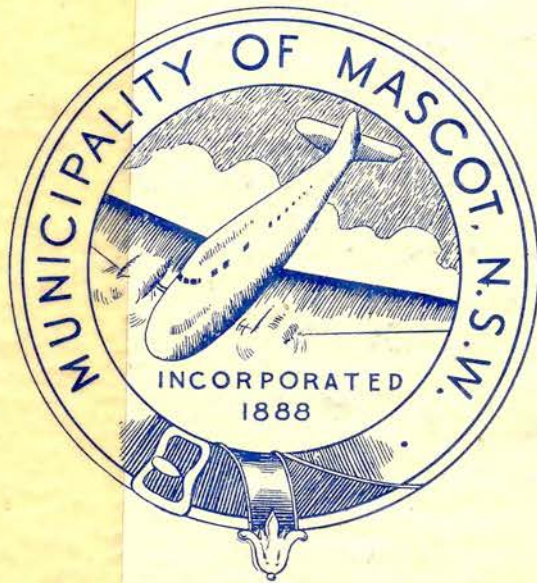


MASCOT



1888-1938

FIFTY YEARS OF PROGRESS

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F O R E W O R D

*Until a man has conquered loss and overcome defeat
He cannot fully understand just why success is sweet
I'm thankful for the days of doubt when it was hard to see
That all things work together for the good that is to be,
I'm glad for all that life has brought, because to-day I know
That men must brave adversities if they would greater grow.*

(Verse by O. Lawrence Hawthorne.)

This treatise will in some small way illustrate the development of the years 1888 to 1938. It will bring vividly back to our grand pioneers many happy memories; further, it will acquaint the younger generation, who enjoy the peace and comforts of to-day, of the sufferings of those grand men and women. It should develop in the child a spirit of pride and a wish to carry on the good traditions of those, past and present, who, by their labours, initiative, integrity and sacrifices, have given us a heritage of which we should be justly proud.

I have been honoured to have been elected Mayor of this important Municipality for the Jubilee Year and Australia's 150th Centenary Celebrations. It has been my pleasure to be associated with such a sterling body of gentlemen and good friends comprising the Council of Mascot. The Municipality is indeed fortunate in the calibre of the staff who have so efficiently administered its affairs. To the Town Clerk, Mr. T. Barber, I extend my thanks for the compilation of this literary effort. I trust the reader will appreciate our combined efforts. "The man who never made a mistake never made anything."

In conclusion, I would bring under the notice of one and all, the advantages and conveniences of our district to prospective investors, industrialists, and the home seeker. Mascot is only a few minutes' distance from the heart of the City of Sydney, served by good roads and modern transportation, advanced lighting, and a healthy climate. It is close to all beaches and pleasure resorts, all so essential to prosperous business and healthy, happy home life.

The cost of this production has been between three hundred and fifty and four hundred pounds. By the generosity of advertisers and contributors it is presented free and without cost to the ratepayers. To those good friends and to all others who have contributed in any manner, I say thank you.

CLIFFORD J. SWEENEY,
Mayor, 1938.

HONOR THE PIONEERS!

In the story of Australian progress, covering a hundred and fifty years, there are many colorful deeds of explorers, adventurers and pioneer settlers—men whom we think of, individually and collectively, as Empire builders. There is a growing literature in regard to men like Eyre, Stuart, Leichhardt and others who devoted their lives to bringing outlying parts of Australia into touch with civilisation.

Not so much is known of those courageous and persevering individuals who showed their faith in the country of their adoption by settling and developing the areas—often unpromising enough at the outset—that lie around the first settlement at Sydney.

These suburban pioneers have left a great record of achievement, and worthy of a place among the best of them are the men and women who, in the last fifty years, have built up the municipality of Mascot.

In June of this year (1938) Mascot celebrated its Jubilee as a municipality. There were speeches, congratulations and complimentary references to the veterans of other days. It was recalled that fifty years ago Mascot was not even a name on the map; the area it now includes was part of Botany, consisting largely of sandy patches, swamps and market gardens.

The present Mascot is an attractive residential and manufacturing suburb, within easy reach of Sydney, being about 3½ miles from the Central Post Office. It has admirable roads, an efficient tram and 'bus service, and all the lighting, drainage and sewerage facilities that go with modern civilisation.

With the shores of Botany Bay as its southern boundary, and the suburbs of Alexandria and Waterloo fringing it on the north, with the open spaces of Randwick and Botany handy, on the east, and St. Peters on the west, it has a setting full of promise for future development.

ALDERMEN WHO HAVE HELD OFFICE.

The following gentlemen, exclusive of the present Council, have served the district as aldermen since the founding of the municipality in 1888:—

Messrs. D. A. Alexander, E. J. Aston, E. J. Bishop, G. Bishop, G. H. Bailey, C. Brewer, G. Blacker, L. H. Bernard, W. Brotchie, J. O. Chambers, L. T. Courtenay, P. Evans, J. Gallagher, M. Gearin, H. Hambly, A. Hardacre, H. Heaslip, T. H. Hicks, C. E. F. Hughes, J. Ingram, A. J. King, R. S. King, D. Lee, A. A. Lever, M. J. L'Estrange, F. C. Loveridge, A. H. Loveridge, E. C. J. Llewellyn, J. C. Monro, C. Munger, T. D. Mutch, G. Moss, J. Morrison, J. A. Power, J. Pallett, H. Punter, F. T. Pike, L. E. Ramsay, B. Reeve, H. E. Sherringham, W. Stevens, S. S. Smith, L. Monte Smith, E. Stiff, G. Tunbridge, J. Thornton, J. W. Watkins.

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His Worship the Mayor, Alderman
Clifford J. Sweeney.



The Mayoress, Mrs. F. H. McGowan.

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Messrs.
Bailey, C. Br
L. T. Courte
acre, H. He
S. King, D. L
ridge, E. C.
J. Morrison,
B. Reeve, H
E. Stiff, G.

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His Worship the Mayor, Alderman
Clifford J. Sweeney.



The Mayoress, Mrs. F. H. McGowan.

MAYORS OF MASCOT.

(Note : Prior to 1911, they were known as Mayors of North Botany.)

1888-1890: James Coward	1911: F. J. Chipman
1891-1892: A. W. Sparks	1912: C. Munger.
1893: A. Laycock	1913: F. J. Chipman
1894: J. Pallett	1914-15: T. H. Hicks
1895: J. Thornton.	1916-17: C. E. F. Hughes
1896: B. J. Reeve	1918: J. Ingram
1897: J. Coward	1919: C. E. F. Hughes
1898: J. Thornton	1920: T. H. Hicks
1899: Daniel Lee	1921: F. J. Chipman
1900: B. J. Reeve	1922: C. E. F. Hughes
1901: M. Gearin	1923-25: R. S. King
1902-3: J. Coward	1926-29: M. J. L'Estrange
1904: A. Laycock	1930-31: D. A. Alexander
1905 : A. W. Sparks.	1932: A. H. Loveridge
1906-7: A. J. King	1933-35: C. J. Dransfield
1908: A. Laycock	1936: F. J. Chipman
1909-10: J. Thornton	1937: J. E. Galloway
1910: T. H. Hicks	1938: C. J. Sweeney

TOWN CLERKS.

1888-1891: W. A. Coleman	1909-1910: H. Dunstan
1891-1907: T. A. Watson	1911-1912: H. Dunstan
1907-1909: A. W. Sparks.	1912-1933: W. Hughes
1909: T. A. Tester	1933-34: E. Jay
1909: C. A. Cork	1935: T. G. Barber

STATISTICS OF GROWTH.

An idea of the growth of Mascot in the past 50 years is conveyed by the following figures:—

Unimproved Capital Value: £903,381.

Improved Capital Value: £2,747,380.

Assessed Annual Value: £221,454. In 1888 the assessed annual value was £17,732.

Number of buildings erected and value during the last six years:—

1932: No. of buildings, 6; value, £5985.

1933: No. of buildings 34; value £26,769.

1934: No. of buildings, 64; value £40,739.

1935: No. of buildings, 142; value £96,367.

1936: No. of buildings, 196; value £168,306.

1937: No. of buildings, 131; value £116,642.



Top Left—Ald. V. Glenn, elected 1937.
Top Right—Ald. C. J. Dransfield, elected 1928.
Mayor 1933, 1934, 1935.

Bottom Left—Ald. J. Winterbottom, elected 1928.
Bottom Right—Ald. W. Lord, elected 1937.

Ald. J. E. Galloway,
elected 1917. Mayor
1937.



Ald. G. Sparks,
elected 1934.



Ald. W. A. Coleman,
elected 1925.

MASCOT COUNCIL, 1938.

The present members of the Council are:—

C. J. Sweeney (Mayor)—Elected 1932.	V. G. F. Glenn—Elected 1937.
F. J. Chipman—Elected 1905.	F. B. Joyce—Elected 1933.
W. A. Coleman—Elected 1925.	W. Lord—Elected 1937.
C. J. Dransfield—Elected 1928.	A. E. McBurney—Elected 1928.
A. B. Finney—Elected 1934.	G. Sparks—Elected 1934.
J. E. Galloway—Elected 1917.	J. Winterbottom—Elected 1928.

STAFF.

Town Clerk—T. G. Barber.

Health Inspector—R. E. Hughes.

Deputy Town Clerk—E. F. Burch.

Stenographer—Miss I. Bosley.

Overseer of Works—Wm. LePage.

Stenographer—Miss P. Timmins.

Auditors—Messrs. Hungerford, Spooner & Co.

Bankers—Commonwealth Bank of Australia.

Parliamentary Representatives—Commonwealth: T. Sheehan, M.H.R.
State: R. J. Heffron, M.L.A.



An interior view of the Council Chambers, showing the modern appointments and convenience of the lay-out.



T. G. Barber, Town Clerk.



E. F. Burch, Deputy Town Clerk.



R. E. Hughes, Health Inspector.



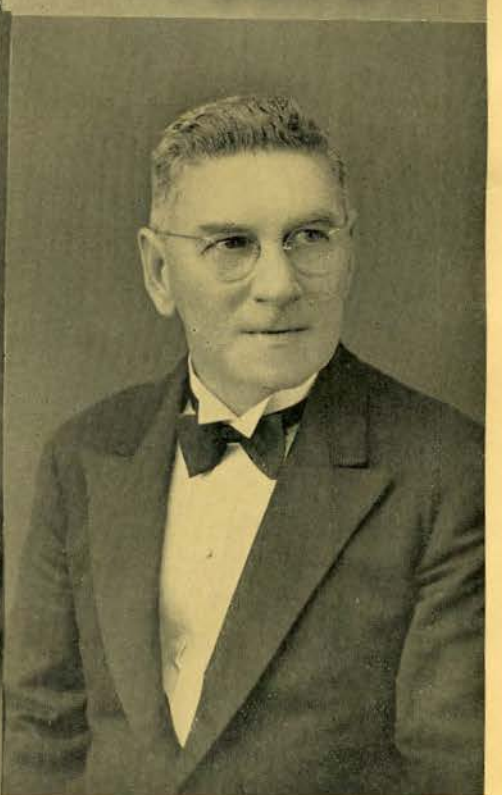
Wm. Le Page, Overseer of Works.



Miss I. Bosley, Stenographer.



Miss P. Timmins, Stenographer.

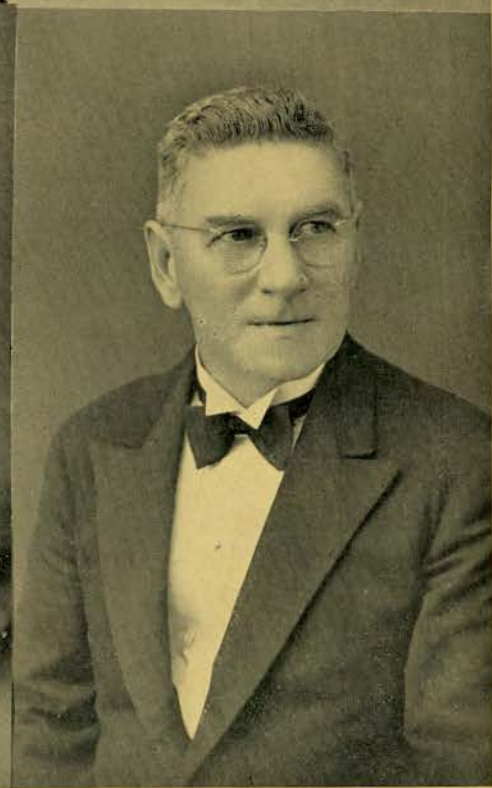
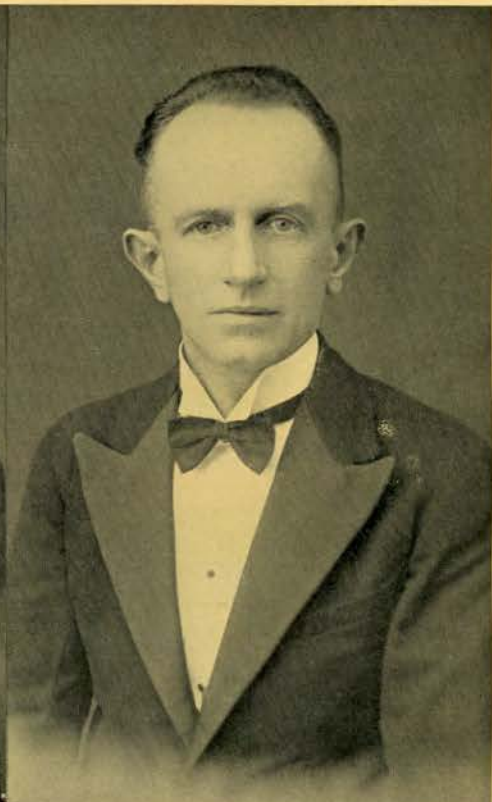


Top Left—Ald. F. J. Chipman, elected 1905.
Mayor 1911, 1913, 1921, 1936.

