

# Advertising That Pays

Directories are read, consulted and studied by literally millions of people in their twelve months of busy life, and even then are not discarded.

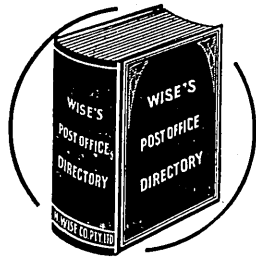
They are kept because they contain information which can never be replaced and are continually wanted for reference.

Refer to the trades section of this directory. You immediately see just how many people you can buy from and exactly the goods they manufacture or sell.

Directory advertisements are not just fill-ins. They are displayed in large, clear type faces that catch the eye, are directly to the point, and appear just where readers are going to look.

Potential buyers' thoughts are not disturbed by extraneous matter as in the case of nearly every other form of advertising.

That is why business executives and advertising specialists value the Directory, and know Wise's Post Office Directories offer advertising advantages that are second to none.



## APPLECROSS

**APPLECROSS, Melville Rd Bd, 4 1/2 m S by bus fr Porth. Pop 256**  
 Adams Ken, Strome rd  
 Amalg Wireless (A/asia) Ltd, wireless station  
 Applecross Church of England, Kintall rd  
 Applecross Post & Tele Office  
 Applecross Rest Home, priv hosp, Duncraig rd  
 Applecross State Schl, Kintall rd  
 Atkins Edwd C, Fraser rd  
 Atkins Miss Annie, Fraser rd  
 Atkinson Miss E, Mt Pleasant  
 Bates A, Fraser rd  
 Bates Mrs Lena, Fraser rd  
 Bates Thos, Matheson rd  
 Beard Eras L, Glenelg st  
 Blackmore Jas T, Duncraig rd  
 Bourke R F, Matheson rd  
 Bowler Mrs A, Tuart st  
 Brearley A C, Ardress st  
 Broomhall Charles, Kintall rd  
 Brown Hy, Tweeddale rd  
 Brown, Walter, J Perth-Fre rd  
 Buckley, Harold, Matheson rd  
 Butterworth Mrs, Fraser rd  
 Campbell N McK, Canning Highway  
 Chapman Wm, in ch wireless station

Condon D, McCallum cres  
 Connell Jno E, McCallum cres  
 Cox A J, Ardress st  
 Crago Leonid, Munsie st  
 Dunkley Col Ira E, Tuart st  
 Elliott G A, Duncraig rd  
 Enderby J, Matheson rd  
 Findlay Alex, Cumingham st  
 Forbes G, Kintall rd  
 Garrett Mrs W, Ardress st  
 Gornall Jno, Duncraig rd  
 Gower E O, Fraser rd  
 Gray H, const, Ardress st  
 Griffiths Hy H, Kintall rd  
 Groom Wlfr, Matheson rd  
 Grose J, Alness st  
 Hallett Mrs M G, Duncraig rd  
 Harfield Wm, Duncraig rd  
 Harper Fredk, Fraser rd  
 Hatch, Lloyd, Duncraig rd  
 Hearle, Arthur H, Tweeddale rd  
 Hearle H, Duncraig rd  
 Heathcote Hospital  
 Henderson Mrs, Melville Bch rd  
 Hicks, Herbert, Duncraig rd  
 Hill, Sydney, Duncraig rd  
 Hiscock S J, Canning hwy  
 Howson Jno T, Ardress st  
 Hutchings C C, Kitchener rd  
 Hutchinson Mrs, McCallum cres  
 Illingworth Ralph, Ardress st  
 James Fredk C, Ardress st  
 Jensen Martin, Mt Pleasant

Johnson, W C, Munsie st  
 Jones Les, Melville Bch rd  
 Kennedy Geo, Ardress st  
 Kopp Arth, Munsie st  
 Lang Mrs J, Kintall rd  
 Leah Mrs, Melville Beach rd  
 Livesey Mrs A, Ardress st  
 Lovatt A A, Matheson st  
 Luke W, Melville Bch rd  
 McClean R W, crotkr, wireless stn  
 McCracken Allen B, Duncraig rd  
 McPherson Mrs M, Kintall rd  
 Majestic Hotel  
 (Mrs J Stack)  
 Manual Norm, Matheson rd  
 Maude T L, Fraser rd  
 Mobjiga Victor, Hickey st  
 Morgan Richd A, Fraser rd  
 Mouton Dan, Matheson rd  
 Muller Frnk, Melville Bch rd  
 Nicholas Capt G T, Melville Beach rd  
 Nicholas, Wm R, Duncraig rd  
 Norris Mrs M, Matheson rd  
 Pearce Regd J, Duncraig rd  
 Philp Capt J A B, Tweeddale rd  
 Prialsted Ron, Ardress st  
 Retd S S & A I L A, assoc, Kintall road  
 Raun, Mrs. G. F., Fraser rd

