

THE ROYAL AGRICULTURAL
SOCIETY OF VICTORIA

Royal Melbourne Century Show



23rd Sept.
TO
2nd Oct.
1948

ROYAL MELBOURNE CENTURY SHOW.

1848 — 1948.

One Hundred Years of Achievement
Symbolised by Quality First Standard.

ROYAL MELBOURNE CENTURY SHOW, to be held from September 23rd to October 2nd, will commemorate one hundred years of achievement in rural and allied industry in Victoria, and usher in a second century of agricultural progress and exhibition, with QUALITY as its watchword.

Since the dawn of history in this land the thoughts of men have run upon its development in a primary sense. Step by step, with such progress, has been the tempo of movement in those agricultural circles through which are displayed to the nation the fruits of rural industry, and the proofs of man's ingenuity in the scientific and practical enrichment of the soil and its bounties.

Australia owes much of its proud position as one of the foremost producing and exporting countries of the world to the influence of its Royal Agricultural Societies, which touch so closely—and so beneficially—at all points, the inherent factors of production that represent the real basis of this international prestige and national wealth.

The "Royal" Standard.

The Royal Agricultural Society of Victoria, with its record of one hundred years of consistent progress in every field of rural activity, at its ROYAL MELBOURNE CENTURY SHOW will raise its STANDARD OF QUALITY FIRST over an exhibition of what will be Australia's foremost products, from livestock to industrial exhibits; and an arena programme that will present the most popular features of Royal Show entertainment.

Fame Well Earned.

Royal Melbourne Show is famous throughout the Commonwealth for, amongst others, its displays of horses, dairy cattle and British Breeds of Sheep.

ROYAL MELBOURNE CENTURY SHOW Prize Schedule also features a new section for Merino sheep; junior championships for beef cattle; and strong sections for pigs of all breeds; poultry and pigeons; homecrafts; the attraction of an international judge for dogs; new classes for goats; a national display of wines; and produce of all kinds.

Medallions For Champions.

Climaxing the great arena programme will be the GRAND PARADE of Champions and other prize-winning stock, featuring many of Australia's breed leaders and winners of Medallions commemorating ROYAL MELBOURNE CENTURY SHOW.

Illustrations are by courtesy of the Proprietors of—
Age, Leader; Argus, Australasian Post; Herald, Sun,
Weekly Times; and The Australian Wool Board.



**AUSTRALIAN WOOL BOARD
EXHIBITION FOR 1948.**

*New Fashions — Wool Merchandise
— Mannequin Parades —*

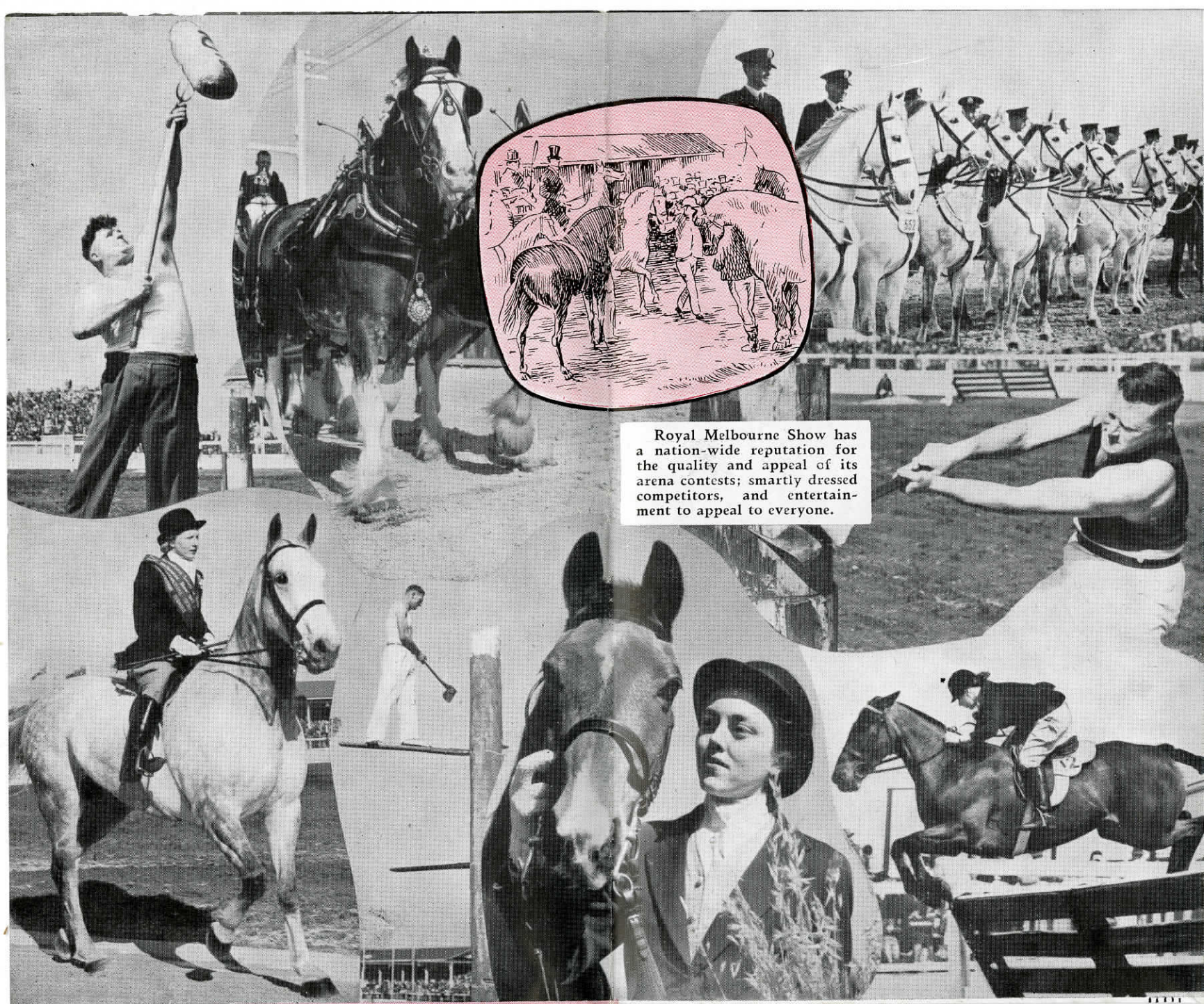
Renowned throughout the Commonwealth for its displays, the Australian Wool Board will hold its EXHIBITION FOR 1948 at ROYAL MELBOURNE CENTURY SHOW. *Beauty and Utility.*