Top Right—Ald. F. B. Joyce, elected 1933.

Bottom Left—Ald. A. B. Finney, elected 1934.
Deputy Mayor, 1938.

Bottom Right—Ald. A. E. McBurney, elected 1928.



Top Left—Ald. F. J. Chipman, elected 1905.
Mayor 1911, 1913, 1921, 1936.
Top Right—Ald. F. B. Joyce, elected 1933.

Bottom Left—Ald. A. B. Finney, elected 1934.
Deputy Mayor, 1938.
Bottom Right—Ald. A. E. McBurney, elected 1923.



Top Left—Ald. F. J. Chipman, elected 1905.
Mayor 1911, 1913, 1921, 1936.
Top Right—Ald. F. B. Joyce, elected 1933.

Bottom Left—Ald. A. B. Finney, elected 1934.
Deputy Mayor, 1938.
Bottom Right—Ald. A. E. McBurney, elected 1923.



View of Council Meeting held on 11/6/38 in the residence of the late Alderman William Parker, where the first Council met on 11/6/1888.
 Also present and not appearing in the photo, were:—Alderman Dransfield, Alderman Sparks, Deputy Town Clerk Mr. E. F. Burch, Overseer of Works Mr. Wm. Le Page.



Group of pioneers of the district present at the above meeting:—Back Row (left to right): Messrs. A. Laycock, R. S. King, S. Moss, W. Whymys, H. R. Parker. Middle Row (left to right): Messrs. A. E. Tasker, C. R. Tasker, M. J. L'Estrange. Front Row (left to right): Messrs. H. Tasker (first Council Auditor), A. A. Watson, J. H. Brown, J. C. Monro. Rev. F. H. McGowan was also present.

MASCOT JUBILEE IN JUNE, 1938. Notable Gathering in Historic Building.

It was a happy thought that prompted the holding of the Mascot Jubilee Council meeting (on June 11, 1938) in the house in which the first meeting was held 50 years ago. This was the former residence of ex-Alderman William Parker, a building that has withstood the ravages of time, and in its present setting, made beautiful by the trees and flowers of Memorial Park, is one of Mascot's most interesting landmarks.

It was a notable gathering that crowded the main room of this memory-haunted building. The original owner, one of Mascot's pioneer aldermen, has passed on, but there were at least two members of the original Council who remembered him well. One of these was ex-Ald. G. H. Bailey, and the other ex-Ald. A. W. Sparks, who were, unfortunately, unable to be present on this historic occasion.

Another old-timer, looking hale and hearty and deeply interested in proceedings that took him back over a gap of fifty years, was Mr. W. A. Coleman, the first town clerk of the municipality. Mr. Coleman still takes a lively interest in municipal affairs, and is an active member of the present Mascot Council, to which he was elected in 1925.

The Federal and State members for the district (Messrs. Sheehan, M.H.R., and Heffron, M.L.A.) were among those present, and also a number of representatives of churches, banks and local institutions. The State Minister for Works (Mr. Spooner) sent an apology for absence.



Section of the guests present at the Jubilee Ball held in the Coronation Hall.

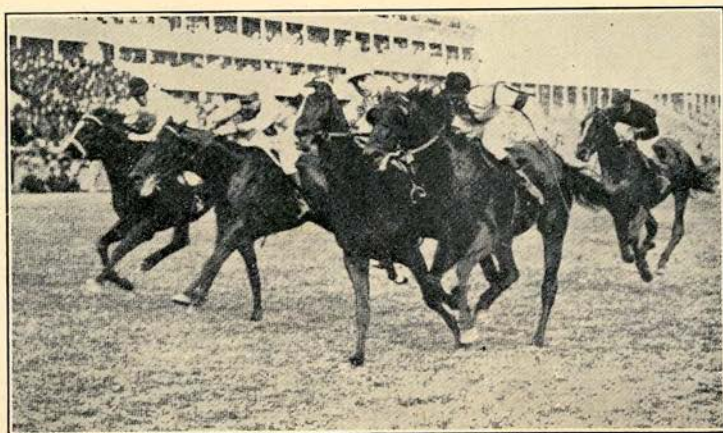
ESTABLISHED 1904.

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D. Brennan M. A. Noble.

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Union Bank of Australia Ltd.

SOLICITORS :

A. J. Taylor, William Arnott & Co.

AUDITOR :

W. K. Fullerton, B.Ec., F.C.A. (Aust.)

RACECOURSE AND RECREATION GROUNDS :

Lords Road, Mascot.

SECRETARY AND RACING OFFICE :

John Underhill, 195 Liverpool Street, Sydney.

COMPANY SECRETARY AND REGISTERED OFFICE :

E. L. Johnson, F.C.A. (Aust.), 6 Wynyard St., Sydney.

PIONEER ALDERMEN OF 1888. First Town Clerk's Reminiscences.

Among the speeches at the Jubilee gathering none aroused quite such interest as that of Ald. Coleman, the town clerk of the first Council, who remarked that he believed he was, with the exception of ex-Aldermen Bailey and Sparks, the only person living who was present at the first meeting of the Council in that house fifty years before.

Mr. Coleman gave his impressions from memory of the pioneer team of fifteen, all but two of whom have gone to their rest.

"It is with very great pleasure," he said, "that I have to mention our most worthy first Mayor, Alderman James Coward. Alderman Coward was a very old resident of North Botany and took a most prominent part in its incorporation, being Chairman of the Committee. His election as first Mayor was unanimous. He was a most energetic man and did a lot for the borough during his three terms as Mayor.

"The late ex-Alderman John Moloney was the leading spirit, and I believe the instigator in the movement for incorporation. Mr. Moloney was, and had been for about 20 years, auditor for the Redfern Municipality. He was therefore well acquainted with municipal business and acted as secretary for the Committee. He was the first schoolmaster at Gardener's Road Public School and most of the meetings were held at the school residence. It was he who tutored me and thus enabled me to take up the position I held. "The late ex-Ald. Wm. Parker, who resided in the building we are gathered in this evening, was a man of the utmost integrity and took his duties as alderman very seriously. He was appointed chairman of the Works Committee and many a time he and I took levels with an ordinary spirit level. He took upon himself the supervising of any work that was in progress and looked after the few maintenance men we had, taking a very active part in the incorporation.

"The late ex-Ald. Laycock also took a very prominent part, and was a most enthusiastic alderman. No man had the interests of the borough more at heart. After the purchase of the land on which the present Town Hall, etc., stands, he had plans and specifications prepared and presented them to the Council, and the present structure was built from them.

"The late ex-Ald. Ramsay was one of North Botany's and Botany's oldest residents; he ran the 'buses to and from the city. He was grandfather of our former colleague, ex-Ald. Ramsay, and in the Council was a great authority on road-making.

"Ex-Ald. Bailey is with us this evening and can speak for himself as to the part he took in the incorporation and also the subsequent working.

"I will now direct your attention to one who is still in the land of the living, and one of the gentlemen I greatly admired in the first Council—one of the straightest and most outspoken men I have ever had the pleasure to meet, one who always had the courage of his convictions and was not afraid to express them. I refer to our colleague's father,

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with a very special

HANDSHAKE . . . to YOU

For, through the pride you take in your home, you have contributed in no small measure to this progress. And—in the preservation and beautifying of this home, nothing plays a more vital part than paint. ALWAYS CHOOSE THE BRAND WITH CARE.

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B. & S. Paints have maintained a tradition of quality for over a Century and a Quarter. Blundell's Super Prepared Paint is the best paint money can buy . . . but not the dearest. And now, as a measure of their faith in the district, Blundell Spence & Co. have recently established their Australian factory at Mascot.

Here B. & S. Paints are being manufactured under the same traditional standard of quality and skill that has made them world-famous for so long.

B. & S. Super Prepared Paints will give YOUR home a beauty and protection that will last for years. Ask your Dealer

Insist Always on for a B. & S. Colour Card

SUPER PREPARED
B. & S. PAINTS

BLUNDELL SPENCE & CO. (AUST.) PTY. LTD.



Ald. Alfred A. Sparks. He and I were particular friends and many's the time we walked in and out of town to work before the trams were running. Ald. Sparks took a very prominent part in the incorporation and was a regular attendant at the meetings.

SETTLEMENT OF MASCOT.

The early history of this now thriving suburb may be briefly outlined.

The earliest available records show the area to have comprised 32 Crown grants, dating back to the year 1835, and the following is a general description of the district (then part of the Botany district) in the early days:—

Shea's Creek and Cook's River formed the west and part of the south boundary. The land in that locality was to a very great extent subject to tidal waters and consisted of mangrove swamps and marshy lands, with small patches of low scrub, and embracing an area of approximately 230 acres. The original Government Grant (Government Lot 154—now the aerodrome) was nearly all land of this character. Reclamation works of an extensive nature were carried out in later years and the swamps have disappeared.

Very little of the old sandhills which formerly existed in the central parts of the area are now even traceable, the sand having been carted away for building, filling or levelling purposes, or blown away by the winds.

Cook's Hill was the highest point in the district. It is said that Captain Cook viewed the locality from the top. The Blue Mountains could be seen from the summit. Christian services were held on the hill in the early days.

WATER AND SEWERAGE.

Up to the year 1858 the few residents in this part of the metropolitan area obtained their water supplies, in common with the rest of Sydney, from what was known as the Tunnel Scheme, the foundation of which was a tunnel connecting Hyde Park with Lachlan Swamps (now Centennial Park). This Tunnel Scheme began to supply Sydney with water as early as 1830, though in times of drought only a trickle came through, and water was sold at sixpence a bucket on occasions.

Some time in the 'fifties it was decided to construct the Botany Dam, and in November, 1858, pumping engines were set to work, comprising three steam engines of 100 horse-power each, to raise water through a 30-inch main to the Crown Street Reservoir. These continued to do duty till 1887.

In 1878, following a report by Mr. W. Clark, an eminent English engineer, the Upper Nepean Scheme was commenced. In 1887 residents had the satisfaction of knowing that the Nepean waters were flowing into the Engine Pond at Botany, and, thereafter, fears of a water famine were at rest.

Sewerage: In the '80's the Main Southern Outfall sewer from the City was constructed, two miles of which passed through Mascot, near

The official opening of the Jubilee Celebrations on Saturday, 2nd April, 1938.



The "Conquest of the Air" Float, sponsored by Mascot in the Pageant "Australia's March to Nationhood."



Old Botany Road. Rowe & Smith were the contractors for the construction, which took several years to complete. Some of the gardeners neglected their gardens and worked on the sewer construction for higher wages and shorter hours.

Drains: Before parts of the district were habitable or could be cultivated, a large drain was cut from Botany Bay to Lords Road. From that point two drains, each a mile long, were opened up, one in a northerly direction and the other north-easterly to Gardener's Road. Other large drains were cut to Shea's Creek, some by convict labour.

THE FIRST ROADS.

The part of the Botany district now known as Mascot was originally called Little Botany. To reach the first settlement of Botany from Sydney, by way of Newtown and St. Peters, salt-water flats had to be crossed. Because of the necessity to negotiate much mud, the district earned the unenviable but apparently well-merited name of "Mudbank."

Old Botany Road: Means of access to Sydney in the early days was by way of Mudbank Road—now Old Botany Road—across the swamps and Shea's Creek, via St. Peters and Newtown, and the surface was mostly mud. The bridge over Shea's Creek was often under water and on these occasions pedestrians had to remove their boots and wade across when visiting St. Peters. The ladies had to be carried across.

Botany Road: It was about the year 1850 or a little later that Botany Road was made with convict labour extending from the Parramatta Road (now George Street West) through Regent Street, Redfern, to Sir Joseph Banks Hotel, Botany. Up to the year 1875 no effort was made on the eastern side of Botany Road to improve the sand track, except by laying ti-tree bush where the wheels passed along. On the western side Lords Road was constructed by the Government shortly after the completion of Botany Road.

