

# LOOK AHEAD WHEN PLANNING YOUR SALES CAMPAIGN

AT THE POSSIBILITIES OF INCREASED BUSINESS FROM ALL OVER AUSTRALIA. BE SURE AND PLACE WISE'S DIRECTORIES ON YOUR ADVERTISING APPROPRIATION.

## 24 ELL PERTH.

**ELLSMERE RD, MT LAW**  
Right side fr Guildford rd  
17 Franklin Geoff  
15 Chance Stphn  
13 Berry Edwd H  
11 Taylor W P  
9 Membray, Frederick  
7 Tracey, Frank A  
5 Sutton, Geo L  
3 Warren Mrs E  
... Wool ter & Mitchell st  
... Left hand side  
Left side  
16 Higgins Thos  
14 Yulo James F  
12 Russell, Edith J  
8 Campbell J R  
... Thirlmere rd  
St. Anne's Nursing Home  
Sisters of Mercy

**ELLSMERE STREET, MT HAWTHORN**  
Right side fr North Beach rd  
91 Taylor, Leslie  
87 Donaldson, Mrs Maria  
85 Seilly Mrs Ada  
81 Jamieson, Alfred  
77 Williams, Harry  
73 Hagan Robt J  
71 Vacant  
69 Rogers Mrs Lillian  
65 Percy Thos H  
61 Von Bihra Fras C  
63 Scales Hy A  
59 Dalton Ern J  
57 Hodges Ern A  
55 Green, Chas  
53 Brand, Edwd  
51 Fagg Arth G  
49 Moller Edwln  
47 Hoskins Edwd W  
45 Woodford, Wallace  
43 Woodhead Jno E  
35 Sawyer Les  
... Matlock st to Flinders st.  
Pryce Alan A, mx'd bus  
... Fairfield st  
Left hand side  
98 Thompson Mrs N  
94 Morey, Chas  
92 Marker Mrs Jessie A E  
90 Palmer Math G  
88 Dunlop Jno  
86 Johnson Geo E  
84 M Hawthorn Police Sta  
(G Woods const-in-eh)  
82 Woods Geo  
78 Cornish Frank  
76 Duckett A J  
74 Frasier J A  
70 White Wm S  
72 Logan Geo  
68 Earnshaw Jno  
66 Earnshaw —  
64 Tuko J P  
62 Foreman David  
60 O'Dea Chas I  
58 Hungerford Eyerard R  
56 Myles Dnd R  
54 Muller Mrs M  
52 Allen Jno  
50 Fairbanks Fredk  
48 Nash Wm  
46 Kilner R V  
44 Harvey Wm  
... Matlock st  
42 McCurry L F  
40 Cheaman Jno H W  
36 McLeod D M  
... Here is Coogee st  
... Flinders & Fairfield sts

**ELM STREET, W PERTH**  
Havelock st to Market place  
17 Ballack Frank  
15 Carr Miss Beatrice  
Grower's Parking Area

**ELMA ST, N PERTH**  
Left side fr Charles st  
2 Arnold Arthur  
4 Needham E  
... Here is Lawler st

**ELSTREE AVE, MT LAW**  
Right side fr Clyde rd  
2 Ople Herbert H  
6 Perryman Jno  
8 Lipman, Alf  
10 Andrews, Mrs  
14 Eastwood A V  
16 Walters Jno  
20 Taylor W H  
22 Noonan Jas W  
24 Griffiths Eric G  
26 Buckingham Mrs Kate  
28 Young Frank  
30 Menagh Clar  
32 Holmes Fredk W  
... Left hand side  
1 Walls Ern J  
5 Cutts Hy L  
7 Stephens Wlr R  
9 Zeiffert Harry  
11 Elliott R A  
13 Brandley Joe K  
15 Pearce Francis F  
19 Hammond Cyril G  
21 Henderson Wlr C  
25 Hunter Wm  
... Here is Graham rd  
35 Crocker Jack M

