Tasmania the Wonderland was created by Harry Kelly to promote the State Tourist Advisory Board’s 'Back to Tasmania Carnival', 13-26 November 1926. The poster depicts the Du Cane Range, with Lake Marion in the foreground. The banner on the poster advises that this is 'one of the scenes which abound in Tasmania'. The STAB hoped to entice as many tourists as possible to 'Come to Tasmania the Wonderland'. They were not to be disappointed. The carnival was one of the most successful publicity campaigns in Tasmanian tourism history.

‘We, as the State Executive of the ‘Come to Tasmania’ movement, cannot in these notes dwell too long upon any particular attraction. We can only attempt to describe in a general way what we could say in a few words, namely, that we believe that Tasmania is not only the Most Beautiful Place in the World, but the Most Wonderful.’

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1 *Come to Tasmania the Wonderland*, Hobart: Come to Tasmania State Executive Committee, 1926, pp.29-32
Cool Off in Tasmania
Harry Garnet Kelly (1896-1967)
Colour lithograph 1929
Tasmanian Government Tourist Bureau, Hobart

Cool Off in Tasmania was commissioned by E.T. Emmett in 1929. The poster was intended as a departure from scenery and trout fishing images. In this poster the Tasmanian Government Tourist Bureau was returning to the notion of Tasmania as the 'Sanatorium of the South', which had been used to advertise Tasmania in the 19th century.

‘In my wisdom I sketched out what I considered to be the different reasons for people coming over here. In one case for instance it was to get out of the summer heat, we'll say up in Queensland or Western Australia, and they come down here to enjoy our cooler climate ... some of you will remember suggested a slogan — “Cool off in Tasmania” — I instructed the youth who was sending them out around Australia to send them only to Queensland and Western Australia, for goodness sake don't put them any further South!! And then to my horror once when I was visiting Victoria I went up to Ballarat and walking down Sturt Street — it was a snow storm — there was my poster staring me in the face: “Cool off in Tasmania.”’

1 E.T. Emmett, recorded at his home, for the Annual Dinner of Hobart Walking Club, 21 Jun 1969, TAHO NS1455/1/3
Beattie's Studio, Hobart, created The Anglers’ Paradise for the Tasmanian Government Tourist Bureau. The poster depicts a rainbow trout beside an open carpenter's ruler showing the trout's actual size. Institutions holding copies of this poster usually catalogue it as c.1933 (printer's notation) but the commissioning details are unknown. The TGTB began vigorously promoting angling in the 1920s and it is possible that this poster may originally have been printed at that time.

‘Tasmania’s lake and river fishing has called sportsmen from all parts of the world — has thrown an irresistible challenge across the wide spaces to all who can thrill to the hiss of the quivering line, the leap and lash of a born fighter. ‘Neath towering mountain peaks, by willow-shaded streams the fisherman stalks his wily prey, and if he has eyes for the beautiful his heart leaps for the joy of living and playing in a paradise made for the Gods.’

1 ‘Tasmania — The Angler’s Paradise’, Examiner (Launceston), 22 September 1926, p.20
Tasmania's image as 'Appleland' is appropriated here in a poster for P&O created by New Zealand born artist Frank Norton. By the early 1900s, with the rise of the steamship and Tasmania's apple trade with Britain, the name of Tasmania was becoming increasingly synonymous with apples. Tourism stakeholders, travel writers and artists perpetuated the image by using it liberally in advertising. The journey became known as the 'Apple Trip'.

‘We would double the traffic here if we had larger boats. We have large numbers of people calling here by the big fruit boats; that is an important thing ... they will not come in the small boats when they can wait for the large ones... A lot of visitors in conversation said that people would not come to Hobart; that they had been to the office in Sydney and could not be accommodated.’

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By the 1930s Tasmania had been known as the 'Switzerland of the South' for several decades. The term placed Tasmania in a European context, although this scene of Mount Ida with Lake St. Clair in the foreground is uniquely Tasmanian. E.T. Emmett lectured on the ‘Switzerland of the South’ in 1929; however the exact date of this poster is unknown. It is possible that this poster was commissioned to coincide with Emmett's lecture tour: Harry Kelly was already creating posters for the TGTB at this time.

“‘Tasmania the Switzerland of the South’, was the subject taken by Mr E.T. Emmett… for his lunch hour address to members of the Constitutional Club yesterday. The lecturer was introduced to his audience and welcomed to the club by the president…and gave an interesting description of the different varieties of scenic beauty to be found on the island, many parts of which, he mentioned we as yet unexplored. He also referred to the wonder of the National Park, with its 40,000 acres of waterfalls, forests, lakes and mountains, and the growing popularity of the snow sports. Trout fishing, he stressed, also attracted numerous tourists to the island yearly.’

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1 ‘Beautiful Tasmania’, Brisbane Courier, 16 August 1929, p.10
One of the most celebrated Tasmanian tourism images fostered by E.T. Emmett and the TGTB during the 1920s and 1930s was Tasmania as the 'Anglers' Paradise'. Harry Kelly’s poster complemented an illustrated folder providing information about trout fishing in Tasmania. Both the poster and the folder are much sought after collector's items by angling aficionados.

‘In June of last year en route from Cairo to Port Said, the train in which I was travelling stopped at a wayside station in the heart of the desert. There was nothing whatever to look at, except three posters on the wall of the sole building, which comprised the railway offices. Being struck with a certain familiarity in one of the posters I looked more closely, and discovered that it depicted an angler and an invitation to 'Come to Tasmania' for your holidays or words to that effect. How it found its way there seemed a mystery, and in vivid contrast to the heat and aridity of the desert, there arose before my mind's eye a vision of the coolness and charm of the Tasmanian Lakes.’

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1 L.A. Neilson, letter to the editor, Mercury (Hobart), 12 April 1935, p.8