Ricketty Street : Ricketty Street was first formed by cutting drains on either side, laying a good depth of ti-tree boughs, then covering with mud from the adjacent bog, which took weeks to dry. It remained in this state for a number of years before stone was placed upon the surface, and then it was unsatisfactory owing to the boggy and springy nature of the soil. Some of the holes required one to two cubic yards of stone to fill them. When the canal was formed, the roadway was widened to double its former width and made higher with more mud.

Gardener's Road : Gardener's Road extended from Botany Road to Kent Road. It derived its name from its usage by market gardeners. It was heavy sand all the way. The roadway remained in this state for 30 or 40 years, until a Road Trust comprising Messrs. George Stiff, John Annabel and George G. Goddard, was appointed in the '70's. The Trust first experimented with hardwood sawn boards laid from Botany Road for about a quarter of a mile in the track of the cart wheels. These boards were not a success, and they were replaced with stone—short

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lengths of roadway being constructed each year as money became available. The Trust was subsidised by the Government £ for £.

Kent Road : Kent Road, so named by Mr. Thomas Harris, who came from Kent, England, in the early '30's and settled in Kent Road a few years later, was, in the '40's, extended to Campbell Street, St. Peters. At the head of Shea's Creek a bridge of four 20ft. spans was constructed across the swamp. This road provided a much shorter way to Sydney than by way of Ricketty Street, and it earned the sobriquet of "Soup Road," because the gardeners used it to cart that rich fertiliser to their gardens.

TRAFFIC.

Before the advent of the 'bus, residents who desired to visit Sydney had to walk, unless they were fortunate enough to own a coach or market cart. Some fine teams of horses were to be seen on the road, notably York and Walsh, woolwashers; Elliot of Flood Vale, tanners; Berry's teams carrying offal from Glebe Island to their works in Bay Street, Botany.

At first the 'bus supplied the traffic from the Sir Joseph Banks Hotel, and in the '70's three were running. Harry Ramsay was one of the first drivers, always taking plenty of time. The fares were 1/- each way and double after 10 p.m. on Saturdays.

In the '80's Mascot was first served with trams of the double-deck type. Then ran on a single line, loops being at Waterloo and Gardener's Lane (now Miles Street). Tramway Street derived its name from this circumstance.

EARLY SETTLEMENT.

Following the construction of Botany Road, which passed through the Cooper Estate for nearly three miles, portion of this Estate was subdivided about 1875. Also about this time land in Mascot was subdivided, and when people could buy their land freehold, the district progressed considerably.

Amongst the well-to-do people who first settled in Little Botany were Simeon Lord, Hon. John Macintosh, Robert Macintosh, Messrs. Williamson, Hollingshed, Dougherty and others. Several of these gentlemen had coachmen.

In the '50's, when Botany Road was constructed, the better houses were built of brick with slate roofs. The slates were carted from the ship's side at Circular Quay and the bricks (hand made) came from St. Peters.

A very fine stone house, said to be the best erected in Mascot, was built by Barney Dougherty, isolated in the north-eastern portion of Mascot and surrounded by Norfolk Island Pines.

At the end of Botany Road was the Sir Joseph Banks Hotel. The host was named Buchanan, who also kept pleasure grounds and a menagerie.

Public Utilities Representation.

Council Representatives on the various local governing authorities:—
Metropolitan Water, Sewerage and Drainage Board, Second Constituency.—A. H. Moverly, Esq., M.L.A.



At Left—Botany Road, looking south, showing Post Office and part of shopping centre.



At Right—Gardiners Road, part of shopping centre.



At Left—Botany Road, looking north, another section of this important business centre.



King Street, showing modern road construction adopted throughout the Municipality.

Board of Fire Commissioners of N.S.W., Sydney and Suburbs Fire District.—Hon. T. D. Mutch, M.L.A.

Sydney County Council, Second Constituency.—Ald. J. H. Gardiner (Redfern), Ald. S. E. Parry (Canterbury).

THE FIRST INDUSTRIES.

Market Gardens.

Prior to the constitution of the municipality in 1888, gardening was the chief industry in the Mascot district. Some of the early gardeners were Messrs. Thomas Harris, George Rolfe, Annabel, Bogis, Turner, Miles, Daniel Sims, Rossbridge, Wm. Moss, J. Martin, Rolph, Barrett, John Miller, Stiff, Hooper, Hambly, R. Martin, S. Martin, Collins, Tasker, Parker, McKeand, Tunbridge, Guile and others.

In the '70's the gardens were at their best. In the springtime they were a beautiful sight with their well kept breaks of lantana, buddlea, mulberry, flax and pines. At this time of the year Sydney was dependent upon these gardens for its potatoes. There were some heavy yields—some patches turning out at the rate of 24 tons to the acre. The red and blue Derwent were grown then.

When the gold-fields opened many gardeners left to seek their fortunes, but those who stayed on their gardens found the most gold, as the price of potatoes rose to £20 per ton.

Dairies.

James Coward, James Sawle and Forster were the first dairymen in the district. James Coward, J.P., afterwards became the first Mayor of North Botany. It was laborious work carrying milk cans attached to a yoke over the bearer's shoulders to Redfern. It is not on record if they did two trips each day.

Orchards.

Thomas Humbly and Henry Hollingshed cultivated two very fine orchards, the former having mostly citrus fruits.

Nurseries.

Nurseries came later, Milligan was the first in this field.

Other Industries.

The first mill, owned by Pemmell, was erected near the Water Works. A candle factory was established where the tannery stands to-day. Carroll's slaughter-house was started near Lords Road; Walker's glue factory near High Street; and a blacksmithy, run by Joseph Bogis, who was also an expert rhubarb grower, came into existence.

In the north-eastern portion of the area was Barney Dougherty's boiling-down works, piggery and garden, also other piggeries.

A small grocery store, with even smaller trade, was kept by a Mrs. Alder in Botany Road near Annabel's Lane (now Coward Street). The verandah of the shop was a meeting place for the lads of the district.

Historical reference would be incomplete without mention of old Teddy

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Andrews. He kept a little second-hand shop 10 ft. x 12 ft., in front of his hut of the same dimensions near the corner of King Street and Mudbank Road (now Old Botany Road). The place was packed from floor to roof with all sorts of goods.

BEGINNINGS OF MUNICIPAL GOVERNMENT.

The circumstances leading up to the constitution of the Borough of North Botany (now Mascot) make interesting reading.

Early in 1888, a meeting was held at Botany for the purpose of having Botany and North Botany proclaimed a Borough under the provisions of the Municipalities Act of 1867.

A dispute occurred at the meeting as to the number of Aldermen to represent the North Botany portion of the area. As there seemed to be a very remote chance of overcoming the impasse, the representatives of North Botany retired from the meeting. Returning to North Botany, the representatives held a separate meeting in the old Presbyterian School Room, and resolved to take steps to have the area proclaimed a Borough, separated from Botany by a boundary to be mutually agreed upon.

The Borough of North Botany was subsequently proclaimed by Proclamation published in the Government Gazette, No. 216, of 4th April, 1888.

At this time, it is interesting to note, the number of houses in the area was 400, and the population approximately 2,000.

To-day the houses number 4,000, and the population is 15,000.

Looking back over a space of 50 years, Mr. Henry Tasker, at present residing at George Street, St. Peters, writes to the Town Clerk of Mascot :— "I have a vivid recollection of the first council meeting, and also of the election preceding it, which was on 2nd June, 1888. The election was held in a large marquee erected in Mr. Miles' paddock, John Pottie being returning officer, and George Perry assisting him. There were 15 candidates for the position of alderman, and the nine highest were elected, Mr. James Coward heading the poll with 199 votes. There were three candidates for the position of auditor, Mr. W. Fletcher and myself being elected. It was thought at the time to be a bold venture to start local government at North Botany, road making being an expensive item, with the prospect of a small revenue, as the place was sparsely populated. I must congratulate the Council on the wonderful progress that has been made in 50 years."

THE FIRST COUNCIL.

The first Council comprised the following aldermen:—

George Henry Bailey	Aaron Laycock	Henry Ramsay
James Coward	John Maloney	Alfred William Sparks
Edward Hicks	William Parker	Stephen Tancred

The initial meeting of the Council was held at the residence of Alderman William Parker on 11th June, 1888. This residence still stands amidst the beauty of the Memorial Park, which was subsequently acquired by the Council.

At Right—Typical street view, indicating modern type of dwelling being erected throughout the Municipality.



At Left—View of the Dacey Garden Suburb, showing the results of Modern Town Planning.



Old Folks' Afternoon—The Right Hon. Wm. M. Hughes, P.C., K.C., M.P., Minister for External Affairs and ex-Prime Minister, chatting with the two oldest residents, Mr. Wm. Aston, aged 96 years, and Mrs. Jane Suey, aged 88 years.

Alderman James Coward was elected Mayor and Alderman Maloney was appointed to act as Clerk until an appointment should be made. Mr. William Allen Coleman was appointed Council Clerk on 4th July, 1888.

Of the original Council, only Messrs. Bailey and A. W. Sparks are alive to-day, but the first Council Clerk, Mr. W. A. Coleman, is at present an Alderman of the Council, having been continuously in office since his election in 1926.

At its incorporation the Borough was not divided into wards, but later three wards, viz., North, Central and South, were proclaimed. They were abolished in 1908.

SOME EARLY BUSINESS.

The second meeting of the Council was also held at Ald. Parker's residence on 15th June, 1888, when it was decided to rent the Presbyterian School Room in Botany Road for Tuesday, Wednesday and Friday nights at 7/6 per week.

In April, 1889, an estimate was adopted for expenditure for the year embracing road works £500, and other expenses £529, a total of £1029.

Plans of the Town Hall were considered by the Council on 24th September, 1889. Sandstone was eventually adopted for the foundations, and it was decided to build the hall by contract. Mr. A. J. King was subsequently appointed Clerk of Works for the Town Hall building at £2/5/- per week. It was also decided that the structure should stand back 12 feet from the street alignment of Botany Road. A loan of £2000 was raised to finance the work, which was completed, in its first form, towards the close of 1889.

In May, 1893, the Council resolved that all further applications for the establishment of boiling-down works, slaughter houses and poultry farms should be refused in the interests of the area. A petition was submitted against any permits being granted for the erection of slaughter houses in South Ward. The Council also decided to oppose a proposal to establish an area for noxious trades on the northern side of Botany Bay.

CHANGE TO MASCOT.

The borough was constituted as "North Botany," but so far back as 1907 an agitation commenced for an alteration. This movement did not take definite shape until 1911, when a referendum of ratepayers was held as to whether the name should be "Mascot," "Boronia" or "Booralee." The former won the day and the name of the area was altered accordingly.

GREAT ROAD WORK SINCE 1914.

The year 1914 practically marks the commencement of permanent road works in Mascot. Prior to this there existed practically not a hundred yards of properly-made road. The roads were almost impassable, and low-lying lands were flooded after a heavy shower of rain, owing to insufficient drainage.

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The length of completed road construction is now 30 miles out of a total of 35 miles. In addition, 2250 chains of kerbing and guttering and 930 chains of paving have been carried out, and the Council is continuing this work towards completion.

Although involving a comparatively small capital outlay, the most important work of all from a health point of view was the erection of the plant for the disposal of nightsoil into the sewer, instead of burying, as had hitherto obtained. Since the removal of the nightsoil depot in 1926 from the eastern end of King Street and Park Road, this portion of the area has developed considerably.

STREET NOMENCLATURE.

Historical associations with many of the original estates have been maintained in names of the streets. South Waterloo Estate embraces Wellington, Picton, Ponsonby (which has lately been renamed Maloney Street), Linden, Beresford, Brussels, Ney, Napoleon, Bonaparte, Wellesley and Blucher. The three latter roads were subsequently re-named. Bonaparte is now Park Road, Wellesley is now King Street, and Blucher is now Hicks Avenue. All of the foregoing names were associated with the Battle of Waterloo.

In one of the oldest subdivisions, viz., Torkington's Grant, Church celebrities names were adopted—Bishops Broughton and Polding. In this subdivision also the names of Wellington and Smith Streets occurred, and these names were repeated in a subsequent different subdivision. In Daceyville the historical associations of Captain Cook have been retained.

Local names were given to streets in subdivisions to retain the connection with the owners, viz., Want, Humphrey and Berry Streets in Want's Subdivision and Berry's Estate, Dougherty Street, Harris Street, Smith Street and others. Local personal associations account for Want, Randolph, Maloney, Sutherland, Coward, Hardie, Dougherty, Humphrey, Berry, Harris, Hatfield, Henley, Hollingshed, Lord's, Macintosh, Rolfe, Smith, Tunbridge, Malcolm, Cleland and other street names. After the lapse of so many years it is difficult to arrive at the definite origin of many other street names, but doubtless each had some special origin.

CIVIC BUILDINGS AND INSTITUTIONS.

