

THE Deans Art CHRONICLE

Christmas Number.

December, 1983.

FREE.

A traditional Christmas Catalogue from W. & G. DEAN. Established 1854

1854 368 Lonsdale Street, City.

The festive season is upon us and we have great pleasure in presenting our potential subscribers with a wealth of ideas to make as presents to their families and dear ones. We have been circumspect as to the choice of the items, selecting only those which conform to the strict criteria of utility and beauty. We offer the hope that all these items will pay credit to the donor as well as enhance the prospects for the advancement of taste and skill in this new colony of Victoria.

This year of 1854 has seen both the establishment of our new emporium and the opening of the Melbourne Exhibition. The latter is an historical mark of the great future that lies ahead of our new colony.

Christmas is the time for man to enjoy the fruits of his honest toil, and to share with his fellows in the pleasureable thoughts of peace and goodwill.

Here in our first Christmas catalogue is material, both colonial and imported, to fulfil the ambition of everyman, to gratify the sense of beauty, and to elevate the intellect. The appreciation shown in the selection of a tasteful present for the right beneficiary is justification itself.

We wish glad tidings of the Season to all and the best influences in the forthcoming year.

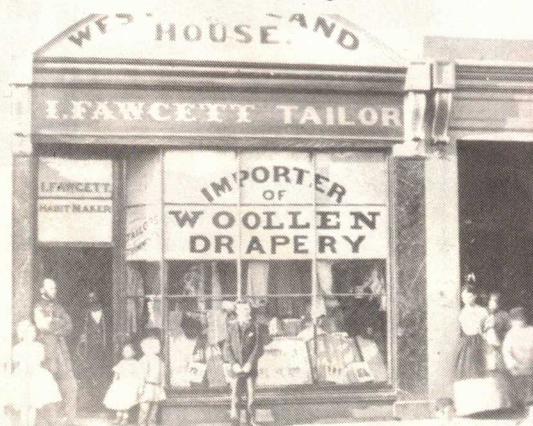


1888 188 Gertrude Street, Fitzroy.

The recent completion of the cable tramway pattern in 1887 makes a journey within the Fitzroy municipality both as satisfying as it is quick.

We are unsure as to the building date of 188 but the very next shop was built in 1888 by F.M. White & Sons, Architects. "It will not be long before Gertrude Street is as architecturally imposing as so fine a thoroughfare should be."

At Christmas tide all the business streets of Fitzroy hummed but in both Gertrude Street and Smith Street the congestion was extreme, the paths on both sides being too narrow for the



A typical store in Gertrude St.

volume of bustling humanity intent on buying Christmas gifts and cheer. Here at the Gertrude Street emporium the commodious range should offer even to the most demanding and discerning audience the ideal gift for loved ones, friends and acquaintances.

THE CAMDEN ART CENTRE & DeansArt at 188 Gertrude St.

The Camden Art Centre, whilst not being so old, has been trading in Fitzroy for many years. It is still trading at number 188 Gertrude Street and has only recently changed its name on merging with DeansArt. However, you will still receive the customary service and find plenty of interest to both the general public wanting that special present and also the art specialist.

A GIFT FOR THE GIFTED ART KITS TO GET THEM STARTED

As a new chum, selecting your first set of equipment can be quite an obstacle. Put DeansArt long experience to work for you with these thoughtfully prepared kits, complete with a 'how-to' book and in a convenient DeansArt artists carry box.

Choose from: Acrylic Kit **\$17.20**, Oil Kit **\$27.85**, Watercolour Kit **\$27.85** or Sketching Kit **\$22.10**.



When presents and presentation are everything. A top choice in folios.

For anyone serious about making an impact, a professional looking folio is imperative. Range includes giant size for up to 505 x 760mm (20" x 30") posters, down to 430 x 555mm (17" x 22") which can double as a briefcase/holdall. A range of three colours and several styles. In between there's a very classy clear sleeve presenter, ideal for job hunters to show their skills. Many others.

Group One **\$17.95**, Group Two **\$23.75**, Group Three **\$29.95**.



NOT OFTEN ENOUGH

*As our fathers spoke of old,
In excuses for extra cheer,
We to-day are often told,
"Christmas comes but once a year."*

*But if Christmas brings in touch,
Rich and proud with poor and meek,
Good men wouldn't be troubled much
If it happened once a week.*

FRAMING SERVICE.

BEAT THE CHRISTMAS DEADLINE.
ORDERS CLOSE DECEMBER 13th.