**EMERALD TER, W PERTH**  
Right side fr Hay st  
23 Maxwell Mrs A E  
21 Cassella Mdm E  
19 Hushling Mrs A B  
17 Slocock Wm H  
13 Hughes Mrs A M  
13 Weston Mrs D F  
11 Thomas Major  
9 Vacant  
7 Toppin, Chas Samuel  
5 Striwell, Rev Fredk (Eng)  
St Mary's Rectory  
... Ord st  
Left side  
22 Moran Mrs Eliz E  
20 McCombie Mrs Bessie  
18 Green Mrs Ida  
16 Richardson, Miss Ida  
14 Patten Miss Alice  
12 Raad Alb  
10 McDonald Archd N, jrntst  
8 Ranford Ernest E  
6 Thompson, Misses M & I  
4 Ryan Mrs Mary  
2 Wellwood Miss Barbara  
2 Lemroy Miss F E

**EMERSON ST, N PERTH**  
Right hand side fr Charles st  
22 Bond Arnold  
24 Weatherill Edwd  
26 O'Connor Mrs Margt  
... Richmond st  
34 Clapp, Robert D  
38 Samuels, E C  
38 Bainbridge Mrs Victra G  
44 Dunne, Wm  
46 Nixon Leslie  
48 Pennycook Regd S  
52 Bretag John B, const  
54 Meenan Mrs Beatrice  
56 Quigley, Harry  
58 Hill Hrid M  
... Moniston st  
60 Sullivan Mrs Isabel M  
62 Dark, Charles  
64 Hitchens, Alfred G  
66 Bell, George  
68 Head, John  
... Here is Loftus st  
Left hand side  
3 Morrow Wm  
5 Vacant R  
7 Whittington Richd  
9 Hesford George  
11 McDonald Mrs Olive  
13 Reardon Harold  
... Farr ave  
23 Capt Ernest  
25 Lawrence Jas  
27 Taylor Mrs Ann  
31 Mitchell Kth  
33 Richardson Mrs Dorothy  
35 Bell George U  
37 Hart Claude U  
... Farr ave

45 Bucks Mrs Irene R  
47 Seymour H  
49 Graham Herb E  
51 Vacant  
53 Thompson, George  
55 Ranford, Albert  
57 Mann Wm P  
61 Moniston st  
67 Allanson Alf G  
... Here is Loftus st  
**ESPLANADE (THE)**  
Right side fr Barrack st  
**6 LAWSON FLATS**  
Holland John J  
Angel P H  
Forrest Mrs W G  
Edward H G  
Gleek Mrs J L  
Plozman Peter  
Coell Thos  
Pope Mrs S  
Levington L H  
Henderson A L  
Marlin H B  
Birch W B  
Bateman M J  
Lair Harry E  
Offer M J  
Webb Mrs E M  
... Sherwood Court

**8-10 ATLAS BUILDING**  
Basement  
Webb A B, teacher of art  
Ground floor

**8-10 ATLAS ASSURANCE CO. LTD.** (with which is incorporated THE MARINE CHESTER ASSURANCE COMPANY), J. A. Lording, Manager for W.A. Tels. B4570 and B4600.

**CHAMBER OF MANUFACTURES INSURANCE LTD.** (J. A. Lording, Attorney for W.A.)  
**PACIFIC INSURANCE CO. LTD. (THE)** (J. A. Lording, Attorney for W.A.)  
10-11 Crawford, Morris, barrister & solicitor  
14 Perth Road Beard (IV E Stockdale, secretary)  
Second Floor:  
20 Jackson, Leake, Stawell & Co, brsrs & solc'trs  
20 Cranwells (A/asia) Ltd, Iners  
24 Sanderson & Co, John, wool buyers  
Third Floor:  
30 Hill, McLean Pty Ltd, vl buyers  
31-2-3 Stows & Stowe, acct's Retail Traders' Association  
Promy Articles Trade Assoc  
Aust-N.Z. Passenger Confrance  
Oversea Shipping Repts Assoc  
Fairbridge Farm School  
Fed Inst of Accts (Inc)  
Inst of Incorporated Secs  
Stowe, A F, chart acct (Aus)

**14-16 ESPLANADE MSNS**  
1 McAvoy C E  
3 Pritchard F H  
4 Campbell A  
5 McLean W  
7 Brian A W  
8 Briant Miss E  
18 Dalgety House, aptm'ts (Mrs C R Rutherford)  
**HOTEL ESPLANADE** (E. J. Paxton). Tel.: B 5001 (4 lines). Telegrams: "Esplanado, Perth."