The present Town Hall, erected in 1889, was added to a few years later, and in 1910/11, during one of the several terms as Mayor, Ald. Frank Chipman (who is affectionately referred to as the "Father of the Council," having occupied the office of alderman for an unbroken period of 35 years), the hall was still further improved by the erection of the Coronation Hall, which, in turn, was enlarged by the addition of annexes.

It is of historical interest that the Coronation Hall derived its name from the Coronation of his late Majesty, King George V., which took place during that year.

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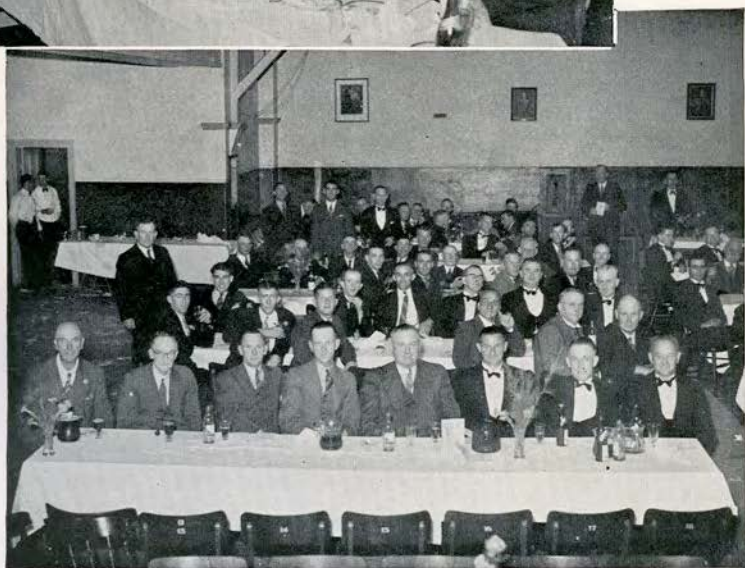
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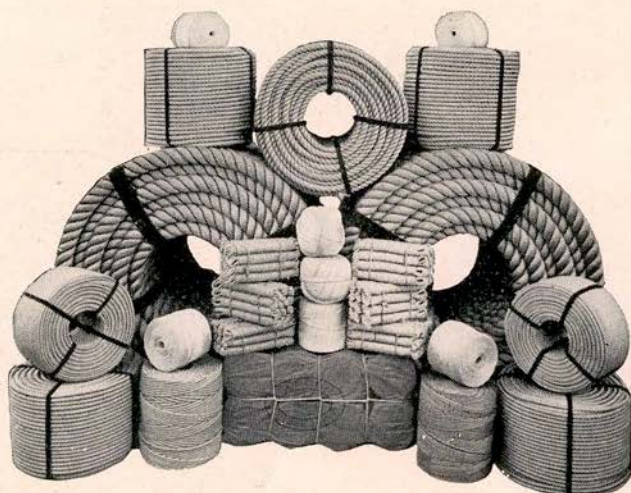
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A view showing the Soldiers' Memorial and part of the Memorial Park, Mascot.



Civic Centre—Coronation Hall and Administrative Building.



A view showing the Soldiers' Memorial and part of the Memorial Park, Mascot.



Civic Centre—Coronation Hall and Administrative Building.

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The municipal offices, opened in 1929, are situated immediately at the rear of the Town Hall and fronting Coward Street. This work was completed during one of the many terms as Mayor of Alderman L'Estrange.

The district is justly proud of its civic centre at Botany Road and Coward Street.

SOLDIERS' MEMORIAL AND PARK.

On the opposite side of the road stands the imposing Mascot Soldiers' Memorial, framed in the beautiful setting of the Memorial Park gardens. The movement for the Soldiers' Memorial was initiated by Alderman T. H. Hicks on his election as Mayor in January, 1920, and the foundation stone was laid by him on 4th December, 1920.

The foundation of the monument contains 1400 cubic feet of concrete; the steps are of Bowral Trachyte. The lamp bases are of polished red granite. The name-plate is of axed and polished granite, with polished trachyte panels bearing the inscriptions and names of the fallen engraved and finished in gold. This is surmounted by a heavily wrought cornice supporting an emblematic device of the shield and palms of victory in electro bronze. The whole is finished with a massive polished grey granite column, supporting the Orb of the Empire, embellished with bronze mountings and Victoria Cross.

The background to this memorial is provided by the Memorial Park. This park, with its beautiful lawns and gardens, backed by graceful willow and cottonwood trees, impresses the traveller with its natural beauty.

FAMOUS FLYING CENTRE.

In the realms of flying, the name of Mascot conjures up names universally known and respected for the deeds accomplished in the development of aviation—Captain Ross Smith, Lieutenants Parer and Macintosh, Captain (later Sir Allan) Cobham, Bert Hinkler, Wing Commander (later Sir Charles) Kingsford Smith and Charles Ulm, Flight-Lieutenant Moir and Flying-Officer Owen, Mr. Chichester, Amy Johnson, Jean Batten and others.

The aerodrome itself, at present occupying an area of 221 acres, has been lately increased in size by the acquisition of 42 acres.

In addition, the Federal Government proposes establishing the ultimate terminal of the England-Australia seaplane base in Botany Bay. This base will be set in almost the historic landing-place of Captain Cook, whose anniversary was recently celebrated.

PARKS AND RECREATION GROUNDS.

Mascot is now well served by parks and recreation grounds and has ample breathing spaces around.

Memorial Park: An area of four acres, opposite the Town Hall, was acquired in 1920 from the Executors of the Estate of the late William Parker for £3000. Improvements have been effected to the value of £2000, exclusive of a large amount of work gratuitously performed by citizens.

At Right—Police
Station, Mascot.



Above — Police
Station, Daceyville



At Left—Fire
Station.

This park still contains the original residence of the late William Parker, who was a member of the first council, and within which the first council meeting was held on 11th June, 1888. It derives its name from the fine Soldiers' Memorial erected on a commanding site at the corner of Botany Road and Coward Street. The park is generously set out in gardens which form a picturesque setting for the memorial and a beauty spot of which the district is justly proud.

Daceyville Reserve : Two adjoining Crown reserves which vest in the Memorial Park and having improvements to the value of £820 thereon.

L'Estrange Park: An area of seven acres acquired in 1926 for an amount of £4000, towards which the Government contributed £1000. This park is named after Alderman M. J. L'Estrange, who was Mayor on four occasions. Improvements to the value of £1280 have been effected in this area.

Ross Smith Park: This park, containing 10 acres adjoining Ross Smith Avenue, is held under lease from the Defence Department at a peppercorn rental. Improvements to £470 have been made to this park by the Council.

Daceyville Reserve : Two adjoining Crown reserves which vest in the Council to the south of Daceyville contains a considerable acreage.

Children's Playground and Tennis Courts: These stand on ground bought at the auction sale of the Town Hall Estate for a sum of £1500. Both tennis courts are equipped with night lighting and improvements have cost £720. Swings, see-saws and a roundabout comprise the equipment in the children's playground, which immediately adjoins the tennis courts. The playground was opened in 1927.

In addition to these parks, open spaces such as the Lakes Golf Links, the Water Reserve, the aerodrome, Ascot and Rosebery racecourses, provide ample breathing space for the residents.

"FATHER" OF COUNCIL — ALD. F. J. CHIPMAN.

Of the present Mascot Council the outstanding figure, in respect of years and experience, is Ald. F. J. Chipman, who was first elected to the Council in 1905. In the last 33 years Mr. Chipman has played a notable part in building up this portion of Sydney's suburban area. He has been a member of the Council continuously since 1905, and has been four times Mayor, his first term of office being in 1911, and his last in 1936.

FIRST TOWN CLERK — ALD. W. A. COLEMAN.

No man living can talk more interestingly of Mascot, its growth and development in the last fifty years than can Mr. W. A. Coleman, who has the distinction of having been the first Town Clerk of the district, a position to which he was appointed in July, 1888—just fifty years ago.

Elsewhere in this book appears a report of Mr. Coleman's speech at the Jubilee Celebrations in Memorial Park. On that occasion he paid a tribute to the men who were first elected to the Council—particularly to

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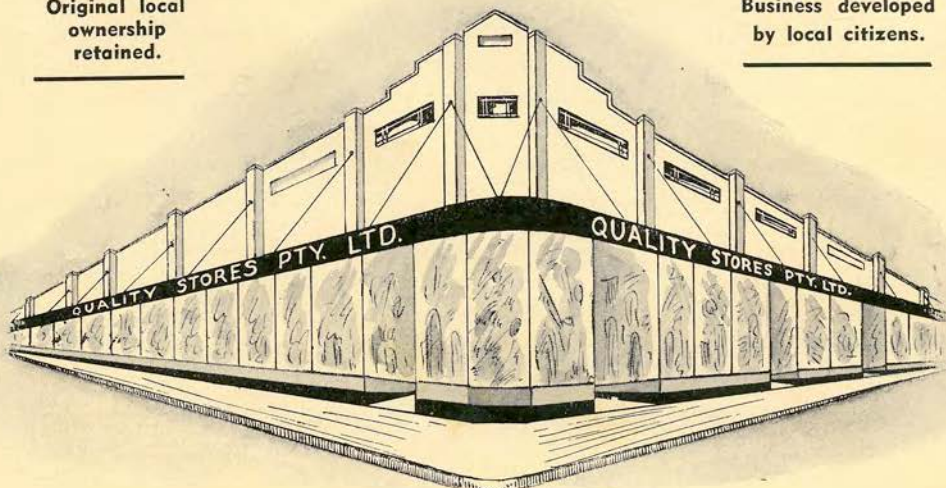
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Ald. James Coward, the first Mayor, and to such bygone pioneers as John Moloney, William Parker and others. He also spoke in warm appreciation of the services to the district of ex-Alderman Alfred Sparks, who was a member of the original Council fifty years ago, and who is still in the land of the living.

Though he has passed the 70 mark, he is still actively engaged in his profession. "I was an original director of the South Sydney Co-operative Homes Building Society," he remarked to an interviewer; "it is a Society formed about nine months ago, following the Housing Bill that the Stevens Government introduced. The Bill has been a big help to building everywhere.

"Mascot has grown wonderfully in this last ten or a dozen years. It has grown in every way; good residential houses and shops have sprung up and new industries have been started. It isn't so easy now to find vacant land on which to build.

MASCOT JUBILEE CELEBRATIONS.

To celebrate the 50th anniversary of the incorporation of the area, a week of celebrations was held from 2nd April, 1938, to 10th April, 1938.

Saturday, 2nd April, 1938.—A monster procession was held, starting from Moloney Street and Gardeners Road, and traversing Gardeners Road, Botany Road, Park Road, and Sutherland Street, to L'Estrange Park, where the judging of the entries took place. This was a most successful procession, witnessed by over 20,000 people.

Monday, 4th April, 1938.—An Afternoon Social and Reunion tendered to ratepayers and residents, past and present, 60 years of age and over. The old folks responded nobly to this invitation, and spent a happy afternoon in recounting past experiences and renewing old acquaintanceships, some journeying from 300 to 400 miles to attend.

Tuesday, 5th April, 1938.—The Jubilee Banquet held in the Coro Hall. The function was the high-light of the Celebrations, providing, as it did, an opportunity for men associated with the development of the district to meet old friends and recount pleasant memories, to meet civic administrators, past and present, Cabinet Minister, Members of Parliament and the representatives of various local governing bodies.

Saturday, 9th April, 1938.—Jubilee Ball, held in the Coro Hall. The Jubilee Ball, under the distinguished patronage of His Excellency Lord Wakehurst, K.C.M.G., Governor of N.S.W., was a fitting climax to a week of celebrations. Attended by over 450 people, the spirit of carnival entered into the proceedings, and those present spent a most enjoyable evening.

Sunday, 10th April, 1938.—Back to Mascot Thanksgiving Services. Special services were conducted in each of the several churches in the area,



Botany Road—Part of Jubilee Procession.
L'Estrange Park—In Carnival Mood.



Jubilee Procession—Mascot Junior Red Cross Contingent.
"Ghosts of the Past"—An original and prize-winning display.

and the Council was represented by members at each service. Thus the Week of Celebrations was concluded.

Children's Afternoon.—This function, originally set down for Thursday, 7th April, was unavoidably postponed owing to the then prevalent infantile paralysis epidemic. The function was subsequently held on 21st July, 1938, and took the form of a theatre afternoon tendered to all school children in the district. Over 4,000 children were entertained at the Marina, Ascot and Rosebery Theatres by courtesy of Mascot Theatres Ltd., and spent a most enjoyable afternoon.

MASCOT'S MODEL AREA.

How Daceyville was Planned and Built.

An interesting feature of the development of Mascot has been the laying out, on the eastern side of the district, of the suburb of Daceyville. In Daceyville we have the embodiment, in a somewhat modified form, of the "Garden Suburb," of which there are many examples in England. The local experiment can be described as highly successful.

