

# Sound Successful Advertising

An announcement in the classified columns of WISE'S DIRECTORIES is good, sound advertising and will bring successful results.

## 54 MUL

98 Ema Brewery Ltd, brewers  
100 Jacoby Arthur  
100 Levy R  
100 Glendon F O  
104 Johnson W D  
106 Vacant  
108 Swan Brewery Co Ltd (Malthouse)  
110 Vacant  
119 Norton, Albert  
112 Richardson Mrs May  
Swan Brewery Co Ltd (bot-ling wks)  
122 Cronin, J  
124 Thurman R C  
128 Evans William  
130 Orgill M  
130 Orgill Geo

## 130a MOUNT SIDE FLATS

1 Saville C  
2 Hennell Mrs  
4 Halliday W  
6 Michael Mrs Doris  
8 Irwin E W

## 132 MENZIES FLATS

1 Waddington Mrs Ann  
2 Ogilby Mrs V  
3 Kelly H V  
4 Archer H D  
5 Forrest Mrs M A  
6 Doonan Regd J  
134 Taylor Jno H  
138 Atkinsons Sydney Motors (agent)

## 144 Phillips Frank P

Mounts Bay Service Station  
150 Dennin Vale Pastl Co Ltd, pastl co

## 150 Tait A J

152 Vacant  
160 Bunnin J W  
162 James Walter S\*

## 166 Nicholides P

168 Costa Philip  
170 Stronach John  
King's park  
Dray Arthur (Harbour & Lights dept)

## Hunter Mrs Ada F

178 Swan Brewery cottages:  
179 Stables & Coopers  
180 Skipper Dvd  
182 Nicholson Monty  
184 Carter Regd  
186 Taylor Thomas  
188 Trenoweth Jno A  
190 Smith R T  
192 Burch Jas H  
Pumping Stn

## Johnson, W, "Parkholme"

... Here is King's Park av ..  
Donovan E B  
Malloch A H (M Bros), "Bil-  
labong"

## ... Here is Wingfield av ..

Perry Mrs F  
16 Schoolar Geo P  
15 Pethers Eric F  
20 Shapcott Louis E  
22 Villiers Mrs T C  
24 Kingsbury, J W, mgr AMP  
Society

## 26 Tomkinson Edwd

..... Crawley av ..  
Left hand side  
Lawrence W & S, boat bldrs  
..... Here is Mill st ..  
Sewerage Pumping Stn  
..... Jetty & River dr ..  
171-3 Swan Brewery Co Ltd,  
brewers  
171 Davies Jno  
Perth Munic City Baths (A W  
Lennox, lessee)  
Perth Munic City Ref Rms  
(A W Lennox, lessee)

## MULLEWA ST, W PERTH

Right side fr Loftus st  
17 Killenberg Alex  
15 Russell, Jno  
9 Wyde, Mrs Sarah  
9 Wyde Gwyn, cabnt mkr  
1 Vacant

## PERTH.

### MURCHISON TER, E PERTH

Left side fr Lord st  
26 Schryver Wm F  
22 McHougall Mrs Hazel  
20 Schryver Frank  
18 Howe A  
14 Cook Alfred  
.. Hero is Claisebrook rd ..  
Right side  
Falgen B, furn mfr

### MURIEL ST, LEEDERVILLE

Right side fr Oxford st  
2 McGowan Park  
4 Smith, Mrs Annie  
6 Burgess Regd  
8 Edwards Ellis J  
10 Meakins George  
Left side  
1 Newton Mrs Matilda E  
3 Johnston Mrs E F  
5 Oilphant Mrs Harriett\*  
9 Simmons, Mrs D  
11 Colomera, Nicola

