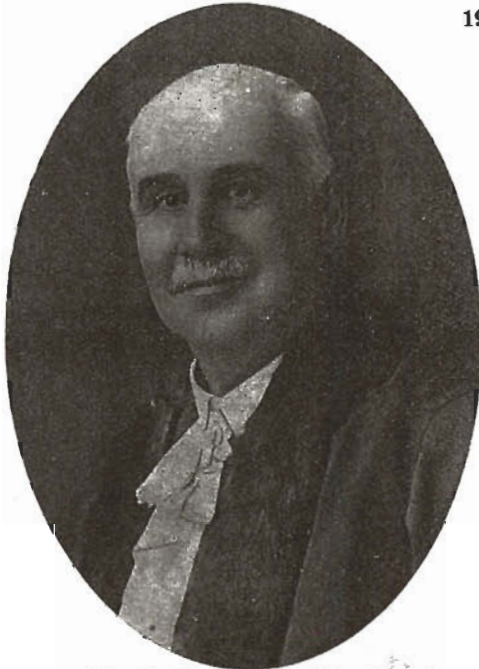


MAYOR OF PRESTON

1922-1923.

MAYORESS OF PRESTON.



CR. G. E. ROBINSON, J.P.



MRS. ROBINSON.



At some time prior to the year 1840, grants of land to the north of Melbourne were made by the New South Wales Government to several military men, amongst them being Major Webb and Captains Gower and Howard, all of whom held land where Preston now stands. The first recorded settlement here, however, was when Mr. Samuel Jeffrey purchased from Major Webb 40 acres at £5 per acre on the hill which is now Regent, at Preston North. Others who bought similar small areas here at this time were Messrs. Turner, Clinch, Doolan, Wood, Tyler, Chandler and Parnell; and amongst them the district became known as Preston. In several instances members of the families of those pioneers are still residents here.

In 1870, this locality was included in the Shire of Darebin, but late in 1871, with Northcote, it became the Shire of Jika. In 1885, Northcote decided to separate, and Preston became a Shire under its own name on a revenue of £500 per year.

The district was, however, then making progress as a manufacturing centre, and it was able to carry on.

A site of four acres was soon pur-

chased for Municipal headquarters, the price paid being £280. On this, in 1893, the erection of the present Town Hall, with its various offices, was begun. This was completed in 1895, costing, with its furnishings, about £3,200 in all; and roomy and substantially built, this edifice stands out as a memento of the foresight of the members of the Preston Council of that date.

On 22nd March, 1922, Preston was gazetted a Borough, and by public proclamation of the State Governor, Earl Stradbroke, it became a Town on 24th May, of this same year, having then a revenue of £27,557 for the year, and an estimated population of 10,900 people. For several years prior to this it had, by its revenue, been qualified for a higher Municipal status than a Shire, but its 13½ square miles of territory was over the prescribed area for a Borough. Eventually, by a special Act of Parliament, this difficulty was surmounted, and it is now in area the largest town in the State. Financially, it is also in a very sound position, the Council having always kept well within its borrowing power; while its two large municipal undertakings of electric light distribution and Stone Quarry for road material are both highly remunerative.

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RESERVOIR.

HABERDASHERY, FANCY GOODS, MANCHESTER,
RIBBONS, ETC.

Assortment Hosiery for all. You are cordially
to inspect. **QUALITY HIGH—PRICES LOW.**

PUBLIC BUILDINGS.

Preston's public buildings are very centrally situated in High Street, opposite the Preston Railway Station. The Town Hall, with its Council Chambers and other Municipal offices, and large Public Hall, is on the corner of High and Cramer Streets, and although built 22 years ago, it is by no means out-of-date in either appearance or usefulness. There has had to be some little improvements effected from time to time, and recently the Electric Lighting Department has grown so rapidly as to require special accommodation, but there was ample room for building this, and for further improvements, when necessary, without interfering with the Town Hall. Adjacent to this main Municipal Building, on the northern side, is the Public Library and Soldiers' Memorial Hall. During the war period, and the subsequent repatriation work, the co-operation of all sections of the community in everything which was for the benefit of Australia's heroes was most gratifying. The fine Memorial Hall was subscribed to by every ratepayer, and with its furnishings, which were largely paid for out of the proceeds of social evenings held to raise these funds, forms a particularly creditable addition to Preston's public buildings.

THE PIONEER GROCERY STORE OF RESERVOIR

Here you get
**TOP QUALITY IN ALL LINES
AT LOWEST TRADE PRICES.**

Very Best Butter and Cheese.
Fresh Eggs Daily.
Choicest Cooking Potatoes.

In Every Line Our Goods Will Please You.