The Daceyville suburb, which is an eastern extension of Mascot, is bounded on the north by South Kensington, and on the south by the Botany area. The idea of making a model suburb of this part of the metropolitan area originated with Mr. J. R. Dacey, then a Minister of the McGowen Labour Government (1910-13). In 1912, when there was a shortage of small dwelling-houses in Sydney, the Government undertook the construction of a model suburb, which was named Daceyville, after the State Minister. A Housing Act was passed to make provision for the appointment of a Housing Board, and for the purchase and subdivision of land and erection of residences.

The land appropriated and set apart for the purpose comprises an area of 336 acres 1 rood 27 perches or thereabouts. The greater part of this area at the time of the appropriation, was vacant Crown land, while it also included a portion of land which had previously been resumed for the conservation of water. The soil is of a light sandy nature, and in 1912 was covered with a variety of scrub common to the district between the eastern part of Sydney and the Botany coast line.

On this waste area, undulating and scrub-covered 26 years ago, has grown up the attractive, well-laid out Daceyville of to-day.

Reservations for Parks and Gardens.

The plan adopted, with the approval of the Minister, was prepared by Mr. John Sulman, F.R.I.B.A., and Mr. J. F. Hennessy, architects, of Sydney, two of the best authorities in Australia on town planning. They worked in conjunction with Mr. J. D. Fitzgerald, the first Chairman of the Housing Board.

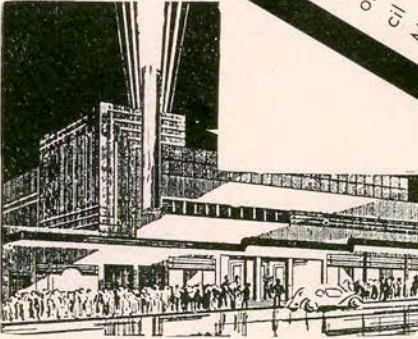
At various points, to suit the natural undulations of the site, areas were reserved for parks, gardens, and other open public spaces; also re-

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serves for various public buildings, schools, and buildings for religious purposes. Four main avenues, each 100 feet wide, with side-walks 25 feet wide, were planned, and branching off the main avenues were constructed secondary roads, each 66 feet wide, with 16½ feet side-walks.

The proportion of the area allotted for purposes other than the erection of dwellings and shops (for roads, park lands, public buildings, etc.) was 125½ acres, or rather more than one-third of the whole area. There remained 211 acres on which to erect shops and houses. Calculated at seven cottages to the acre, this provided for approximately 1,437 cottages and 40 shops for the whole estate.

Daceyville has developed and taken on its residential character in accordance with the carefully prepared plans of 1912.

At the time the Housing Board commenced operations, there was a creek or stormwater channel running from the Bunnerong Road near the entrance to the suburb, and causing a considerable swamp. This swamp has been reclaimed by the construction of a large concrete drain, which empties at the southern end, and the low-lying parts have been filled in and levelled. This has meant that land which would otherwise be useless has been made available for building purposes, besides providing for improvement of the sanitary conditions.

THE CHURCHES

ST. BERNARD'S ROMAN CATHOLIC CHURCH.

It was in 1860 that the first Roman Catholic Church, a modest stone building, was erected in Mascot. The site was in Botany Road, near the southern end of what is now the Mascot Municipality. The original building was erected on land given by Mr. Edward Lord. There have been many improvements and additions since, but the foundation laid by the pioneers of 78 years ago still remains.

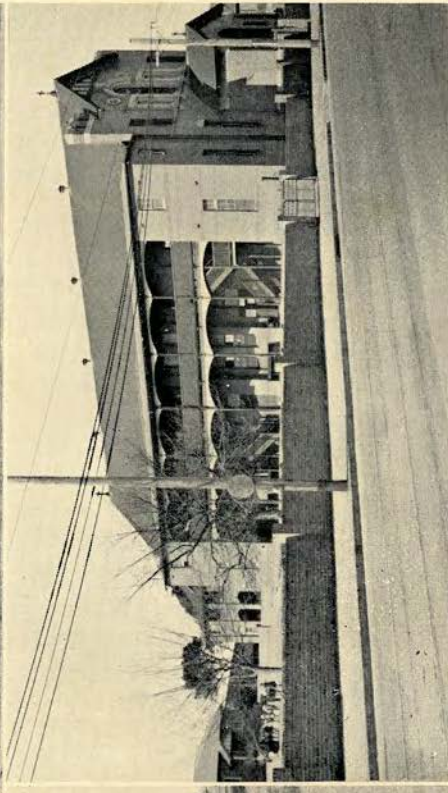
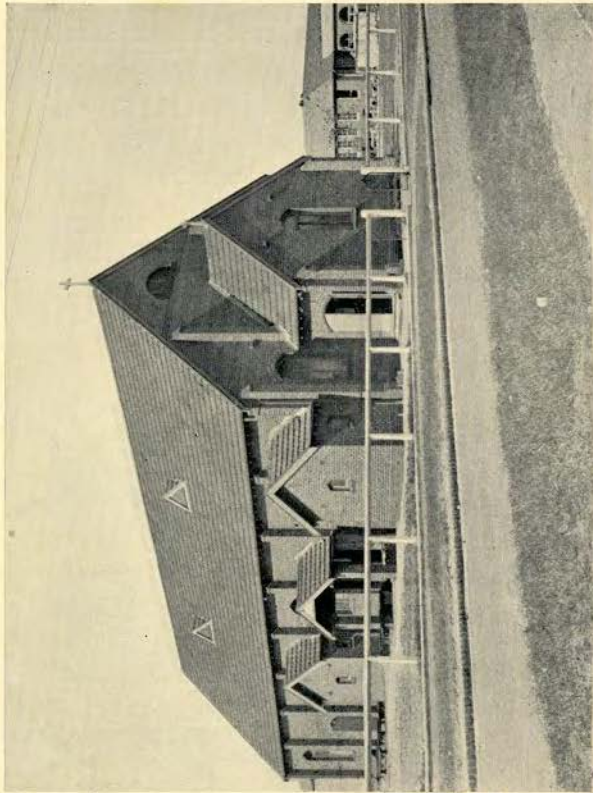
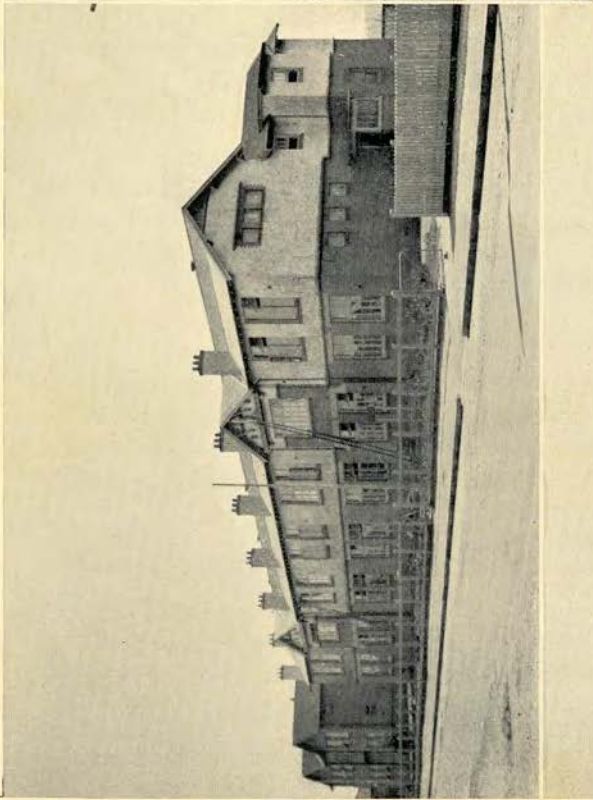
ST. LUKE'S CHURCH OF ENGLAND.

St. Luke's Church of England, Mascot, is a brick building, situated in Tunbridge Street. The Church has made great strides since the Rev. W. S. McLeod was appointed. Mr. McLeod is a graduate of Moore Theological College, Sydney, and a Licentiate of Theology of Durham University, which degree he went to England to obtain.

BECKENHAM MEMORIAL CONGREGATIONAL CHURCH.

Congregational services were commenced in the Dudley Hall, Mascot, in 1911, by the late Rev. John and Mrs. Beckenham, where they gathered round them a devoted band, of whom quite a number are still worshipping and working in the district.

In 1914 the Church-School was opened. In 1916 the beloved Pastor, Rev. John Beckenham, was called "Home" to higher service.



Mascot Public School.
St. Michael's Convent School.

Daceyville Superior Public School.
St. Bernard's Convent School.

METHODIST CHURCH.

The beginnings of the Methodist Church in Mascot practically date from 1843, when Mr. Thomas Harris, a local preacher, was authorised to conduct a service in his home in Kent Road. Prior to this service, members walked to their Church in Macquarie Street, Sydney. The name of the Kent Road meeting place appeared on the Sydney circuit plan in 1847. From that time the district has been continuously served by ministers from Chippendale, Newtown, and Botany, to which at various periods it was attached.

PUBLIC INSTITUTIONS.

Mascot is well served by various public services and communal activities, as is indicated by the following services, societies, associations, etc., and their respective office bearers:—

Banks.

Commonwealth Bank of Australia.—Manager, J. Weeks; number of staff, 6.

National Bank of Australasia, Ltd.—Manager, R. A. Dunn; number of staff, 7.

Commercial Banking Company of Sydney Ltd.—Manager, A. V. Martin; number of staff, 3.

English, Scottish and Australian Bank Ltd.—Manager, C. S. Lugton; number of staff, 3.

Police.

Station, Daceyville.—Officer in charge, Inspector Spring; number of staff, 51.

Station, Mascot.—Officer in charge, Sergeant Kimber; number of staff, 10.

Fire Brigade.

Officer in charge, J. Malvern; Firemen, 6 permanent, 6 volunteers.

Post Office.

Postmaster, H. Myers. Staff: Postal assistants, etc., 14; telephonists, 30.

The average number of letters, newspapers, parcels, etc., outwards approximate 1,200,000 per annum. The average inwards postal matter aggregates approximately 840,000 articles per annum. Telephone calls approximate 3,000,000 per annum.

Progress Associations.

Eastlakes.—President, Ald. W. Lord; Secretary, J. H. Kaye; Treasurer, R. Dean.

Mascot.—President, C. Gray; Secretary, Ald. G. Sparkes; Treasurer, P. Parsons.

Lauriston Park.—President, J. Alexander; Secretary, Mrs. C. Alexander; Treasurer, C. Warren.



LAKES HOTEL

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Macquarie Street,
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- Nothing better in the way of comfort could be expected by those who enjoy a drink.
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- Free and prompt delivery of the Best Brands of Wines, Beers and Spirits.

Ring Mascot 1295 for your orders. **JOSEPH B. MURPHY, PROPRIETOR.**

Stoneware Pipes and Fittings . . .

FOR SEWERAGE AND DRAINAGE

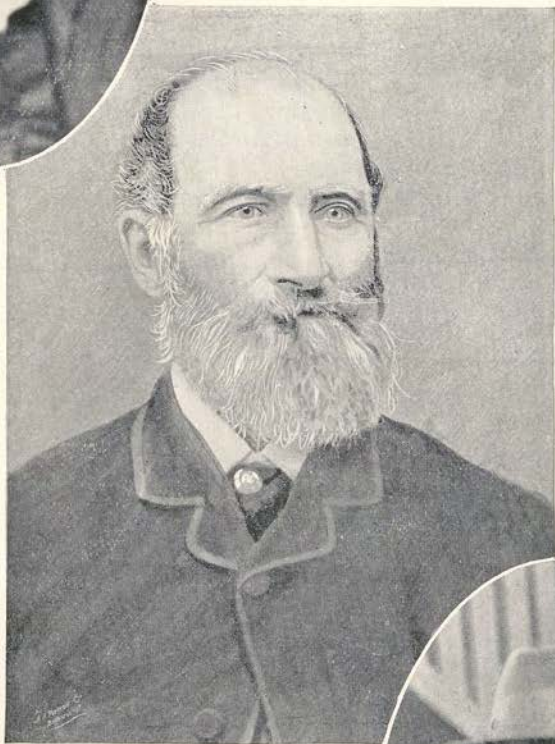
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BOTANY ROAD, WATERLOO.

(Cnr. Bourke Street).

'Phone : Mascot 135.



Top—Ex-Ald. A. W. Sparks, member of the first Council of the Borough of North Botany. Mayor, 1891, 1892, 1905.

Centre—Ex-Ald. James Coward, first Mayor of North Botany, 1888, also Mayor 1897, 1902 and 1903.

Bottom—Ex-Ald. G. H. Bailey, member of the first Council of the Borough of North Botany.





THE "BABY"

We invite you to see and hear Tasma's latest "Baby." This handy, portable yet eminently powerful set is available for broadcast or dual-wave reception and for use with direct and alternating current or battery operation.

A Baby set with full size console performance. Come and hear it!

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A. H. LOVERIDGE, F.R.E.I., PROPRIETOR.

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ESTABLISHED 30 YEARS.

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RENT COLLECTING A SPECIALITY.