OR

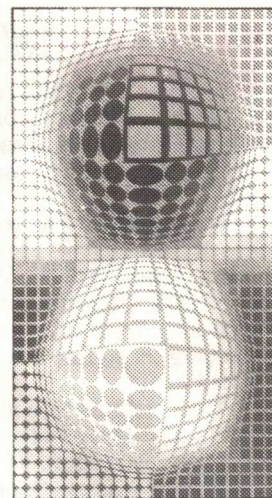
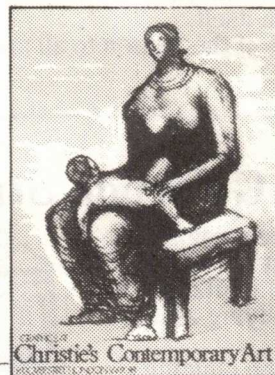
FRAME IT YOURSELF WITH OUR EASY KITS.

From personal photograph and print size up to a giant 510 x 760mm (20 x 30 inches back in 1884). Professional looking frames in silver or gold anodized and woodgrains. No tools required. Full instructions.

From \$14.50.

Millionaires hang the originals! The rest of us take pleasure in Beautiful Prints.

Our showroom is a gallery of the world's finest work. Magnificently produced, handsomely framed and ready to take away. As gifts, they are spectacular. To drop a few names across the art spectrum: Constable, Warhol, Bosch, McCubbin. From around \$20 to several hundred for the limited, signed editions.



Deans Art

Deans Art of Today.

Deans have now been a well known name for well over a hundred years. When the 'colony' celebrates its "150th Anniversary" we shall be celebrating 130 years of service. The shop has been sited in several locations, the last being in Little Collins Street prior to moving to Lonsdale Street.

If the Messrs. W. & G. Dean could visit us now much of what they might see would be a real surprise. They would certainly recognise many of the paints, oils, colours, varnishes and frames we have on display even if they could

not identify some of the modern packaging. They might notice some of the old art prints among the exciting modern masters that Deans Art now sell.

Our guests from the past would be treated with the same traditional service and, hopefully, would be impressed with the many modern improvements in art materials which make them so much easier to use. We hope that you will find pleasure and enjoyment in the large range we sell for both yourself and your family and friends.

CAN'T THINK WHAT TO GIVE?

Make it a gift voucher and be sure of the right choice.

For anyone with an interest in the arts or just something beautiful to do, to hang at home or at work, give Deans Art Gift Voucher. Whether they're professionals or hobbyists they'll get full value out of this thoughtful gift. Any value for anyone.

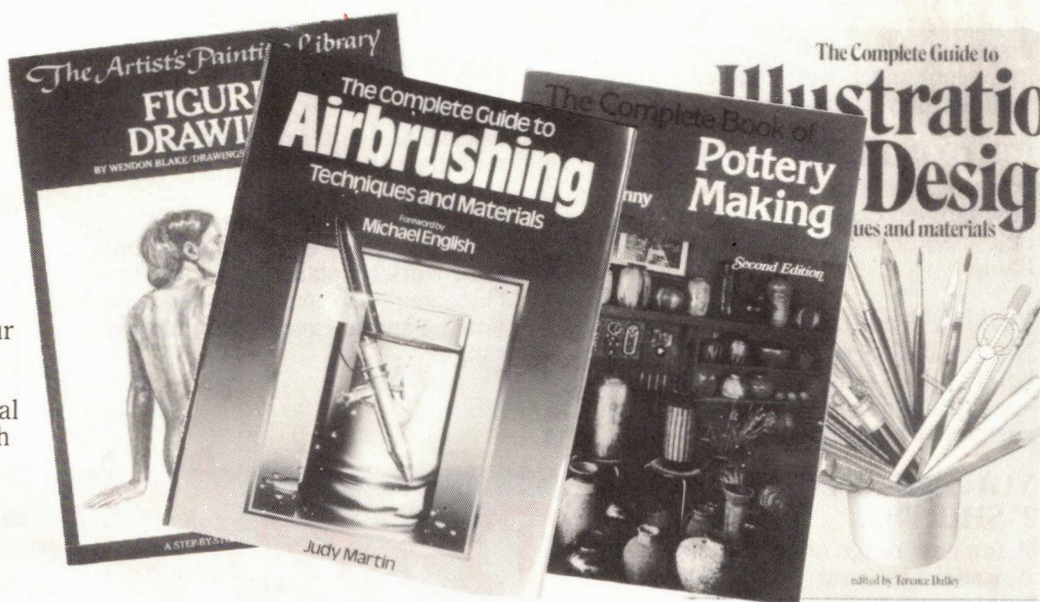
Deans Art
GIFT VOUCHER

Date _____	To _____	Date _____
Purchaser _____	Best wishes from _____	
Issued at (branch) _____	Please supply with goods to the value of \$ _____	or bearer
Amount _____		

368 (rev. 10/80)

A world of experience in our Art Books.

