong Restaurant & Bar, Bata Shoes, Fuji Shokai, General Advertising Agency, Fam Low Trading Co., Hedy Shop, Pacific Traders, Rokok Double Stork, A.H. Alwie & Co., Sakura Brand, Berita Malai, Stag Brand Boot Polish, Capital Brilliantine, Gulam Trading Company, Noor Amla Hair Oil, Mahmud Company, Eiga Hakyu Sha, Milton's Tea, Eiga Hakyu Sya, Ford, KLIM Milk, Horlicks, John Little Coffee, Wisdom Toothbrush, Macleans toothpaste, Sloan's Liniment, Semangat Asia, HP Sauce, The Lucky World, Hung Onn, Aertex, Malayan Rehabilitation Loans, Blue Band Margarine, H.M. Ali, Tiger Tooth Powder, Semangat Asia. Some of the advertisements are in Tamil script.

### 3. Series 3: Advertisements from the 1960s

#### 3.1. Type: Advertisements

Date: 1960s

Quantity: 74 items

Remarks: Materials are inserted into clear sleeves and compiled into a ring-binder arch lever file.

Notes: Zarador, Jamu Kuat Chap Gajah, Chahaya Bulan, Lam Soon Margarine, Max Factor Creme Puff, Pearl Cutex, Evening In Paris, Himalaya Bouquet, Khong Guan Biscuit Factory, Minyak Angin Cap Ikan Emas, Chan Chee Kheong & Brothers, Red Lion (Ang Sai), Pepsi Cola, Yuspa Co., Horseman Shirt, Raleigh, Jeranol, Vespa, Aier Matadoejong Dr. Dralle, Elizabeth Arden, Yeoh Hai Song Bros & Co., Culture Printing Press Ltd., Plaster Ajaib, Chung Khiaw Bank Limited, Weisen, Toyota Motor, Eng Aun Tong, Far Eastern Warehouse, Solent, Parlophone, Kodak (Malaya) Limited, Minyak Geliga, Lambrella, Minyak Zirafah, Maidenform, Habsilyn, Schaub-Lorenz, Elephant Margarine, Eskamel, Sunsilk, Titus, Ho Hong Soap Factory, New Electra Garuda, Orchid Soap, Tonic Chap Gajah, Cheah Chuan Tin, Joo Soon Co. Ltd., Volvo, Minyak Angin Yahya Ariff, Warda Perfume, Universal Tailor, Bomber, Navytea, Koon Kee Tea & Coffee Powder Factory, Nestea, Ming Ngai Knitting Factory, Susu Chap Junjong (Milkmaid), Hercules, Serbuk Perut Chap Tiga Kaki, Amazon Tupai Jantan, Amazon Permaisuri

#### 4. Series 4: Advertisements from the 1930s to 1960s

4.1. Type: Advertisements

Date: 1930s to 1960s

Quantity: 309 items

Notes: Loose A4 and A3 pages of reproduced advertisements.

#### 5. Series 5: Malayan film posters

5.1. Type: Film posters

Date: 1960 - 1965

Quantity: 49 items

Remarks: Loose cards featuring reproduced film posters extracted from film magazines published in Malaysia (or Malaya).

Notes: Dajal Suchi (1965), Dayang Senandong (1965), Sitora Harimau Jadian (1964), Jeritan Batin (1964), Bumiputra (1965), Taqdir (1965), Masam Masam Manis (1965), Darah Muda (1963), Dupa Chendana (1964), Chelorong Cheloreng (1962), Mambang Moden (1964), Anak Manja (1963), Madu Tiga (1963), Bidasari (1964), Dang Anom (1962), Fajar Menyinsing (1963), Siapa Besar! (1964), Panji Semerang (1961), Mas Merah (1961), Serangan Orang Minyak (undated), Indera Bangsawan (1961), Pusaka Pontianak (1965), Sri Tanjong (1961), Abu Nawas (1961), Kaseh Tanpa Sayang (1963), Kaseh Di-ambang Duka (1963), Seniman Bujang Lapok (1961), Nasib Labu Labi (1963), Putera Sangkar Maut (1960), Alibaba Bujang Lapok (1960), Batu Durhaka (1962), Siti Payong (1962), Ibu Mertua-ku (1961), Darah Muda (1963), Neracha

(1963), Tangkap Basah (1963), Keris Sempena Riau (1961), Mambang Moden (1964), Selendang Merah (1962), Hujan Darah (1964)

**6. Series 6: Malayan film stars**

6.1. Type: Portraits

Date: 1950s to 1960s

Quantity: 12 items

Remarks: Loose cards featuring reproduced portraits of Malayan film stars. All are extracted from several film magazines such as Majallah Filem, Filmraya and Arena Film.

Notes: Among the celebrities featured are Normadiah, Saadiah Din, K. Fatimah, S. Samsuddin, Jins Shamsuddin

**7. Series 7: Product advertisements**

7.1. Type: Advertisements (color)

Date: 1940s to 1960s

Quantity: 37 items

Remarks: Loose cards featuring reproduced advertisements of products advertised in Malaysia (or Malaya).

Notes: Among the brands and department stores featured are: Suri Dalam Rumah Tangga, Castroline, H. M. Ali Arab Street Singapore, Toblerone, MILO, TST Tolley's Brandy, Tiger, Nestum, Gillette, Ubat Kuat Goles, Bismints, Minyak Rambut AMLA, Minyak Rambut Arabia, Bedak Chahaya Bulan, Minyak Rambut Jamila, Minyak Rambut Zam Zam, Tudor, Ubat Beranak Cap Kambing Gurun, Ma'ajon Permaisur, Tupai Jantan, Asoka Beauty Aids, Tomco Coconut Hair Oil & Shampoo, Aji-No-Moto, Angiers Junior Aspirin, Milkmaid.