### MURRAY ST.

Right side fr Victoria sq  
2-12 Perth Hospital  
Nurses' Quarters  
Muecke Dr R L P  
18 Macfarlane & Co Ltd, but-  
ter mfrs, dairy prod & cool  
storage  
48a Baxter & Macfarlane Ltd  
egg exporters  
48 Voss Mrs M, tea rooms  
(off) Arnold G W, motor  
trimmers  
(off) Martiner John, welder &  
panel beater  
50 Whitlade R A, mtr electrn  
50 Vetter & Co Ltd, mtr  
service  
50 Irene Lashbrooke Schl of  
Dneng (The), tchrs dneng  
70 Govt Prntng Office, Par-  
liamentary papers dept  
74 Govt Stores Dept  
Govt Tender Board  
Govt Printing Office ("Govt  
Gazette")  
..... Pier st intersects ....  
90 Moloney Wm, tobent  
92 A B Furn Mart, furn dlrs  
92 Abbott, F, carries  
92 W A Liquor Trades Defence  
Assn, association

### 94 ARUNDEL & CO., E.

(E. W. Arundel, Manager.)  
Manufacturing Saddlers and  
Harness Makers, Saddlers'  
Ironmongers, Leather and  
Grindery Merchants, Manu-  
facturers and Distributors  
of Leather Goods and  
Travelling and Sporting  
Equipment. Tel.: B 4226.

### 94 Arundel & Co E, wsale

saddlers, sporting req  
96 McCallum Ltd A C, whisle  
mtr access & coach bldrs  
supplies  
(rear) 14 Pihel & Co, prnters  
104 McLean Bros & Rigg Ltd,  
whisle ironmrgs, mlning &  
mchy mchts  
108 Georges Ltd, furn dlrs  
(rear) 108 Bulloch K, motor  
service station

### 114 PINDAWA BUILDINGS.

Ideal Auction Mart, aucrtns  
Passmore J & A, birds &  
dogs  
First floor  
Prudential Fln Co Ltd, fners  
Shaw Miss M T, tchr dneng  
Buchholz P, watchmaker  
Gough Miss Jean, dneg studio  
(rear) 114-116 Davidson &  
Sons' Ltd, indnt agts

(rear) 114-116 Wimbale & Co  
Ltd F T, prnt's frushrs  
Upstairs  
(rear) 114-116 S P, Invstmnt  
Co, Investment co  
rear 114-116 Phindawa Bldg  
Ltd (office)

118-22 Derby's, tobaccoconst  
124 Woods Mrs E, dnng rm  
126 Cohen Matt, pwnbrkr  
128 Gordon's Pharm, chmsts  
130 Fed Loan Office, pwnbrkr  
130 1/2 Collins Pty Ltd, B,  
prnters' furnishrs  
W A Temperance League, assoc  
132 City of Perth Elect &  
Gas Dept, elect light and  
gas supply  
138 Naves Bros (Melb) Ltd,  
engrs, elect & mchts  
140 Weldon & Lewis, indnt  
agents  
140 Reid & Co R, mchts  
142 Gurner Mrs V, lds hrdr  
144 Whitestep Electrl Co, elect-  
rl appar

### 146 McDONALD'S CHAMBERS

First floor  
2 Gillies R tailor  
1 Bessien Toilet Shn, lds hrdr  
7 Clint Jno J, mfr Jwr  
8 Perth Ticket Writers Co  
ticket writers  
3-4 Bailey & Son, furrlers  
12 Davis R A, dent mechs

### 148 Stannard's Dry Cleaners,

dry chrs  
150 Reid Selders Book Shop  
..... Barrack st .....

### 154 EMPIRE BUILDINGS

166 Dolson, J D, Jeweller  
158 Sharp, Theodore, hrdrsr &  
tobent  
158 Woods Alfd, hrdrsr  
First Floor  
Gillies J, dentist  
Russell H R, dnst  
Iros Mrs H, toilet salon  
Zafer A, tailor  
Bowra Radio & Elect Co,  
Radio dlrs & elec supplies  
Sherry Miss Irene, lds hrdrsg  
salon  
Second Floor  
Paterson Laing & Bruce Ltd,  
wrhsenn