The fashionable alliance of Beauty and Utility that has brought fame to Australian wool in the world's Centres of Elegance will be portrayed by this Exhibition, which, in its infinite variety, will reveal the important contribution to higher standards of modern life made by Australia since sheep were first introduced more than a century and a half ago.

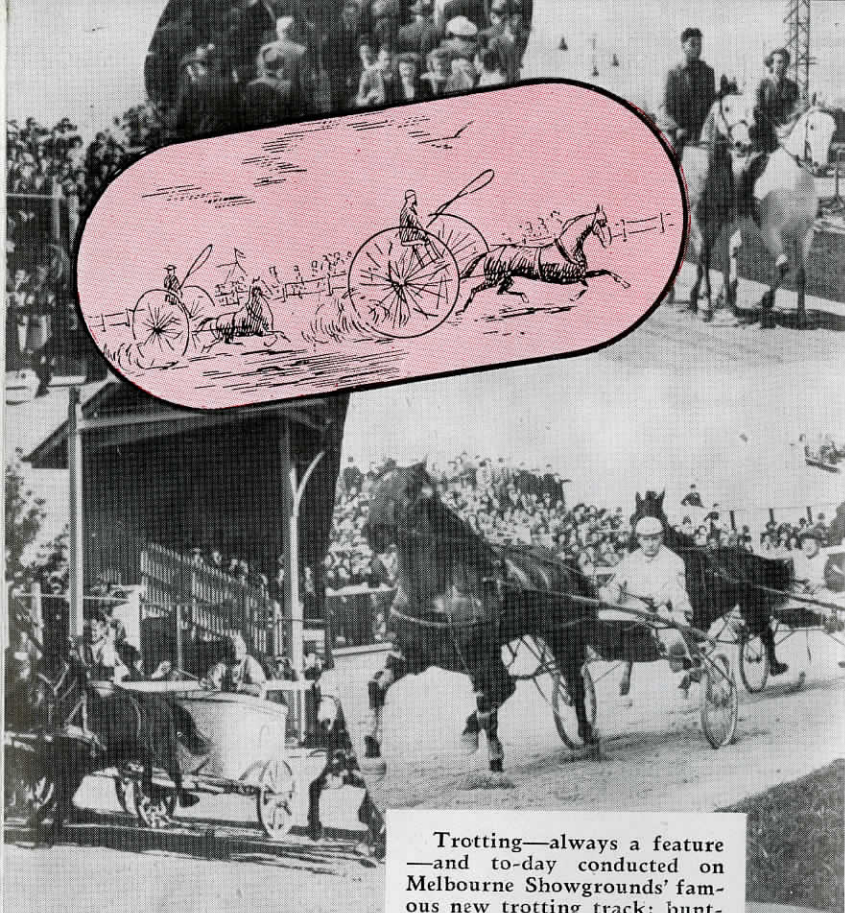
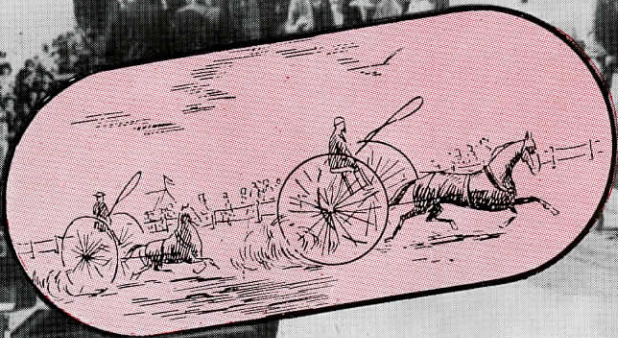
Mannequins Display New Fashions.