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WE HAVE BUILT AND MAINTAINED OUR BUSINESS

BY A POLICY OF HONESTY AND INTEGRITY.

Agents for the New Zealand Insurance Company Ltd. — All classes of Insurance.

F. T. WIMBLE AND CO.
Pioneer Ink Manufacturers.

No manufacturing business is better known throughout Australia—one might say throughout the Empire—than that of F. T. Wimble and Co., which supplies the printing trade of Australia with ink and other essential articles. The headquarters of this famous firm are at 35 Clarence Street, Sydney, while the bulk stores and factories, in Lords Road, Mascot, are an outstanding feature of the district.

The name of Wimble will always be associated with the manufacture of printers' ink. The Australian pioneer was Mr. Fred. T. Wimble, who was born in London in 1846, and arrived in Melbourne in 1867, when he was not quite 21. But the grandfather of F. T., Mr. Thomas Wimble, of London, made printers' ink in the old country more than a century and a half ago.

The young man who reached Melbourne in 1867 had a small capital, a good technical equipment and some odds and ends of machinery. At this time Australia was wholly dependent on imported inks, as on practically all other printers' materials. F. T. Wimble, at the age of 22, started the first printing ink manufactory in Australia. The site was at the rear of an undertaker's establishment in Collins Street, Melbourne. His plant having been installed, he immediately produced coloured inks. His product was the first printing ink made in the Southern Hemisphere—a fact to remember when the history of Australian manufacturing enterprise is being written.

The business expanded, gradually at first, and then more rapidly. After nine years in the new country, in course of which he had sold goods in all the colonies, and had likewise visited New Zealand, Mr. Fred. T. Wimble was able to pay a visit to England and America. He returned to the land of his adoption with more plant and machinery. In 1878 he left Melbourne for Sydney, and made his headquarters there. That was 60 years ago, and except for an interval of ten years in Queensland, Sydney has been the home ever since of the Wimble enterprise.

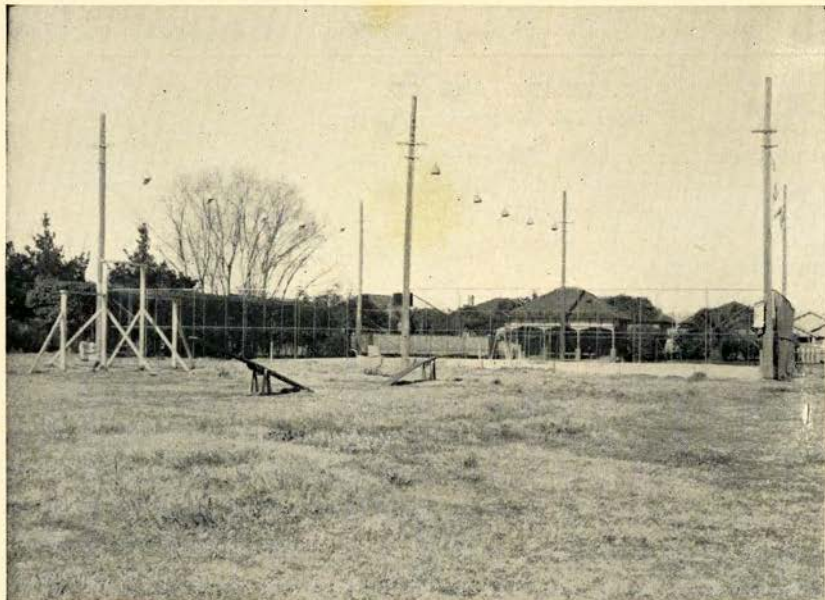
In Sydney, where premises were first taken in Clarence Street—the street which is still the firm's headquarters—the manufacture of inks, of roller composition (the Federal), and of electrotyping was entered on. Each new line seemed to call up another, and so the business expanded. Type founding came later, also varnish making, and other things. "In thickly populated countries," Mr. Wimble once explained, "any one of the lines we run would be a separate business. Adaptability is a great thing, and this business was always adapted to meet the needs of a new country."

Expansion demanded larger manufacturing areas, and in 1914 the old grounds of the Sydney Gun Club were purchased. In the same year the varnish factory was established on the present Mascot site. It was not long afterwards that large bulk stores were erected at Mascot, and the black ink factory was built, followed by rotogravure ink branch and other necessary buildings.

So varied are now the Wimble enterprises that no one thinks of printing in Australia without the name of the firm coming to mind. In addition to the inks, varnishes, compositions, etc., that it manufactures directly, it is distributing agent for practically every kind of machine and appliance that the great printing industry requires.

In 1928 the diamond jubilee of the firm was celebrated with much éclat and aroused continent-wide interest. Tributes to the founder, Mr. F. T. Wimble (then aged 82) poured in from all parts of the Commonwealth. An interesting and valuable publication, "Wimble's Reminder," told the world of the adventures and achievements of a justly famous house.

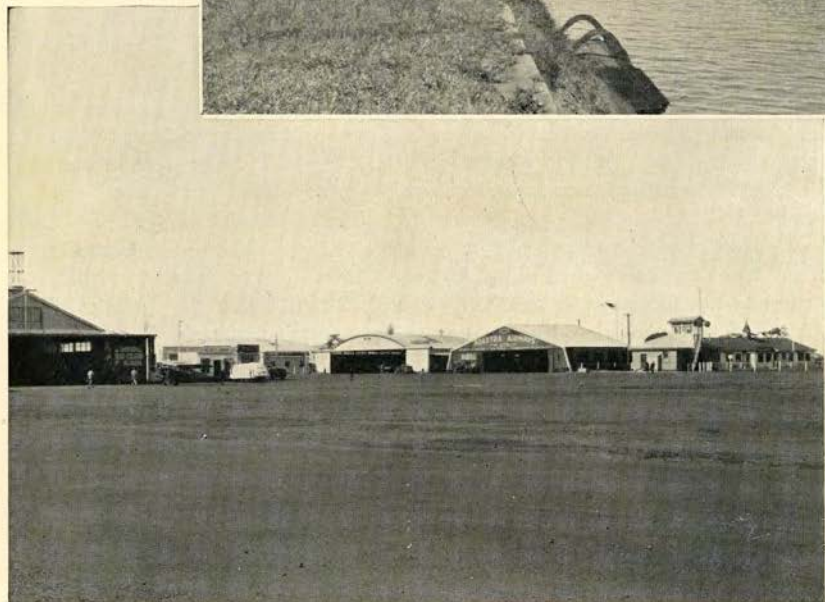
In January, 1936, being then in his 90th year, Mr. F. T. Wimble passed away. The great industry he built up remains. Members of his family are carrying on his work, a nephew (Mr. Fred. E. Wimble), who joined the business in 1890, holding the position of works director, while Mr. G. B. Wimble, a son of the founder, is associated with the business management.



At Left—Portion
of Municipal Ten-
nis Courts and
Children's Play-
ground.



At Right—Canal
Bridge.



At Left—View of
hangars at Kings-
ford Smith Air-
port, Mascot.

THATCHER & OBERG PTY. LTD., TIMBER AND JOINERY.

This firm, originally D. Thatcher & Sons, commenced business as coopers in Tramway Street, Mascot, with the brothers F. W. and R. H. Thatcher in charge. This was in the year 1893. The two brothers had attended Gardeners Road Public School, and whilst working at other trades had in their lunch hours learnt the coopering business.

Their father, Mr. D. Thatcher, was at the time working as foreman cooper at Tooth & Co. Ltd. He later joined his sons, and the firm of D. Thatcher & Sons was formed.

Up until about the year 1913 the business was exclusively coopering, but about that time a timber yard was opened, and worked in conjunction with the cooperage.

Some few years later a limited liability company (D. Thatcher & Sons Ltd.) was formed, and the office was moved to Gardeners Road on the site of the shop now occupied by Mrs. Jacques.

With the growth of the business it was found necessary later to open a new office, where the present office now stands. In the year 1931 further changes were made. The old Company of D. Thatcher & Sons Ltd. went into voluntary liquidation, the cooperage interests were taken over by a Company under the title of D. Thatcher & Sons (Cooperage) Ltd., while Mr. O. D. A. Oberg joined the Thatcher interests and the timber section of the business was carried on under the title of Thatcher & Oberg Ltd.

From a small beginning in Tramway Street, Mascot, the business has developed over the years until to-day it occupies the original area in Tramway Street and the area bounded by Gardeners Road, Durdans Avenue, and the Gardeners Road Public School. It includes besides the coopering and general timber business, a specialised joinery department, vat building department, and parquetry flooring section.

The three Thatcher brothers at present associated with the business are sons of Mr. R. H. Thatcher, one of the founders of the original coopering business.

"MASCOT" CYCLES.

The Proprietor, Donald E. Tollis, known as "Don" to all and sundry, has lived and been connected with Mascot for the past 47 years, originally coming from Redfern to Mascot (then known as North Botany) when five years of age. After serving his apprenticeship and remaining with the same firm for 13 years, he decided to start business on his own account.

In a very humble manner the present cycle business was commenced 20 years ago. It has grown considerably; cycles are being distributed throughout N.S.W., an excellent interstate business is transacted and accessories and everything for the cyclist are supplied to other shops. As wholesalers the firm has found it necessary to trade under the well-known name "Mascot Cycle and General Supply." Starting business in the front shop, it has taken in room after room of the original dwelling and no more remains. The place is now crammed with stocks and the premises are now all too small. Several hands are engaged, all happy and comfortable and dovetailed into a scheme of harmony.

T. J. L. CARR, ESTATE AGENT.

Mr. Carr, J.P., who is a member of the Real Estate Institute, and also of the Master Builders' Association, engaged in building and estate activities in the Mascot district in 1925. In 1931 he purchased the estate agency business of A. B. Finney and Co., which he carries on at the same address, 381 Gardeners Road.

In 1933, at the request of the P.M.G. Department, Mr. Carr opened the present Rosebery non-official post office and savings bank, taking over the position of postmaster, which he still holds. The post office has been very useful to the district near Gardeners Road, as previously people had to go to Daceyville or King Street, Mascot. The service, under Mr. Carr's direction, is both courteous and efficient.

LOVERIDGE ESTATE AGENCY.

The firm of F. C. Loveridge & Son, Estate Agents, of Botany Road, Mascot, was started in 1908 by the late F. C. Loveridge, and in 1922 Mr. A. H. Loveridge, the present proprietor, was asked by his father to take over the business. It is of interest that the late Mr. Loveridge commenced in the real estate business at the express wish of three

SAFETY

SEALED IN CONCRETE

WHAT IS A SAFE HIGHWAY?

Every highway improvement project should include the general design features—moderate grades, easy curves, adequate sight distance—essential for carrying the anticipated traffic with safety. But equally important is the use of a pavement which, by its own merit, will supplement and increase the safety thus provided.

These are the essentials of a safe pavement for roads and streets:—

1. A surface that offers good visibility under all conditions.
2. A true, regular surface that provides smooth riding, freedom from driver distraction, and control of the car
3. A surface that grips tyres, lessens skidding.
4. A surface that causes the least amount of fatigue to motorists.
5. A surface that is dependable.