Richardson W H, Canning highway  
 Roberts W J, McCallum cres  
 Scott Thos, Ardress st  
 St Geo Hall, Kintall rd  
 Sankson Mrs E, Matheson rd  
 Shaw Mrs Margt, Fraser rd  
 Shelton Wm E, Tuart st  
 Smith W, Fraser rd  
 Southern Ben, Ardress st  
 Southern Mrs L B, Ardress st  
 Spence R, Duncraig rd  
 Stack Mrs Julia, Hll Majestic  
 Stevens N J, Matheson rd  
 Stokes Col Piddillp, Carroll st  
 Thomson Thos W, Canning highway  
 Townsend E F, Matheson st  
 Turnbull J, Canning hwy  
 Turvey C J, Tuart st  
 Walker Archd E, Fraser rd  
 Wallis Spencer, Ardress st  
 Watson R, grcr & ref rms  
 Waugh Miss Elsie  
 Wild Mrs E, Ardress st  
 Williams A T, McCallum cres  
 Williams Regd, Ardress st  
 Williams Douglas, Matheson rd  
 Wills M B, Munsie st  
 Wood Norm I, Duncraig rd  
 Woodhams Mrs E, Fraser st

## BASSEDEAN

**BASSEDEAN, Bassendeand Rd Bd, on Swan River, 7 m NE fr Perth by rl. Bk: E S & A (agcy). Pop 5,246**

**ANSTEY RD**  
 Right side fr North st  
 8 Asquith, Jeremiah  
 10 Gwynne Alex H  
 16 Lukin Geoffrey H  
 42 Brown Ralph  
 46 Bennison Mrs Sarah J  
 West rd  
 Left side  
 8 Hoare, Geo F  
 5 Weir, Jas B  
 7 Rudd Eric  
 11 Tyler Stan  
 Carnegie rd  
 43 Grundry Richd  
 45 Harman Mrs Frances  
 West rd

**ANZAC TER**  
 Right side from Swan River  
 6 Young Robt B  
 10 Bessell-Browne Brig-Gen Alfd J  
 Salv Army Aged Women's Retreat (Major Justin, in charge), home  
 River st  
 Eighth av  
 24 Kelly Roy  
 26 Atkins, Mrs P J  
 28 Adie, Wm H H  
 32 Sutherland Wm J  
 Seventh av

34 Bowles Ralph L, mx'd bus  
 34 Evans Harry  
 38 McCrum Jas R  
 40 Seaby, L G  
 Sixth av  
 42 Rowling Syd  
 44 Baynes, George  
 48 Hall Stan  
 Fifth av  
 54 Chapman Mrs Hazel C  
 56 Preece, John  
 Fourth av  
 62 Cruttenden, Ernest E  
 64 Healy, Martin J  
 66 Beerling, Walter J  
 Third av  
 78 Jones, Mrs Jessie  
 Seventh av  
 Second av  
 86 Wareing Mrs Mary  
 88 Hooper Hy R  
 90 Tulip, Harry J  
 First av  
 94 Hooper Mrs S B  
 96 Garrow, Renaid  
 98 May Edwin C  
 Ivanhoe st  
 108 Bowen William G  
 112 Manning Mrs Charlotte  
 116 Pain Mrs Ellen  
 118 Bonnich Geo  
 120 McPherson Mrs  
 122 Thompson, Chas H  
 126 Hadwin Elmo  
 Ida st  
 130 Lamb L  
 142 Stewart Wm  
 146 Vacant  
 Moore Wm J  
 Iolanthe st

Penzance st  
 Left side  
 27 Lagenbach Heinrich A  
 29 Lampard Wm T  
 Eighth av  
 33 Sewell Jno W  
 Seventh av  
 35 Liddle, Roy M  
 37 Kay Wm  
 39 Deshon, Fredk W A  
 Sixth av  
 43 Brown, Mrs Eltz  
 45 Brown Jack  
 47 Smoker H  
 51 Riley Jno F  
 Fifth av  
 53 Bird, Ellis R  
 55 Hawkins Wm  
 55 Roberts Jno  
 57 Baxter P E & A M, grcr  
 59 Doheny Adolph W  
 Fourth av  
 63 Swadling Albt  
 Third av  
 79 Bright, Mrs Ellen  
 Second av  
 81 Blanch Albt J  
 89 Elphinstone Robt E  
 First av  
 Ivanhoe st  
 115 Pain Ronald  
 117 Parker, James  
 125 Little Mrs Cora  
 Ida st  
 137 Ferguson Wm  
 141 Giles Miss F C  
 Iolanthe st  
 Penzance st

**BARTON PAR**  
 Left side fr Tuart st  
 1 Rees R C  
 3 Hart Mrs Maria  
 5 Todd Har  
 9 Lovell Fredk  
 11 Kirke Alan  
 Right side  
 6 Pickering Jno  
 14 Pickering Norman  
 Deakin st

**BASSEDEAN PAR**  
 Left side fr North st  
 9 Dobson Wm  
 Deakin st  
 55 Hawkins Wm  
 17 Merrett Wilfrd E  
 21 Cousins Jack  
 25 Ford Gilbt  
 29 Covellly Wilfd E  
 31 Nuttall Frnk  
 37 Evans Jos  
 39 Hardaker J  
 41 Whittoome Edgar  
 43 Harris Cromwell G  
 Right side  
 Young Jno  
 Deakin st  
 24 Bradley Mrs Ruby  
 26 Finch Mrs H  
 42 Maddaford Thos J  
 Hounsome st

**BRIDGE ST**  
 Right side fr river  
 Mackean F W  
 Swan rd