Australia's History. Before the arrival of European settlers, Aboriginal and Torres Strait Islander peoples inhabited most areas of the Australian continent. Each people spoke one or more of hundreds of separate languages, with lifestyles and cultural traditions that differed according to the region in which they lived. Asian and Oceanic mariners and traders were in contact with Indigenous Australians for many centuries before the European expansion into the Eastern Hemisphere. Some formed substantial relationships with communities in northern Australia. From 1900 to 1914 great progress was made in developing Australia's agricultural and manufacturing capacities, and in setting up institutions for government and social services. Advertising people, it represents a concise history of the very best in advertising - mini case histories from around the world giving the stories of some of the most successful campaigns of all time. Today's ads may be more sophisticated, but they do not necessarily display a greater understanding of the forces that motivate people to buy goods and services. Advertising is hardly a seventeenth-century invention. The trademark signs erected in front of shops in the sixteenth century were a form of advertising. In the modern sense, the eighteenth-century factories used advertising to inform people about their goods. But it was the nineteenth century that started to turn advertising into an art form, especially in America. Until the late nineteenth century, everyday foods and household goods were advertised. Sampson H. A History of Advertising from the Earliest Times. London: Chatto and Windus, 1874. 616 p. Wood J. The Story of Advertising. New York, 1958. McNiven, Malcolm, A., ed., How Much to Spend for Advertising? Determining Advertising Expenditure Levels, Association of National Ad Inc., 1969. Ogilvy D. Confessions of Advertising Man. New York: Atheneum, 1963. 172 p.