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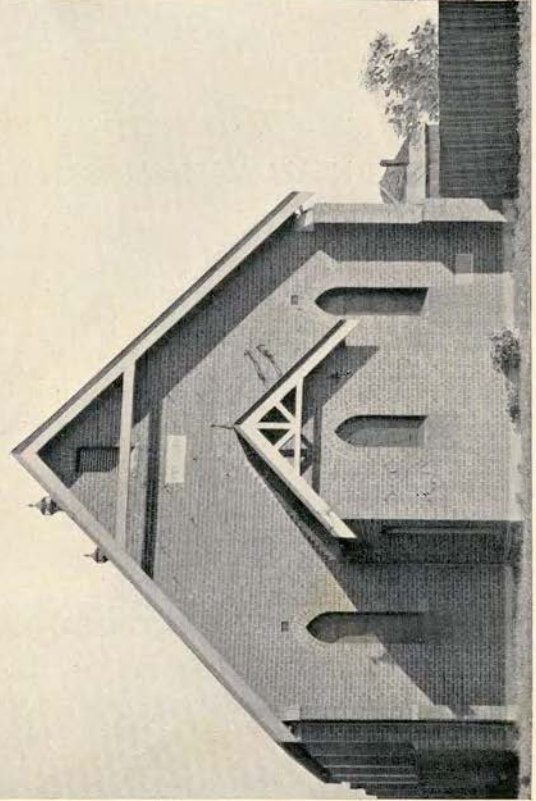
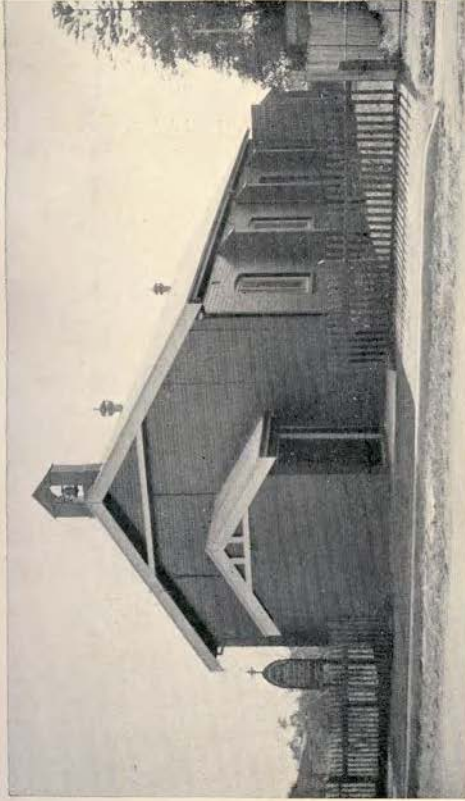
The Australian Cement Manufacturers' Association

43 MARGARET STREET, SYDNEY.

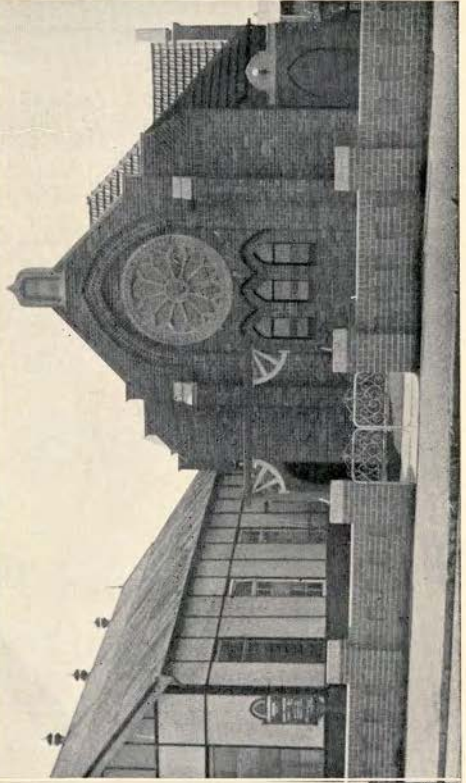
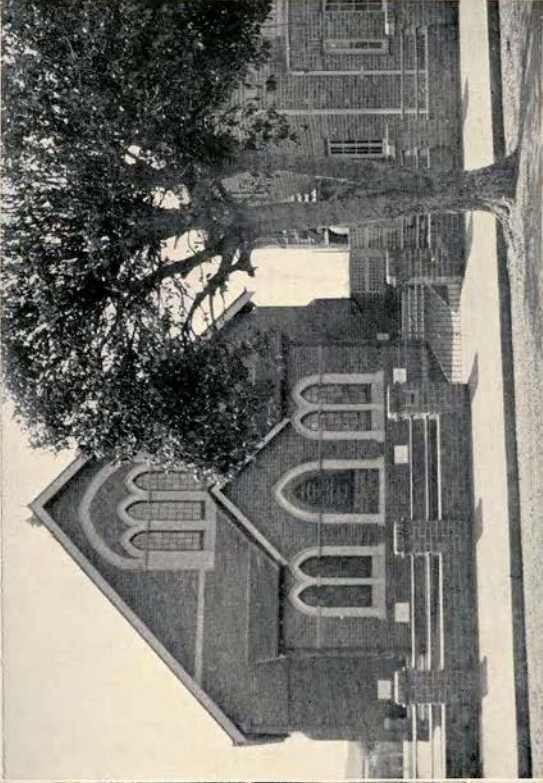
Municipality of RANDWICK

POPULATION	90,000
UNIMPROVED CAPITAL VALUE	£6,600,000
IMPROVED CAPITAL VALUE	£22,000,000
ASSESSED ANNUAL VALUE	£1,650,000

- Magnificent residential district within twenty minutes of the heart of Sydney.
- Large and well equipped sporting areas to provide for cricket, football, tennis, swimming, golf, racecourses, etc.
- Splendid surfing beaches within the area, including Coogee, Maroubra, Clovelly, Malabar, and La Perouse.
- Coogee possesses the largest ocean shark-proof enclosure in the Southern Hemisphere.



St. Luke's Church of England.
Methodist Church and section of Parsonage.



Beckenham Congregational Memorial Church and portion of School Hall.
Knox Presbyterian Church.

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*Manufacturers of
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'Phone Mascot 1309

Telegraphic Address, "Tungmills"

**IN CLOSE ASSOCIATION WITH THE PROGRESS OF MASCOT
FOR NEARLY A QUARTER OF A CENTURY**

WIMBLES PRINTING INKS

(THE LIFE-BLOOD OF PUBLICITY)

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Factories : LORDS ROAD, MASCOT.

Head Office : 35-43 CLARENCE STREET, SYDNEY.

Branches in All States and New Zealand.

old Mascot pioneers, the late Michael O'Riordan, the late Michael Gearin, and the late James Thornton.

In those days the collecting of rents was more hazardous than it is now, and sales were events to be celebrated. This firm was associated with the subdivision of several market gardens, notably the Coward Estate, the Tollis Estate, Sawles Estate, and the O'Riordan subdivision.

The opening up of these estates marked a new era in Mascot's progress, and certainly brought Mascot into more favourable consideration by home builders.

Reverting to the present Loveridge business, the late F. C. Loveridge was an alderman of Alexandria for over 30 years, and a former Mayor. Mr. A. H. Loveridge (present proprietor) served 15 years in Mascot Council, and was Mayor in 1932.

PRODUCTION OF TUNG OIL.

Interesting Mascot Industry.

An industry new to Mascot, and for that matter, Australia, has recently been established in Mascot by Tung Oil Mills Ltd. The site of their factory and offices—a modern brick and fibro cement structure—is at the corner of Gardeners and Botany Roads.

The Company has purchased a block of land 250ft. x 94ft., and at present the premises occupy about one-third of that area, thus leaving room for extension, which the Company confidently anticipates in the future.

The Company has installed a very well balanced and laid out plant for the treatment of various kinds of oil-bearing seeds and kernels. They specialise in the production of tung oil from tung nuts produced by Australian farmers, who for some years past have been planting out large areas of tung trees situated in an area commencing from about sixty miles south of Sydney to well beyond Brisbane.

The tung oil industry promises, indeed, to be a most valuable one for Australia.

The tung nut is produced from a tree of which anything from 100 to 150 are planted to the acre. These trees bear annual crops, commencing from their third year; they will gradually increase in production until about the tenth year, after which they will bear more or less uniformly for another thirty years or so.

The production of tung trees requires very much less attention than is the case with other horticultural products, as it is a tree which will grow well on poor or second-class land, and does not require rich river flats or soils for its development. It promises to provide a very useful additional side line to growers situated in suitable climatic areas.

There is no danger of over-production in this oil. At the present time Australia imports from China, the present only source of world supply, approximately 1,200 tons of oil per year, and such a supply would require production from many thousands of acres of Australian grown trees.

The oil itself is an indispensable raw material, principally used in the paint and varnish trade, its properties being great elasticity and heat resistance. It is invaluable for the production of all the modern types of glossy and quick drying paints and varnishes, with which the world is now familiar.

SAMSON ARCWELL ELECTRICAL PTY. LTD.

Manufacturers of All Classes of Welding Equipment.

Concurrently with the rapid industrial development of Mascot which has taken place, is the not less remarkable growth in the business of "Samson Arcwell Electrical Pty. Ltd." This Company, under the technical guidance of Mr. R. C. K. Young, and under the management of Mr. J. Ashton Martin, has grown to its present important proportions in the space of only a few years. Its headquarters are at 581 Gardeners Road, Mascot.

Commencing first with the construction of Arc Welding Equipment, incorporating Mr. Young's patents, rapid progress was made, until "Samson" Machines were to be found in operation throughout Australia, even as far afield as Cue, in Central Western Australia, and Winton, in Queensland, while practically every welding shop of importance in industrial Sydney is using, at least in some measure, "Samson" Equipment.

NORTON BROS.

PTY. LTD.

Tanners and Leather Manufacturers

Greenbank Tannery, Mascot. Telephone: Mascot 86



Greenbank Tannery.

Specialising in :

Sole Leather . . . Chrome Yearlings
Harness and Saddlers' Leathers
Strap, Bag, and Case Leathers

The firm has now under construction a machine of entirely new design and manufacture, for the manufacture of seam welding pipe at high speed.

Another activity, which promises great economy for many manufacturers, is the "Samson" Low Voltage, Tube Furnace. An electrically operated Furnace, in which the walls become the conductors of very large currents at low voltage, thus bringing the energy very closely in contact with the article to be heated, and resulting in great efficiency. These Furnaces are particularly applicable to continuous processes.

It is of great advantage to manufacturers, not only those located in Mascot and surrounding districts, but in N.S.W. generally, to have in their midst, a firm specialising in the construction of all forms of welding equipment, with technical resources and equipment to enable them to solve any welding problem.

Among the articles supplied are spot welders, butt welders, flash butt welders, seam welders, arc welding equipment, accessories and electrodes.

NORTON BROS. PTY. LTD.

Greenbank Tannery.

The site of Greenbank Tannery has probably been associated with tanning longer than any other in Australia. Lord, one of the earliest tanners in the Colony originally selected the site for his activities, to be followed in later years by W. G. Lupton, who built a tannery for the treatment of pelts. This building still standing, is almost lost in the splendid growth of the present company.

October, 1906, saw the birth of Norton Bros., in 1919, to become Norton Bros. Ltd., and finally in 1937 Norton Bros. Pty. Ltd.

The late Mr. George Michael Norton, with his two sons, Walter George and Edward Allen, to be later joined by another son, Maurice, laid the foundation of a business that has not ceased to grow since its inception.

Manufacturing leathers distributed throughout Australasia, England and the East, Norton Bros. Pty. Ltd. have earned a reputation for quality leathers of which they are justly proud.

Employing some 90 hands and with modern plant and buildings covering two acres of land, Norton Bros. Pty. Ltd. produced 1,500,000 sq. ft. of dressed leathers and 300 tons of sole leather during 1937.

Each of the three principals have a son actively engaged in the business to ensure a continuity of the progress that has been associated with the firm for the past 32 years.

G. AND H. TODD.

Sand Contractors and General Carriers.

A carrying firm with a long and creditable record is that of G. and H. Todd, whose headquarters are at Park Road, Mascot. This firm, in addition to its general carrying business, specialises in sand cartage, and for some years past has been a principal supplier of sand for building purposes to local bodies and private builders. It has also a contract for supplying sand to the N.S. Wale Government railways.

The firm has a history going back more than 70 years. The founder was Henry Todd, who came out from South Wales as a lad, and started business at Rowe Street, Darlington, in 1865. He undertook general carrying work, and established himself as the chief supplier of sand for local building requirements and railway purposes. Hendy Todd was a pioneer, and the work he commenced has been carried on ever since—first by his four sons, and then by his grandson, the present proprietor, Mr. William Todd.

After nearly 40 years at Darlington, during which the district grew enormously, the Todd carrying business was moved to Marion Street, Redfern. On the Government resuming

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FREE DELIVERY.

Try our Quarts of Draught Beer.

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WELDING ENGINEERS

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BOILERMAKERS.

Boiler Repairs.

Tank Makers.

All Classes of

Fabricated Machinery.

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the site for railway purposes, a move was made, in 1913, to O'Riordan Street, Alexandria. Two of the Sons, George and Henry, became the principals in the business started by their father, while the two other sons, W. and J. Todd, formed a separate branch of the family, specialising on Government railway work, and undertaking the cleaning of goods yards at Alexandria and near-by stations.

About the time of its removal to Alexandria, the firm purchased a sand hill there, which it still owns. Some 12 years later (in 1927) the brothers acquired the present Park Road site at Mascot. In that year George Todd bought out Henry's interest, and a little later himself retired in favour of his nephew, Mr. William Todd, the present manager, who represents the third generation.

The business is still carried on under the style of G. and H. Todd, and under the direction of William, who is still a young man, has gone on extending its operations. In 1927 the march of progress caused horses to be replaced by motor cars. The firm has a large fleet of cars engaged in general carrying and sand cartage throughout the district. Its managing head, William Todd, an alert and progressive type of young Australian, is on the Committee of the Sydney Building Exchange, and is an active promoter of all developmental movements in the district.

QUALITY STORES.

Over a decade ago, a young citizen of Mascot, Mr. A. H. Thorsby, saw the need for a properly organised and equipped department store to serve the district with everyday needs. At that time it was necessary for every man and woman who had wearables to buy, to take a tram to the somewhat distant City to purchase them. All other progressive suburbs had emporiums to serve the community. Mascot had none.

Mr. Thorsby, after studying modern shop requirements with the closest of care, supervised the erection of the Quality Stores. The success of the business was almost immediate, and from time to time the premises have been altered and improved.

Recently a most drastic improvement has been made, the premises extended and the capacity of the store so increased as to be capable of holding double the variety of lines previously held. This is an innovation of the utmost importance to local shoppers.