In spectacular parades, leading mannequins will display new fashions by great designers. One collection will be by the Australian Guild of Fashion Designers; the Knitted Outerwear Association will also be represented; and the Board has obtained a collection from famous fashion houses in London and Paris.

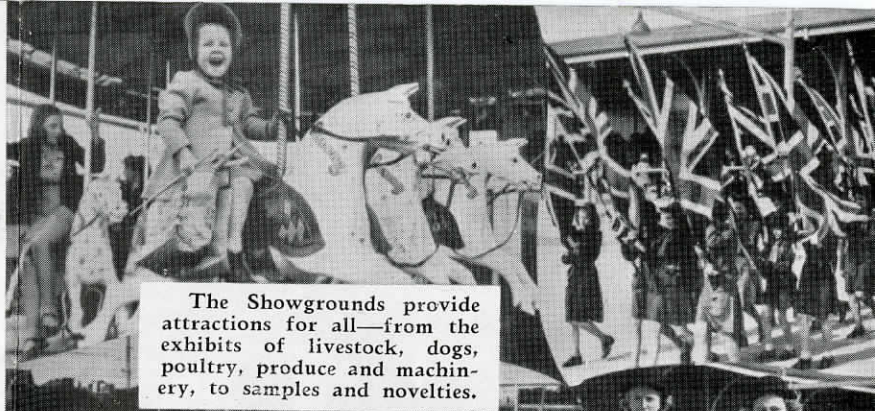
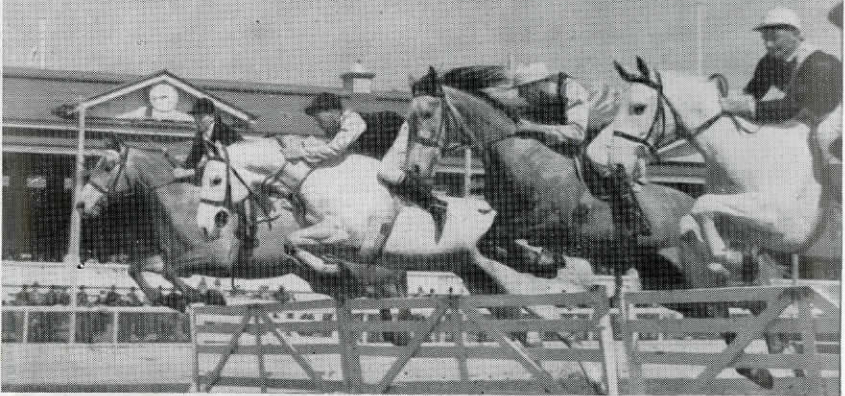
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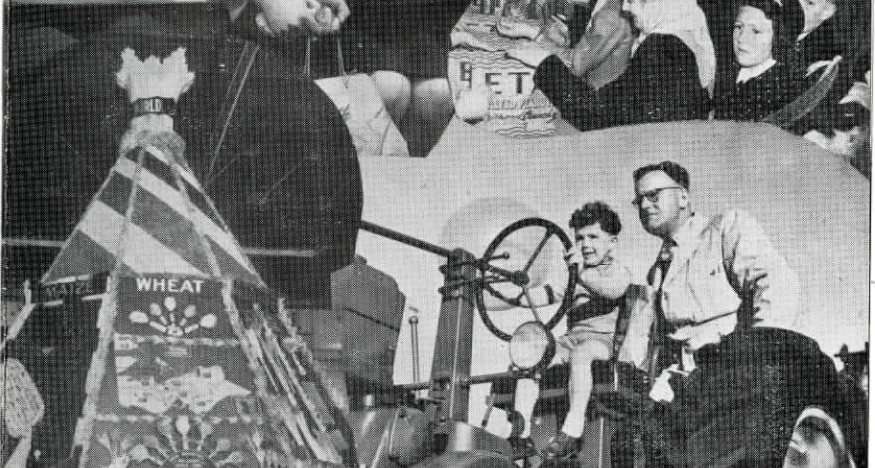
Royal Melbourne Show has a nation-wide reputation for the quality and appeal of its arena contests; smartly dressed competitors, and entertainment to appeal to everyone.



Trotting—always a feature—and to-day conducted on Melbourne Showgrounds' famous new trotting track; hunting and jumping, and other spectacular ring events characterise the programme.



The Showgrounds provide attractions for all—from the exhibits of livestock, dogs, poultry, produce and machinery, to samples and novelties.



ROYAL MELBOURNE CENTURY SHOW · · · 1848-1948