**1111 Esplanade Ltd** (E J Paxton)  
... Howard st  
**W A TURF CLUB BLDG**  
Basement  
Walters J H, Ind agt  
Packer & Co Ltd, Imp & Indnts  
Ground floor  
**W A Turf Club (E T Marillier, sec)**  
(For remaining tenants see Esplanade (The) Perth)

**TEMPLE COURT BLDGS.**  
Clark Mrs L, newsagt & tobac  
Temple Court Garage  
Sydney Atkinson Motors Ltd, show room  
... William st  
Left hand side  
Webb Wm H, tearooms  
Recreation Ground  
WA Bowling Assn (G Clark, sec)  
Perth Bowling Club  
Perth Croquet Club  
Wanda Tennis Club (A J Cox, caretaker)  
... Here is William st  
... Riverside drive  
(see under heading)

**ESSEX ST, W LEEDERVILLE**  
Right side fr Cambridge st  
10 Horner, Wm  
12 Morton J L  
14 de Gruchy Chas II  
16 Dowdell, Stephen  
18 St George Mrs Annie  
20 Phillips Herbt  
22 Eberhard Miss Beatrice  
26 Tulloch, Alexander  
28 Jones, Arthur L  
30 Day Mrs Edgret  
32 Allsopp Arth H  
34 Herd, Archibald D  
36 Rock, Garnett  
38 Jenkins Jno  
40 Mollows Alex E  
42 Jones, Horace  
44 Potter Edwln G  
46 Allen, Jns  
... Bournville st  
48 Hull Fredk H  
50 Dix Bertrand M  
52 Rowe Chas  
54 Weaver Wm E  
56 Pope Jno  
58 Stevens Leonard  
62 Wood Leonard E  
64 McLeod William  
66 Cornish, Eric  
68 Benson, Thos  
70 Allen —  
72 Chiplin Thomas H  
74 Amblar Glen  
76 Ambrosius, Wm  
78 Brown Mrs E E  
84 Bell Norm  
88 Barker, Ronald  
90 Kirkness Ray L  
... Here is Grantham st  
Left side  
9 Scott Ivan  
11 Hilder, Leonard  
13 Bonford Thos  
15 Haigh Albert W  
17 England Keith  
19 Fordham Eric R  
21 Douglas Stewart  
23 Butler Wm  
25 Aylett, Ernst Reg  
27 Letcher Jno A  
29 McDonald Hector A  
31 Garce Edwd W  
33 Painter, Alfred G  
35 White Mrs Edith  
35 Henville Wm, bidr  
37 Lang Eric  
39 Thompson, Jno J  
41 McCabe Oswald  
43 Webb, Stanley

45 Benbow, Wm Geo  
... Bournville st intersects  
49 Rae Josh  
51 Treacy, James T  
53 Lovelace, Mrs Alleen  
55 Dalton, Thomas  
59 Howlett Jas J  
61 Simcock Miss Elsie  
63 Langford Arthur J  
69 Benart Wm J  
71 Tazewell Thos B  
73 Campain Albt E  
75 Robertson, Joseph  
77 Hay Mrs Grace M  
79 Vile Geo  
81 Britton Fras R  
83 Purcell A  
85 Dethridge Jno W  
87 Gibbons Max L  
... Here is Grantham st  
91 Hart Esmond W  
93 Vacant  
95 Vacant  
107 Little Jos E

**ETHEL ST, NTH PERTH**  
Right side fr Vincent st  
Chelmsford & Grosvenor rds  
4 Reynolds, Mrs Elizabeth B  
6 McCarthy Richard  
8 Ellis Mrs Emily  
10 Massey Mrs Helen  
... Raglan rd  
14 Holland Mrs Ethel M  
14 Holland Geo N  
16 Wait Aaron  
18 Atkinson Edwd R  
20 Davie Geo H  
22 Olsen Ruth  
24 Williams, William J  
Left side  
Chelmsford & Grosvenor rds  
Chelmsford & Grosvenor rds  
5 Wallis Loula O  
7 Cooper Wm H  
9 Jeffrey Ed A  
... Raglan rd  
11 Hulme Mrs Eliz M  
13 Ashley Thos  
15 Kerrigan Wm B  
17 Doyle Mrs Pheobe  
19 Kelly Mrs Lillian  
21 Vacant  
23 Mayner Edwd C  
25 Alma rd