The Quality Stores, centrally situated in Botany Road, now carry a comprehensive and complete range of everything a man, woman, boy, girl, or baby wears, including a gorgeous variety of frocks, costumes, blouses, underwear, hosiery, gloves and so forth; also an excellent array of dress materials, manchester, furnishing, drapery, haberdashery, perfumes, and the thousand and one things usually stocked by a department store. Mr. Thorsby has succeeded in using some of the very newest and brightest ideas for the display of goods, and in adopting proper stock-control methods which ensure every needed line being always on hand.

ROYAL AERO CLUB OF N.S.W.

Its History and Objects.

The Royal Aero Club of New South Wales was formed in 1919, when members of the Australian Flying Corps and Royal Air Force were returning from the war.

The principal objects of the Club are for the association of all persons interested in the encouragement and development of aeronautics, the training of pilots and the provision of facilities for unlimited flying for its members. The Club is the sole authority in New South Wales for the control and conduct of all flying sporting events and trials under the competition rules of the Royal Aero Club of the United Kingdom and the Federation Aeronautique Internationale.

The Club played a considerable part in the agitation for proper control of Civil Aviation in Australia, which resulted in the passing of the Air Navigation Acts and the formation of the Commonwealth Department of Civil Aviation. It organised the first big

DARBY AND PERRY

Motor Engineers

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●

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Polish of Unusual Merit.**

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CLEAR LACQUERS
VENEERED MOULDINGS**

New factory site of 3½ acres will
be in use by March, 1939.

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Mas. ?.

KING & SMITH

Pty. Ltd.

*Specialists
in Kitchenware*

*Tinsmiths and
Canister Makers,
etc.*

COWARD ST., MASCOT.

Telephones : Mas. 407.

flying meeting in Australia in 1920, when the Aerial Derby was flown at Mascot Aerodrome. In 1922 the second Aerial Derby took place at Victoria Park Racecourse, and in 1924 the Club held a Light Aeroplane Competition at Richmond Aerodrome, which lasted a week, and included the third Aerial Derby.

In 1928 an Aerial Pageant was held at Mascot, and since then Pageants and Aerial displays have been held annually at Sydney and at many country centres.

For 19 years the Club has worked continuously for the cause of Aviation, and it is the only body of its kind in Australia which has existed throughout that period.

Membership.

Membership of the Club is open to both men and women. It is not restricted to pilots or persons actually engaged in aviation. There is no technical or other qualifications.

The Club is governed by a Committee of ten elected by ballot of members.

The Club's Tours and Contests sub-committee conducts a regular programme of flying events throughout the year. These comprise Flying Tours to Country Districts, Races and many other competitions. In addition to trophies for each competition, there are Trophies for the highest points scored in the year's events.

Each year a Championship Contest is held amongst the Club-trained pilots, the winner becoming the Captain, and two runners-up members of the Club's "A" team, this team being entrusted with the responsibility of providing all aerobatic displays during the ensuing year.

To perpetuate the memory of George McC. Littlejohn, who ranks as the most outstanding pupil trained by the Royal Aero Club, Mrs. G. S. Littlejohn, mother of the pupil who became the Club's Chief Instructor, has instituted a fund sufficient to provide a handsome award in perpetuity.

This award was made to H. F. Broadbent in 1935 and J. McLaughlin in 1937.

ASCOT RACECOURSE AND RECREATION GROUNDS.

Early in 1904 a small group of racing enthusiasts, with the assistance of the Pony and Galloway Owners' Association of New South Wales, conceived the idea of purchasing and converting the area previously occupied by the Australian Golf Club, at the junction of Lords and Botany Roads, North Botany (now known as Mascot) extending to Cook's River on the south-western boundary, into a racecourse and recreation ground. A local syndicate was formed to proceed with the project, and a Company afterwards promoted, which subsequently developed into the present Company, registered in 1914. The venture succeeded beyond expectations, and for many years continued to prosper under the management of those well-known sportsmen, all of whom are now deceased—Messrs. Herbert Garratt, Richard Gaut and William Tilley, supported by Messrs. George W. Eaton and W. J. Miller.

For over 25 years the Club, associated with the Kensington, Rosebery and Victoria Park Clubs, controlled unregistered racing in New South Wales. Subsequently control was transferred to the Australian Jockey Club, under whose rules and regulations the four Clubs have now been carrying on for several years.

The Course at Mascot is not only most popular with racing devotees, but is considered one of the safest. It is over one mile in circumference, and the special mile track (which includes $5\frac{1}{2}$ furlongs in two straight runs) and four furlong track are particularly referred to, as they compare more than favourably with any other similar tracks in the metropolitan area. With the exception of Victoria Park, it is the only proprietary Club to establish a trotting track, in addition to the usual race tracks.

Prior to the depression period the Associated Clubs were most liberal in their appropriations of prize money, sums approaching £5,000 being frequently allotted for a single

A.P. LEVER

Manufacturer of—
TINSMITHS' AND
SHEET METAL
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Power and Screw Presses,
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Specialising in the casting of

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N.I. TENSYL IRON

MONEL METAL

All Grades of Heat-Resisting
Metal and all N.I., C.R., C.I.
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USE THE BEST.

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SNOWDROP WHITE
PAINT

Full Glossy Finish.

Manufactured only by :
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Phones : Mas. 117 and 340.

V. MEYER

PTY. LTD.

IRONFOUNDERS

Coward St. (West)
MASCOT

Phone : Mascot 1222

day's racing. On such occasions Ascot has been favoured with attendances approximating 17,000.

While some of its buildings are due for renewal, others are equal to anything in the State, the totalisator houses being model structures. The Club is also to be complimented on introducing the Magnetic Doubles Totalisator, the only one of its kind in Australia.

Although not generally realised, the Ascot training tracks have never been out of commission or closed to trainers on account of bad weather or from any other cause. Their popularity is shown by the number of regular trainers who have made their homes in the vicinity.

The present Directors are Mr. G. A. Breathour (Chairman), Mr. D. Brennan and Mr. M. A. Noble, and under their administration the Club is retaining its former prestige. The name of the late Mr. William Arnott has been associated with the Company since its commencement, as Solicitor and, later, Chairman of Directors, which office he held at the date of his death in November, 1937.

The Secretary of the Company is Mr. E. L. Johnson, F.C.A. (Aust.), who has continued in that capacity since the inception of the first Company and in 1904 assisted to form the original Syndicate.

BLUNDELL SPENCE AND CO., PAINT MANUFACTURERS.

An important recent addition to the manufacturing activities of Mascot has been the erection there of a factory for the production of Blundell Spence paints and allied products. The factory and offices are situated at the corner of Gardeners and Kent Roads.

The history of this famous paint-manufacturing company is an interesting one, going back more than a hundred years.

It was in 1811 that Henry Blundell started in business as a brushmaker at Hodgson Street, Hull (England), and from this small beginning has evolved the present firm of Blundell Spence & Co. Ltd., of world-wide fame, with branches in London, Cardiff, Newcastle, Liverpool, Bombay, Sydney and Valparaiso, and agents throughout the world.

In 1811 Henry Blundell entered into partnership with William Spence, and these two traded under the name of Blundell & Spence as Colour and Paint Manufacturers and General Merchants.

In 1865 Henry Blundell died, this did not end the Blundell family interest as responsible positions have since been held by members of the family down to the present time, when the Chairman and several members of the Board of Directors are his descendants.

In 1874 the concern was turned into a Limited Liability Company, and has since traded under the name of Blundell Spence & Company Limited.

In 1929 the intervening growth in the Company's business brought about the decision to build entirely new works. These were commenced forthwith, and the whole of the Company's operations eventually transferred thereto. These works, situated in Hull, England, cover over nine acres, and constitute one of the most up-to-date paint factories in the world.

In 1932, in accordance with the new trends in world commerce, the Company embarked on a policy of oversea branch factories, and in addition to its existing branch at Bombay (India), established works at Valparaiso (Chile), and Sydney, Australia.

The business in Sydney, established six years ago, developed rapidly, and it soon became apparent that more space was needed than was available in the leasehold premises initially occupied. A large site was accordingly purchased in the rapidly developing industrial district of Mascot, N.S.W., and a new, modern factory has just been completed. This factory and the machinery are of very latest design, and production of Blundell Spence products is now in full swing. All classes of Paints are being made, including the well known B. & S. Super Prepared Paint.

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*General Engineers
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For every kind of fabric, from a skirting board to a motor car, from a ceiling to a kitchen chair, paints are supplied from the Mascot factory. In recent years the business of paint making has taken on new phases, following intensive scientific research, and the number of pigments that can be, and are used in paint manufacture is very large. Many of the newer ingredients are costly and can only be used in the best brands of paint.

The reputation of the Blundell Spence Co., and its experience of more than a century, make it a reliable guide to all users and inquirers about paint.

THOM AND SMITH PTY. LTD.

Radio Manufacturers and Dealers.

To forecast in 1929 that Thom & Smith Pty. Ltd. would occupy a large, up-to-date factory within seven years would have been impossible, if only on the grounds that very few knew at that time what form an "up-to-date factory" would take. Yet, in a relatively short period, this organisation of young men has made an outstanding name in Australian radio.

Thom & Smith Pty. Ltd. was established by Frederick W. P. Thom and John E. Smith in 1929 with a small factory in Nicholson Street, Sydney, occupying a floor space of barely 1,000 sq. ft. and employing some six or seven hands.

But eighteen months later found them entrenched at 55 Dowling Street, East Sydney, with far better manufacturing facilities, more plant and bigger staff, a floor area five times that of the old Nicholson Street premises, and ever increasing orders to fill.

Shortly after the decision was made to manufacture and merchandise a brand line, Tasma radio was available in the form of twelve models. Both founders started the Tasma organisation with a solid engineering background, therefore the Tasma product, right from its inception, has been known as a well engineered receiver.

To-day, we find, according to an analysis of receivers taken out for 1938, Tasma are manufacturing 29 different models giving a greater range and justifying their trading slogan "a set for every place, purpose and purse."

Careful attention to the product, skilful advertising, and the backing of loyal dealers, have all contributed towards Thom & Smith's step in occupying a new factory at 29-39 Botany Road, Mascot.

It occupies over 25,000 sq. ft. on a 2½ acre lot recently acquired, thus allowing ample room for still further expansion. The building incorporates all the latest ideas for speeding up production schedules, yet full allowance is made for periodical check points along the whole production line. Layout, building plant and fittings have been designed and installed by men whose past experience provides a background on which to build with an eye to smooth running and future requirements.

Some 350 workers are now employed, including many of the most highly trained this country has to offer.

Mr. Fred. Thom, when interviewed, paid a tribute to those who had helped in building up the Tasma organisation, specific mention being made of the sales division under Mr. R. Jennings and the engineering division under Mr. Eric Fanker. "Naturally," he said, "our production has increased to keep pace with expanding sales outlets. Every year we have been able to collect around us additional good Tasma dealers, which proves our product and policy are both right.

"We always have available new and improved models and are careful what we release. We do not believe in attempting to make one model blanket a number of uses and price classes; we say it cannot be done that way to Tasma's satisfaction. Each of our models is designed, constructed and merchandised to fill a specific want; to cater for a definite price class. Although such a policy may be hard on the manufacturer, yet we know our dealers like it and we are out to help them."

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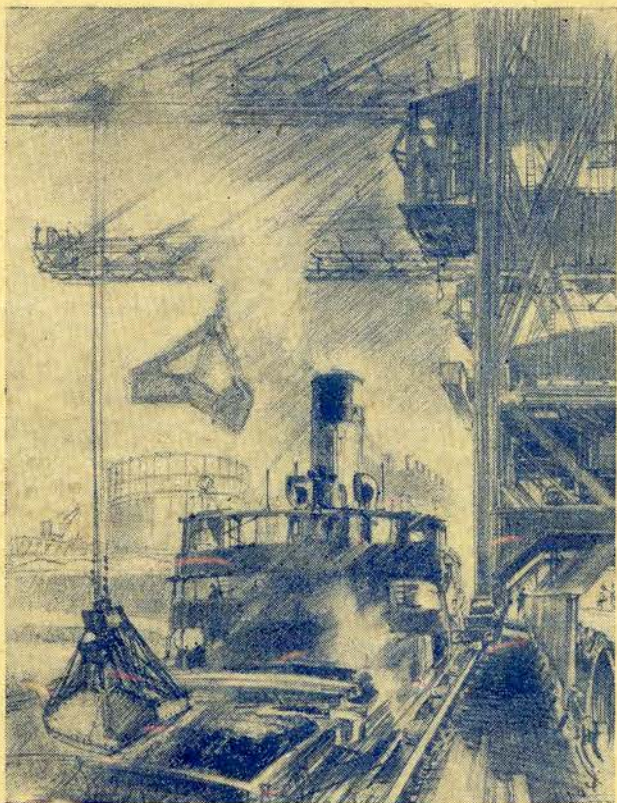
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