

How to read an exhibition label

Date - When the item was made

S.E. Dickins, Melbourne's first freestanding supermarket

c. 1960

Coles Myer Archive

Presented by Coles Myer Ltd, 2000

MS 13468

Title - Keep the title in mind when you start your research - these words might be good search terms.

Details - extra information about the item

This could be:

- who it belonged to
- if it's part of a collection
- what type of item it is (manuscript, painting etc.)
- what it's made of

In 1958, G.J. Coles & Co. diversified into food retailing and bought out S.E. Dickins, one of Victoria's first successful chains of grocery stores. Two years later its first supermarket opened on the corner of Burke and Doncaster Roads, in North Balwyn. Trading under the name Dickins, it was reportedly Melbourne's first drive-and-park supermarket and the precursor to Coles' New World supermarkets.

Description - The label description tells more about the item, its history and why it's important

Useful definitions

c. = circa

Tells us no one knows the exact date when the item was made and the date shown is approximate

b. = born / d. = died

Labels that include details of a creator or significant person linked to an item often show when those people were born and/or died