### 160-2 Peters, grngers

164 Fryers Milk Bar, milk bar  
& confs  
164-8 Grand Theatre Co Ltd  
The, theatre  
168 Bartlett Frank, thenst &  
hrdr  
Stiles & Stiles, est agts  
Victoria Pk, Masonic Hall  
Town & Suburban Properties  
Ltd, agts est  
Harrison Studio, phtrgrphs

### 170 BROADHURSTS BLDGS.

Gln C, tailor  
Store's Milk Bar  
Sea Foods, fishmrgs  
Upstairs  
Clareyon Hrdng Salon, lds  
hrdrsr  
Constanette Training Schl,  
drstlting schl  
Domestic Employ Bureau, reg  
office  
..... Elsegood pl .....

176 Vacant  
178 Vuhler's Ltd, radio imprts  
180a Ritz House (J H Wullie-  
mh, ppr), apts

180 Tasty Foods, cafe  
180 (Basement) Georges Ltd,  
furn dlrs

### 182-104 BOANA'S LIMITED

Drapers & Grocers. And at  
425-447 Wellington st. See  
advertisement

182-94 Boans Ltd, drprs, out-  
fitters, grers, furn whsemn  
& universal providers  
196 Hotel Australia (Frank P  
Gulfoyle)

198 Arls Bros, tea rms  
..... Forrest pl .....

### 242 COMMONWEALTH BK CHAMBERS

First floor  
Federal Members' Rooms  
Aust Defence League, assoc  
Cwealth Sav Bk (schl & acy  
dept)  
Second floor  
Stratton Ltd J P, est agents  
Primary Producers Trustee Co  
of W A Ltd, trustee co  
Wyworle Pastl Co  
Primary Producers Employ  
Bureau, reg office  
Hopworth & Co Ltd A C,  
but confs  
Cwealth Pub Serv Inspector  
Cwealth Electrl Office  
Cwealth-Sub Treasury  
Third floor  
Cwealth Attorney Gen'l Dept  
Patents & Trade Marks Dept  
Naturalisation Dept  
Cwealth Investigation Br  
Goldfields Picturos Ltd, pict  
proprs  
National Insur Commission  
Dept of Commerce  
Cwealth Audit Office

### 244-246 Bairds Co Ltd (The),

universal providers

### 250-262 PRINCE OF WALES

BLDG  
Blackmore Mrs G M, thenst  
Beresford George, lds hrdrsr  
Telephone Instal, office  
Perth Premier Stores Ltd,  
imprts  
Upstairs  
Cottee Mrs A, dressmaker

### UNDERWOOD BUSINESS COLLEGE

Commercial and Profes-  
sional Coaching. Tel.:  
B 2357.

### Underwood Business College

business subject  
Wilson Max, massr & chrpdst  
Massey-Cross C, dentist  
Ester Dancing Studio (The),  
tchr dneng  
Robertson Jno, engraver  
Brennan Wm, caretaker  
260 Premier Frook Shop,  
frocks  
Downstairs  
Ester Dancing Studio, tchr deg  
262 French's Boot Shop, bt  
retlrs

### 264 MITCHELL'S CHAMBERS

First floor  
2 Greenberg Raphael, watch  
maker  
4 Shaw Wm, Jeweller  
4 MacDonald W R, jwr

266 Gaynes, mres & tirs  
..... William st .....

276 Hotel Wentworth  
286 Bohemia Hotel  
(J D Healy)

(off) 286 Bohemia Service  
Stn, mtr garage  
(off) 286 Addicott Leo, mtr  
enrg  
292 Quayle Miss Lily, thenst  
& hrdrsr  
294 Nicholas S, tobaccoconst  
296 Sandy's Milk Bar  
298 Brnar & Noonan Ltd,  
electrl contrs  
300 Gum Leaf, tea rooms  
302 Stannards Dry Cleaners  
(off) 302 Anglo-Aust Oil &  
Trding Co Ltd, indnt agts  
(off) 302 Power & Son, elect-  
rotroplars  
304-6 Orient Manufacturing Co,  
mantle mfrs  
306-310 State Saw Mills,  
sawmillers & timber mchts  
306-310 State Brickworks, brk  
mkr  
306 Burns, Philip & Co Ltd,  
indnt agents

### 312-14 BRISTOL HOUSE

Brown & Durcan Ltd, bus  
& lse & ind agts  
316-18 National Motors, mtr  
agts  
319 Evans & Co Geo, paint  
mfrs  
..... Queen st .....