**ETON ST, MT HAWTHORN**  
Right side fr Nth Beach rd  
2 James Norman  
4 Fisher, Mrs Mabel  
6 Hope, Percy  
10 Sutton Mrs Bertha  
12 Edwards Mrs Cath  
14 Hynes st  
28 Simmons, Percy N  
30 Plewright Gordon  
32 Lloyd Hubt  
34 Mollison, Geo J  
36 Glen Wood Yard  
38 Cox Wm  
40 Hutchings, Joseph  
42 Lambe, Clifford J  
44 Davidson, Alex  
46 Kelleher, Mrs Mary  
48 Lambourne Arthur  
50 Davies Michael  
52 Wales Paul J A  
... Hobart st  
54 Brehaut Nelson  
56 Trenham Jno  
58 Lavery Jas  
60 Barker Howard  
62 Walsh Percy L  
64 True Robt  
66 Leslie Herlot  
68 Penberthy A  
70 Shaw, Andrew  
72 Muzzel Mrs Maud  
74 Walker, Roy B  
76 Pole Jos W  
78 Baker Nor J  
80 Emery Jno  
82 Parry E  
84 Brown Norman

**FAIRFIELD ST, MT HAW**  
Right side fr Anzac rd  
6 Buckland, Mrs A L  
8 Gibson Isidore G  
10 Cowan Alan  
12 Maitz Jos H  
14 Richards Mrs Mabel  
16 Adderley Richard  
18 Aytton Geo W  
20 Jefferson, John  
22 Hart, Joseph  
24 Brown Norman

86 Gordon Mrs Pearl  
88 Gray Raphael W  
90 O'Brien Laur, A  
... Gill st  
92 Fisher Mrs Francis  
100 Fisher A K  
... Loch st  
104 Hanger Ivor R  
106 Ellis Francis H  
108 Stephens Wm J  
110 de Gruchy C R  
112 Vacant  
114 Drake Fredk  
... Carrington st  
117 Cox Joseph  
27 Barker, Mrs Elizabeth  
29 Drake, Charles  
31 Taylor Ernest  
33 Bohan, Michael H  
35-7 Gray J S, tile manfctr  
41 Scotford —  
43 Graham Chas  
45 Atkinson —  
47 Walker James  
... Hobart st  
53 Plunkett Bros, builders  
55 Jos Joseph  
59 Bows Edwd J  
61 Lochwood Robt  
63 Freedman Percy  
69-71 Wilson Bros, bkrs  
73 Wilson Saml  
75 Robson Mrs R  
77 Pitt, Mark W  
79 Humphries, Francis Gordon  
81 Arnold, Henry J  
83 National Bakery, bkrs  
85 Pappagalis Demetries  
87 Bullock Arth G  
89 Sullivan R  
... Gill st  
93 Green, Albert S  
95 Fisher Wm  
97 Albestor —  
101 Ballantine Mrs Annie  
... Loch st  
103 Sullivan Chas  
105 Clancy Jas  
107 Stevens Geo W  
... Carrington st  
109 Nylander Albt  
111 West Mrs Eliz S  
113 Delis J E

**EUCLA ST, MT HAWTHORN**  
North Beach rd to Milton st.  
No houses

**EVANDALE ST, LDRVLE**  
Right side fr Selby st  
... Here is Birkdale st  
38 Longmuir Doug C  
42 Johns Mrs Clara  
44 Kilmintor Wm V  
52 Caudwell Leonard  
... Lissadell st  
60 Lovelock Oswald I  
68 Parry Clifford F  
... Lissadell st  
41 Parry Arnold S  
61 Whitfield Mrs Ida A