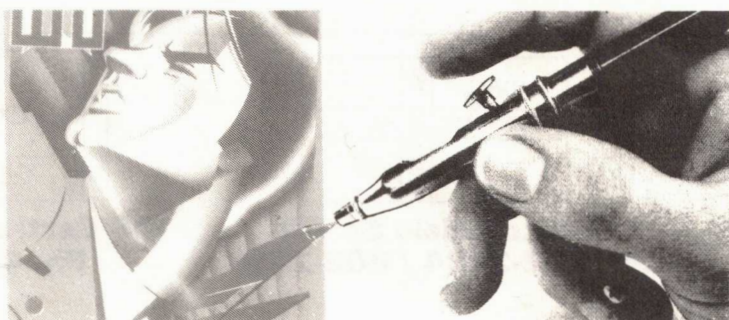
No artist living knows it all. From our shelves you can learn the basics or concentrate on a specialty. Charcoal drawings, nudes to landscapes. Technical arts like calligraphy to pottery. It's worth investing some browsing time on our extensive bookshelves.



Airbrush Art. The hobby with a future.

The most delicate of art media yet so easy to learn. Airbrush artists can be seen working on everything from model vans to panel vans and record covers. Our airbrush range could start a satisfying hobby or a lucrative career in commercial art. Choice of books from starting to staying on top.

Starting kits
\$33.00



CALENDARS. Classics for Christmas.

Mini calendars, \$4.95.
Large format, \$13.95.

A calendar takes on a whole new meaning as a gift when it features classic art, finely reproduced. Some of the calendars are devoted to one great artist and feature 12 colour plates of his work. Others cross the board from old to modern. Each one a mini-gallery on its own. An ideal gift for anyone from our range.



A THOUSAND DETAILS CARDS....

Based on genuine art to make a pleasant and refreshing change to the normal mass produced selection. Similar prices to normal but very, very different in style and quality.

READY MADE FRAMES....

Have you a page, photograph, poster, or plaque you think should be displayed. Our ready made frames are, economical, well finished and are waiting for you to see.

PHOTOS FROM THE PAST...

Irretrievable moments frozen by the new fangled camera obscura for us to enjoy. Some framed and ready to hang.

YOU AWFUL CHEAT....

New embroidery markers produce a boldly raised effect like the real thing - easily and quickly done. Revive a cushion or blouse today.

YOU DESIGN ON YOUR T-SHIRTS....

A fun new range of fabric paints and dye sticks for your, or the kids to create your own originals.



DAYLIGHT FOR YOUR DESK....

Special and different lamps and lights with flair and function.

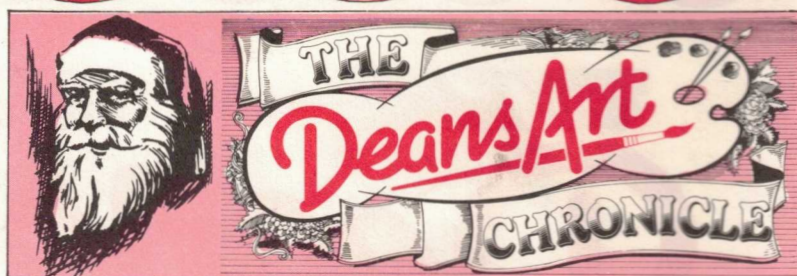
EASEL DOES IT....

You soon get tired of propping up your work on planks and table tops. Once you're serious about your work, you'll want an easel from our wide range.

FOR THE ART AND CRAFTY....

Some people want to feel the art. They buy our modelling clays, colours and tools from us for themselves, or is it their children? Come see for yourself.

A palette, a brush, a difficult question. Come in and see us for some ideas for those difficult-to-buy a-present-for people. And whilst you're here browse around and see if there is anything you can give yourself for a present.



An 1884 Christmas Pudding Recipe

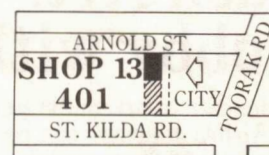
Chop, or mince finely 1 lb beef suet or butter, rub into 1 lb plain flour add 1 lb currants, 1 lb raisins, 1/2 cup brandy, 1 lb sultanas, 1 lb sugar, 1/2 lb finely grated breadcrumbs, 1 teaspoon mixed spice, 1/2 teaspoon nutmeg, 1/4 lb peel cut finely, 1/4 lb blanched almonds, one teaspoon salt. Mix well together and moisten with 8 eggs well beaten. Dip cloth into boiling water fill with mixture and tie at top. Boil pudding in cloth for 7 to 8 hours. Hang until Christmas and boil for a further 3 hours on the day. Serve with sweet sauce, brandy sauce or boiled custard. Mrs. R.L. Whittaker.



368 Lonsdale St. City.
Ph. 602-2184 / 602-2263



188 Gertrude St. Fitzroy.
Ph. 419-6633



Shop 13, 401 St Kilda Rd.
Ph. 267-6774