324-330 Holmes & Co Ltd H  
mrcnts bonded & free strsr  
and tea merchants  
332 Life Savers (Aust) Ltd,  
confes mfr  
332 Frocks Ltd, electrl suppl-  
ples  
(rear) 332 Dyson, Jack, indnt  
agen  
334 Bedford Hotel (Chas F  
Woodworth)

336-340 Bell's Asbestos & En-  
grng (Aust) Ltd, asbestos  
mfrs & engr furnishrs  
342-344 Massey-Harris Pty  
Ltd H V, agrlc mchy mfrs  
..... King st .....

352 Wood Son & Co Ltd G,  
whisle grers & imprts  
356 Lazarus & Co (WA) Ltd,  
E S, whisle thenst and  
BLDG  
360 Canada Motors Ltd, mtr  
imprtdrs  
360 Pritchard Ltd J G, refrig-  
erators & radio dlrs  
(off) 360 Replacement Parts  
Ltd, mtr spare parts  
370 Ball Ltd B J, paper mchts  
(off) 370 General Serv Stn  
Ltd, mtr serv stn  
370-2 Wesdan Supplies, btchrs  
ret

372-2 McKenzie & McKernan,  
lighting systems  
374 Shilton & Co, saw expts  
376 Nw Tred Tyres, 1928 (WA)  
Ltd, mtr tyre retreads  
376a Mitchell Savas, tobentst,  
tailor & stamp dir  
378 Irvine, J T, mfrs' agts  
380-382 Elliott & Klessey,  
Ltd, mtr car elect engrs &  
motor accessories  
384 W-Ly-Kit Sandwich Sply  
386 Keoughan R M, brass &  
gen engrs  
388 Whitaker T W, hrdrsr &  
tobaccoconst  
390 Strickfuss, H, electrician  
392 Vacant  
394 Sewell & Poole, mtr car  
imprtdrs  
396 Victor Motor Co Ltd, mtr  
dlrs  
..... Here is Shafto lane .....

402 Little & Co H C, elect  
appar mfrs  
404 Australasian Battery Corp  
Ltd, battery manufacturers  
405 Perth Telephone Exch  
414-16 Wentworth Mtrs Ltd,  
motor salesmen  
416 Holden's School of Dneng

418 Spicers & Detmold Ltd,  
mfrfng stationers  
424 Dunlop-Perdriau Rubber  
Co Ltd, rubber idrs mfrs  
432-36 Adams & Co Ltd W,  
engrs & mchy mchts  
438-40 Auto Union D K W  
Sales Ltd, mtr imprts  
445-45 Alkins (W A) Ltd (stre)  
448-452 Houghton Wine Cel-  
lars  
452 Bell & Beck, plumbers'  
supplies  
454 Dix Ltd, printers  
..... Milligan st intersects .....

468 Wilks (Aust) Ltd, W D &  
H O, tobacco mchts  
472 Willard Batteries, service  
station  
472 Engrng Brnch Broad-  
casing Mchcns (Post-  
master Gen's Dept)  
482-4 Sara & Cook Ltd, mchts  
486-88 Drabble Ltd Wtr,  
h-dware merchants  
494 Hoskins & Co Ltd, engrs,  
mlng mchy mfrs & mchy  
mchts  
494 Western Machy Co Ltd,  
machinery merchants  
520 Lenman's Auto Elect Serv  
Stn, mtr electrn  
520 Vesta Battery Co Pty Ltd,  
storage batteries  
522 Lacquer Sprayers Ltd,  
motor painters  
528 North & Co Ltd R P,  
(bulk store)

### 352-354 McPHERSON'S PTY. LTD.

Manufacturers of  
Machine Tools, Lathes,  
Pumps, Woodworking Mach-  
inery, Power Transmission  
Appliances, etc. Suppliers of  
Tools and Engineers' Re-  
quisites, Valves, Packings,  
Belting, Pulleys, Tubes and  
Fittings, Chain Blocks, etc.  
Phone: B 8517.

