N.V. HVG. INDUSTRIA BATAVIA-C.

Poppenspe(e)lmuseumonderlegger/Puppetry Museum placemat (reprint): advertising poster of the Diëng cigarette tobacco blend. N.V. Handelsvereniging Industria (Batavia, Java, around 1920-1950). Illustration: B. Mardono ©. Picture: lady tobacco vender with Gareng and a smoking Petruk – comical characters ('Punakawan') from Indonesian wayang puppetry. Close reading: 'A great culture will make a country prosperous. The cultural companies of the Dutch East Indies (Indonesia) should therefore be supported by people buying their local products. Diëng cigarettes are purely Javanese. Their quality and taste are unrivalled. The cigarette boxes contain a gift coupon. Those who do not wish to collect these coupons can buy their Diëng cigarettes in blue boxes. These are cheaper.' 'Sampai jumpa lagi' (goodbye). Applause! Concept: OvdM © (2013), www.poppenspelmuseumbibliotheek.nl.