**EVERTON ST, WEMBLEY PARK**  
Right side fr The Boulevard  
5 Hopkins Herbt R  
13 Kerr Alex B  
... Left side  
10 Luscombe Jack  
**FAIRFIELD ST, MT HAW**  
Right side fr Anzac rd  
6 Buckland, Mrs A L  
8 Gibson Isidore G  
10 Cowan Alan  
12 Maitz Jos H  
14 Richards Mrs Mabel  
16 Adderley Richard  
18 Aytton Geo W  
20 Jefferson, John  
22 Hart, Joseph  
24 Brown Norman

## PERTH. FAR 25

28 Smith Wm  
30 Tockett Alex  
32 Burton Leonard  
34 Bullock Mrs Emma B  
36 Lynn, Wm  
38 Harwood Mrs Elsie C  
... Bench rd  
40 Connor Leonard  
42 Woodward, Edwd J  
44 House, Arthur  
48 Dunn Mrs T  
60 Hexamer, Phillip  
62 Stenhouse Arth J  
64 Jordan Charles I  
66 Hamke, Arthur  
68 Hamsie Oscar K  
62 Dowle Mrs Sophie  
64 Yates William  
66 Stratton Mrs Isabel M  
70 Pitcher Jno  
74 Haigh, Raynor  
... Woodstock st  
88 Georgeff Albt  
94 Allen Wm H  
110 Wylie Robert  
... Ellesmere st intersects  
112 Strickland Thos W  
114 Haydon Mrs Ellen  
136 Vacant  
138 Coleman Robt J  
140 Mettam Regd A  
142 Green Jno E  
144 Cook Cyril  
146 Letchford Jno B  
148 Beavils Stan A  
... Here is Green st  
Left side  
7 Salls Edwd A  
9 Westlund, Norman F  
11 Myers, Arthur J  
13 Young  
15 Hodgkinson Albt E  
17 Anning —  
19 Vacant  
21 Mincham, Findlay L  
23 Johnson, Arth H.  
25 Vacant  
27 Wade Wm E  
29 Gould Geo  
31 Roberts Jas T  
33 Green Jos  
35 Holder, Frank  
37 North Beach rd  
48 O'Malley, Wm  
45 Leadbeater Chas  
47 Atkins, Percy  
49 Frewin Wm T  
51 Korsunski, Godie  
53 Ewery Herb C  
55 Freeman Don  
57 Arcus, Mrs Catherine  
59 Hardey Mrs T A  
61 Hall Wm  
63 Carlvill, Geo W  
65 Rogers, Edwln C  
67 Ridgewell, Lance A  
71 Marriott Mrs Alice L  
73 Slarke, Arthur  
75 Clark Guildford  
77 Graham, Robt T  
... Woodstock st  
79 Menzies, Peter  
87 Davidson Miss B  
89 Braithwaite, H N  
91 Powell, Robt A  
93 Greedy, Robert R  
95 Boyd, Ray  
97 Herson —  
99 Geonoff G  
101 Pryce Alan A  
... Ellesmere st intersects  
103 Duffy Jno C  
105 Hart, Parb Jos  
109 Walker, Herbert B  
117 Oxwell Wlr J  
119 Kessell Nell R  
121 Vacant  
123 McAllister, Donald  
151 Corso Wm E  
183 Pearce Frank  
... Here is Green st

**FARLEY ST, N PERTH**  
Right side fr Troode st  
7 McCarthy Syd J  
5 Sheehan Mrs Annie  
3 Sedgwick Jno M  
1 Brennan Jas  
Left hand side  
10 Smith, Mrs M  
8 Morris Wm H  
6 Davies Melvyn  
4 Vacant  
2 Vacant

