



HERITAGE TIMELINE

VEGEMITE TIMELINE		PRODUCTS			ADVERTISING			AUSTRALIAN TIMELINE		
	1920	1930	1940	1950	1960	1970	1980	1990	2000	

1920s



TEACHER KNOWS BEST 1920

1930s



CIRCA 1930s POINT OF SALE

YOU NEED VITAMINS

The dependence of health on diet is receiving more recognition to-day than ever before. Without Vitamins food is useless and even injurious.

THERE IS NO FOOD RICHER IN VITAMINS THAN

Vegemite

By using VEGEMITE daily your system will receive ample Vitamins.

Delicious on Sandwiches and on Toast. Improves the flavour of Soups, Stews and Gravies.

Sold in 1, 2 and 16 oz. Jars.

WOMEN'S WORLD 1925



CIRCA 1930s POINT OF SALE



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	1920	1930	1940	1950	1960	1970	1980	1990	2000	
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1940s



CIRCA 1940 WOMEN'S WEEKLY



CIRCA 1940'S PRESS AD.



CIRCA 1940'S PRESS AD



CIRCA 1940'S PRESS AD



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1950s



CIRCA 1950'S PRESS AD



1958 MAGAZINE AD



CIRCA 1950'S PRESS AD



CIRCA LATE 1950'S PRESS AD



CIRCA LATE 1950'S PRESS AD



CIRCA 1950'S PRESS AD



CIRCA 1950'S PRESS AD



CIRCA 1950'S PRESS AD



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1960s



CIRCA 1960s PRESS AD



CIRCA 1960s PRESS AD



CIRCA 1960s PRESS AD



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CIRCA 1960s PRESS AD



CIRCA 1960s PRESS AD



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1970s

Growing stronger with VEGEMITE every day

Even babies need the essential B Vitamins in VEGEMITE Yeast Extract - especially Thiamine, Niacin and Riboflavin for proper functioning of the nervous and digestive systems. And they need these Vitamins every day, because they can't store them up for longer than a day. You can start your little one on VEGEMITE Yeast Extract as early as 4 months, on a milk, or mixed with vegetables. It's great for growing strong. "Pass the VEGEMITE please Mum"

Approx. 2 level teaspoons of VEGEMITE Yeast Extract applied to the daily requirements of essential B Vitamins.

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*Buy 4 This M.O. and get 1 free Page 75

CIRCA 1970s PRESS AD

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VEGEMITE

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1980s



CIRCA 1980s PRESS AD



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1990s



CIRCA 1990s PRESS AD

IF YOUR GET UP AND GO HAS GOT UP AND GONE. 



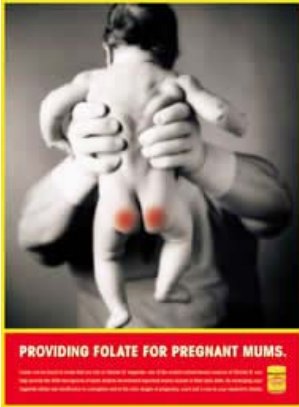
CIRCA 1990s PRESS AD



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2000s



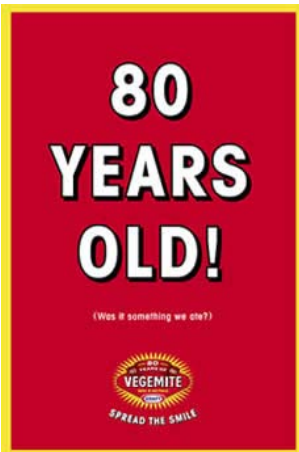
2001



2001



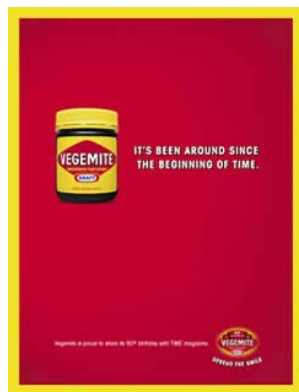
2001



2003



2002



2003



2003