**PROMPT ATTENTION TO ORDERS
AND QUICK DELIVERY.**

THE LITTLE SHOP AT THE
Cr. Compton & Edwardes Sts.
Kept by **MRS. J. BLACK**

Next to this is the Town Post Office, also a very neat structure and devoid of that bareness which too often distinguishes such edifices. Then comes the Bowling Green, which is one of the little corners in which Preston takes much pride, the green being well-laid and provided with electric light for evening recreation. The Fire Station is another fine building here, where watch is kept over the safety of the peoples' household and business property. The Anglican Church also has buildings in this same block, on Murray Road, and on the opposite side, back to Cramer Street along High Street, are banks, shops, &c. At the rear of the Town Hall are the Municipal Tennis Courts. The Star Theatre Company have also recently built a Picture Theatre on the opposite corner of Gower Street to the Town Hall, and its construction has materially improved the appearance of High Street at this point, it having a fine stretch of shops on the street frontage. Close to this centre, an area of land has been secured by the Council for the erection of Public Baths to suit the convenience of those who have not the time to make daily use of the more extensive accommodation at Edwardes Lake, and it is expected that a start will soon be made in the construction of these.

CLARKE'S

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Motor Spirit, Building Ironmongery.
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At Moderate Prices.

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Toilet Requisites and Perfumes,
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corner of
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(Opposite Reservoir Station).

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TONGUES, PORK BONES,
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PICKLES, SAUCES, TINNED
FISH, SOUPS,

FRUITS, JAMS, JELLIES.
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Ice Storage for Meats.
Fresh Supplies Daily.

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EDWARDES STREET, RESERVOIR.

LAKE TEA ROOMS

(MRS. RAE, Proprietress)

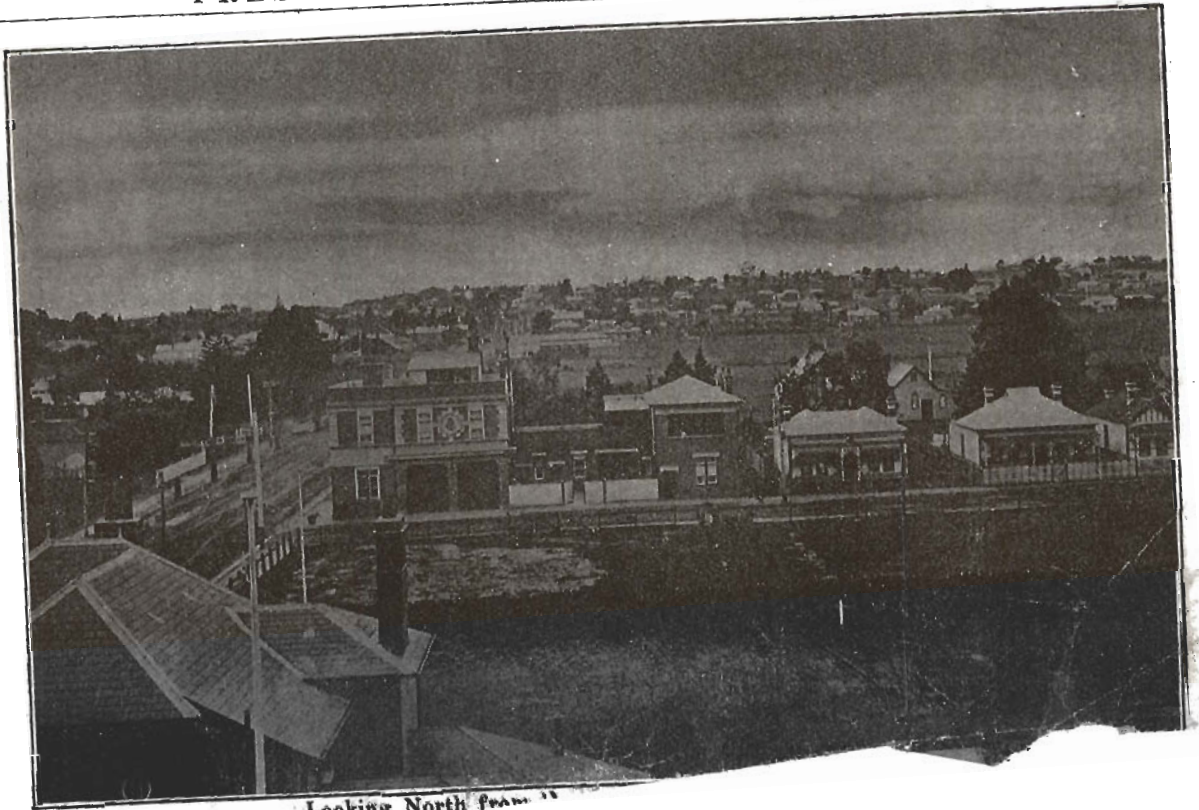


Afternoon Tea at Any Hour.
Home-made Scones and Pastry.
Lovely Ice Cream (our own make).
Iced Drinks, Confectionery.
Hot Water for Picnic Parties.
We Cater for All.
Everything Good, and Prices Reasonable.