532-34 McPherson's Pty Ltd,  
hardware & mchy mchts  
..... Ward st .....

538 Vance Mrs M, mix bus  
540 Cooke Mrs Harriet  
542 Russell Fredk D  
544 Newman Mrs Annie  
546 Parsons Harry G  
..... George st .....

566 Kirk Mrs Madge  
(off) 566 Vacant  
578 White H W  
580 Yozzi Don  
582 Dodd Harold  
584 Simpson A G, mfrs agt  
..... Coolgardie st .....

610 Johnson, Mrs  
612 Taylor Geo  
614 Smith Mrs  
616 Devon Hugh  
618 Sims Jno  
620 Smith Jno  
..... Here is Gordon st .....

626 Gull Freight  
628 Hanley, Jno  
630 Hansen Mrs  
632 Dicken Miss Annie  
646 Strachan Miss L G, aprts  
652 Malaxos M  
654 Whitaker Jas  
656 Burlinson Mrs A  
658 Rosser, Mrs Dorothy  
..... Havelock st .....

Left side  
1 New Norcia Mission Hse  
(Mrs Hannah Regan, in  
chrg)  
3 Hall Mrs A, apartments  
3 Hall Matthew  
7 McNamara, Mrs B, ldg hse  
9 Feck Mrs E M, apts  
13 State School Teachers  
Union of W A (Incorp),  
assoc  
15 Perth Hospital (nurses  
qtrs)  
17 Campton Centre Hall (R C)

## PERTH.

23 St John Ambulance Assn  
Ambulance station  
25-29 Central Fire Stn  
..... Irwin st .....

51 McInMahon Miss Kate, apts  
57 Colonial Secretary's Dept  
Compt Gen of Prisons  
Fisheries Department  
57 Dept of Native Affairs  
57 State Health Department  
Commissioner of Public  
Midwives Registration Board  
Nurses Registration Board  
Royal Sanitary Inst (W A)  
Institute  
State Hotel  
(T J Parkinson)  
65 Brokenkna & Shaw Ltd,  
prnters  
69 Salv Army Fortress  
79 Salvation Army Hd Qtrs  
..... Pier st .....

93-99 "Derward" (The), priv  
htl (Mrs R Ward, pprs)  
99 McKell Miss M, lds' hrdrsr  
101-5 Logan Mtrs Ltd, mtr dlrs  
101-5 (Upstairs) Ester & Mc-  
Morro, dneg studio  
109 Macrow & Sons Pty Ltd  
A, furn & furng drpry  
111 Guelf Fred, tallor  
113 Veir Wm K, hrdrsr &  
tobaccoconst  
113a Barrack st .....

116 Jackson G H electrician  
117-9 Young Mens Christian  
Assoc, association  
117-9 Y M C A Dining Rooms  
121 Frost & Shipman, optcs  
125 Jorgenson, Walter, mfr  
jwllr  
(Off) 125 YMCA Boy Diven  
(off) 125 Mania L B, prnt'r  
tallor  
Hutchinson Oliver T,  
tallor  
129 Dunn Bros, electro ptys  
& show stand makers  
129 Robinson Jno W B, surrl  
instrument maker  
131 Bon Marche Ltd, furn dep  
..... Barrack st .....

150 West Aust Slipper Store  
161 Jeannette, frock shop  
Hotel Perth, Bottle Dept  
163-169 Aherns Ltd, drprs  
171 Vacant  
..... Alexander pl .....