**FARMER ST, N PERTH**  
Right side fr Fitzgerald st  
Woodville Reserve  
Nth Perth Bowling Club  
North Perth Tennis Club  
Nth Perth Croquet Club  
32 Thompson Ron  
34 Chaney Mrs Rose T  
... Algonquin st  
36 Moffat, Robert  
38 Vacant  
40 Toms, Reg S  
42 Green, Mrs Ellen  
44 Dillon, Mrs Ruby  
... Magnolia st  
46 Bone, Hugh A  
50 Miller, Kinsit  
52 Sissons Mrs Thelma G  
54 Caporn, Alf P  
56 Russ Alf G  
58 Stanley Jno  
60 Norman Mrs Edith E  
62 Tarrant R  
64 Vacant  
66 Duckham Miss L, ladies' hndresser  
... Charles st  
Left hand side  
1 Joyce, Mrs Kate  
1a Epstein, Nathan  
3 Bales, Arthur  
3a Ribbons Harold G  
5 Kieran James F  
9 Eddy Mrs Sarah  
... Here is Woodville st  
11 Kennedy, Daniel  
13 Halliday Wm  
15 Pascoe Wm  
... Here is Daphne st  
17 Thorns Les  
19 Newmarch, Oliver  
21 Perrett Absalom F  
23 Miller, Mrs J M  
25 Yelton Archibald  
27 Alcock John T  
29 Vono Jno A  
31 Jones Jno  
33 Smith, Mrs Edith O C  
43 Todd Albt  
... Charles st

**FARNLEY ST, MT LAWLEY**  
Right side fr Walcott st  
2 Maher, John  
4 Fay Jas Wm  
6 Trickey Wm M  
8 Smecher Clifford S  
10 Stevenson, J A  
... Park rd  
12 Reardon, Mrs N F, mx bus  
12a Page Mrs  
14 Grove, Mrs Ellen Winifred  
16 Cowler Edgar E  
18 White Wm J  
20 Saunders G C  
22 Lehmann W Paul  
24 Kelly Otto H

5 Billing —  
7 O'Connell, Stephen  
9 Lockley —  
11 Peterson, Chas A  
... Here is North Beach rd  
Right hand side  
2 Mitchell, Edwd Geo  
4 Rawling Les H  
6 Morey, Hubert T  
8 Callaghan Miss Theresa

**FARLEY ST, N PERTH**  
Right side fr Troode st  
7 McCarthy Syd J  
5 Sheehan Mrs Annie  
3 Sedgwick Jno M  
1 Brennan Jas  
Left hand side  
10 Smith, Mrs M  
8 Morris Wm H  
6 Davies Melvyn  
4 Vacant  
2 Vacant

**FARMER ST, N PERTH**  
Right side fr Fitzgerald st  
Woodville Reserve  
Nth Perth Bowling Club  
North Perth Tennis Club  
Nth Perth Croquet Club  
32 Thompson Ron  
34 Chaney Mrs Rose T  
... Algonquin st  
36 Moffat, Robert  
38 Vacant  
40 Toms, Reg S  
42 Green, Mrs Ellen  
44 Dillon, Mrs Ruby  
... Magnolia st  
46 Bone, Hugh A  
50 Miller, Kinsit  
52 Sissons Mrs Thelma G  
54 Caporn, Alf P  
56 Russ Alf G  
58 Stanley Jno  
60 Norman Mrs Edith E  
62 Tarrant R  
64 Vacant  
66 Duckham Miss L, ladies' hndresser  
... Charles st  
Left hand side  
1 Joyce, Mrs Kate  
1a Epstein, Nathan  
3 Bales, Arthur  
3a Ribbons Harold G  
5 Kieran James F  
9 Eddy Mrs Sarah  
... Here is Woodville st  
11 Kennedy, Daniel  
13 Halliday Wm  
15 Pascoe Wm  
... Here is Daphne st  
17 Thorns Les  
19 Newmarch, Oliver  
21 Perrett Absalom F  
23 Miller, Mrs J M  
25 Yelton Archibald  
27 Alcock John T  
29 Vono Jno A  
31 Jones Jno  
33 Smith, Mrs Edith O C  
43 Todd Albt  
... Charles st

**FARNLEY ST, MT LAWLEY**  
Right side fr Walcott st  
2 Maher, John  
4 Fay Jas Wm  
6 Trickey Wm M  
8 Smecher Clifford S  
10 Stevenson, J A  
... Park rd  
12 Reardon, Mrs N F, mx bus  
12a Page Mrs  
14 Grove, Mrs Ellen Winifred  
16 Cowler Edgar E  
18 White Wm J  
20 Saunders G C  
22 Lehmann W Paul  
24 Kelly Otto H

**FARADAY ST, MT HAW**  
Left side fr Wilberforce st  
1 Bain, Jno N  
3 Caston, Hero