


Australia's Most Significant Photographic Collection Announced UNRESERVED



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Lloyds Auctioneers and Valuers

The Rose Stereograph Company Collection: one of Australia's most significant photographic collections has been declared completely Unreserved.

"This is a massive announcement from the custodians meaning that the entire collection, every single glass negative and photograph will sell under the hammer with the first auction ending tonight from 7pm," said Mr. Lee Hames, Chief Operations Officer for Lloyds Auctions.

"This has expanded opportunity to anyone looking to own a piece of history from their region or connection to a specific place or moment in time and treasure for many years to come," Mr. Hames continued.





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The collection features moments captured in time such as the landing at Gallipoli, the very first known pictures of Queen Elizabeth II and even Ned Kelly's armour taken during his trial. It was uncovered in the spare bedroom of a home in Victoria.

"There are original glass negatives in this collection that capture the very first moments of not only Australian but World history and some that may even change the course of history," said Mr. Hames. "We believe this to be a World first, to offer these tangible original glass plates which rival any modern photographic resolution".



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"This has to be one of the most important photographic collections in Australia if not the world," continued Mr. Hames.

Noteworthy photographs include The Landing At ANZAC (Gallipoli 1915), Ned And Dan Kelly's Armour (taken at trial in 1880), The Duke & Duchess Of York And Daughter Princess Elizabeth Alexandra Mary, Phar Lap Winning The 'Melbourne Cup' 1930, Egyptian Pyramids And Sphinx, Franco British Expedition and many more.

The Rose Stereograph Company was founded in 1880 by George Rose and Herbert Cutts, in the early 20th Century. The pair formed a lifetime working partnership and strong personal friendship. Assisted by George's two sons, Herbert George and Walter, and later Herbert's son, Neil Cutts, the Rose Stereograph Company continued its operations for more than 140 years; and remains an incorporated Australian Company to this day.

The company was initially built on stereographs, but as cinema took over and stereographs fell out of fashion, The Rose Stereograph Company developed Australia's first commercially viable

photographic postcard business. Specialising in postcards of iconic historical moments and significant landmarks, The Rose Stereograph Company became a staple of the Australian travel industry.

If you are looking to browse the collection and own a piece of significant history then head to www.lloydsauctions.com.au/photo