177 Maxim Frook Sal, frocks  
179 Forman's Spyros, frtr  
181 Smith & Neave, btchrs  
183 National Fisheries Ltd,  
fish mchts  
..... Otley pl .....

183 Colette Frock Shop, frocks  
retail  
..... Plaza arcade .....

(see under own heading)  
189 Nelson Drainie Ltd, but-  
chers  
189 Cabin Tea Rooms

### 191 LOWES BUILDINGS.

Upstairs  
1 Ruttle E, dentist  
2 Swiss Toilet Saloon (Miss  
Elsa Schnetter, ppr)  
4 Cohen, J, tallor  
5 Gordon Syster D V, vein  
spclts  
6 Personal Service Bureau,  
employment bureau  
7 Rohrlack H O, indnt agt  
8 Burnham Jas, est agent

### 193 CARTER'S BUILDINGS.

Upstairs  
Gloria Beauty Shn  
10 Austral Employ Agency  
10 Trimmer R M, fn & bus  
agent  
17 Anderson's Acenty Classes,  
business subjects  
Harold Vernon M, dnst  
Harold Wilfred J, dnst

## MUR 55

195 Carter Ltd Charlto, grers  
197 Shlmsenson & Co A, gen  
merchants  
197a Geo Jas It, prnters & rub-  
ber stamp mkr  
197a Benjamin M J, mfrs agt  
199 Pope Ltd W, butcher  
(rear) 201 Vacant  
201 Thompson & Co, A G,  
optical supplies  
201 Armstrong Harry, plmbrs  
& bksmth  
201 Evers and Co Ltd O H,  
woollen wrksenn  
201 Fellows R sign writer  
201 Middlewick S, Jeweller  
..... Central ave .....

### 203-7 CITY OF PERTH MUNICIPAL OFFICES

(Chas. Harper, J.P., Lord  
Mayor), (V. E. Bold, J.P.,  
Town Clerk).  
City Beach & Florent Pk  
Estates, agts est

### 209 PARAMOUNT BLDG.

Basement  
Paramount Stores, drapers  
Marcello Hairdressing Salon  
(The), ladies' h-dsis  
Ground Floor  
Heaney's Millinery Shn, mlrns  
Pascoes Frock Shop, frk retlrs  
Upstairs  
Oxford Dental Institute  
Mercla Modes, mantle mfrs

213 Cadd Co Ltd Frnk, cus  
agents  
215-19 Moore & Co Chas,  
drprs

### 223 LYRIC HOUSE.

**MUSGROVE'S LIMITED**

The House for Pianos,  
Player Pianos, Stron-  
berg-Carlson Radio,  
Phonographs & Records,  
Music and Musical Instru-  
ments, Refrigerators and  
Electrical Appliances, etc.  
"Lyric House" Murray  
St, Perth. Tel.: B 1971.  
Also at Fremantle, Bun-  
bury and Kalgoorlie.

Musgroves Ltd, musical  
strument imprts & ware-  
housesenn  
Second floor  
6 Howell, Miss Lucie, tchr sing-  
ng  
7 Pickering Miss Meta, tchr  
music  
9 Office, GML Broadcast, Strm  
61X & 61Y Stations  
11-12-13 Rosman, E H, acct  
W A Broadcasters Ltd, GML  
61X & 61Y  
11-12-13 Dried Fruits Board  
(W A)  
11-12-13 Road Board Assoc  
of WA  
11-13 Local Govt Assoc of  
W A, assoc  
15 Lyle David J, tchr singing

227-29 Equity Tailors and  
Clothers, clothers & tallors  
229 Austral Clothing Mfr Co  
231 Mayfair Frock Shop  
..... Piccadilly arcade .....

(see under own heading)  
233 Henney's Millinery Salon,  
mlrns retail

### 235-9 BANK OF A/SIA BLDG

BANK OF AUSTRALASIA  
(R J B Miller, Manager)  
Basement  
Rumble & Co Ltd, E, imprts