BOATS ON HIRE.
Pleasure for Leisure Hours.

EDWARDES PARK
is the
IDEAL CHILDREN'S PLAYGROUND.

EDWARDES LAKE, RESERVOIR



Looking North from ..

IDEAL SITUATION.

The natural contour of Preston is an ideal surroundings. Two ridges of land run north from its southern end to connect at Regent Street there. The Regent Street electric tram, carrying the Tyler Street electric tram, traverses the eastern rise, and from there the land slopes away gently to the Darebin Creek, about 1½ miles distant. From the westerly rise, along which the Regent Street tram runs, the land dips to the Edgar Creek, which is a tributary of the Merri. Between these two ridges of high land, carrying the two electric tram lines, and whereon are situated the finest building sites possible to find, the land has a gradual fall to the south, which quickly throws off all surface water in even the heaviest rainfall. There is also just enough sand and fine gravel in this Preston soil to make it clean land to walk on and cultivate. Even in the newer sub-divisions here there is an absence of that stickiness of soil which so frequently is a drawback to the life of the pioneering resident of the outer suburbs.

For gardening it is a good workable soil, and several florists have been long-established here in the business of supplying cut flowers to the City trade, while Railton's

are well within the Council boundary, these being one of the finest plant nurseries and landscape gardens under Government control.

The curator of this Mont Park Nursery is Mr. Hugh Linaker, whose honorary services the Preston Council has frequently availed itself of in the lay-out of its parks and gardens, and to whose advice is mainly due the arrangement of the fine gardens which surround the Preston Town Hall.

MADAME ETHEL ASHTON, D.M.S.V.

Teacher of Piano, Harmony, Singing.

MISS IRIS ASHTON, D.M.S.V.

Accompanist.

Teacher of Piano, Harmony, Theory.

Open for Engagements, Concerts, &c.

“Lindisfarne,” Clifton Grove, Preston.
or Allan's, Collins Street, Melbourne.



Photo—Australasian.

Edwardes Lake at Boat Sheds.

PRESTON PARKS.

Preston is exceptionally well-furnished with park lands. The Central, or Cramer Street Park, of 9 acres, is right in the heart of the Town, between the Bell and Preston stations, and close to the Municipal buildings in High Street. It has a fine playing arena for football and cricket, surrounded by a ramped embankment for spectators. The Regent Street Park, of 3½ acres, is on the high ground at the top of High Street, overlooking Melbourne and the distant country to the west and south-west. Wood Street Park is another neat reserve of 3 acres. Quite recently, the Preston Council also secured 5 acres of land in Bell Street East, which is now fenced and planted round with trees, and is already being made use of by cricket and football clubs. Then, in the northern part of this suburb, at Reservoir, is that ideal picnic ground—Edwardes Park, containing 46 acres, with its beautiful lake of 16 acres of clean, fresh water. Thirty-four acres of this land was a gift to the people from Mr. T. Dyer Edwardes, of Leamington, England, when sub-dividing his property here for building purposes some ten years ago. This was soon fenced and planted with trees by the volun-

tary labour of the residents, and with the assistance of the Wattle League of Victoria, Mr. Railton, Mr. Brown, of the Metropolitan Parks Committee, the State Nurseries, and many local helpers, this Park now has one of the largest and most complete collections of wattles around Melbourne, and here also Mr. Linaker's advice was taken in the setting-out of the trees.

The Lake was formed by building a concrete weir 26 feet high across the Edgar Creek on Edwardes Street, thus damming back the water for half-a-mile, which is the diagonal distance through this 46 acre park. This work was done by returned soldier labour on contract in the early stages of Repatriation work in 1919, the Government providing £749 of the £1,700 which it cost to construct this lake, and which is the finest sheet of fresh water in the suburban districts of Melbourne. This lake has already been stocked with fish by the Council. A Rowing Club and a branch of the Royal Life-Saving Society each have buildings here. Swings, swimming and high-diving platform, &c., have been placed here to assist recreation, a roped swimming enclosure for learners also being provided, and already Edwardes Park and Lake is a popular picnic resort.



Photo by F. W. Wuchatsch.] Plenty Road Tram Terminus—at St. Mary's C. Eng.

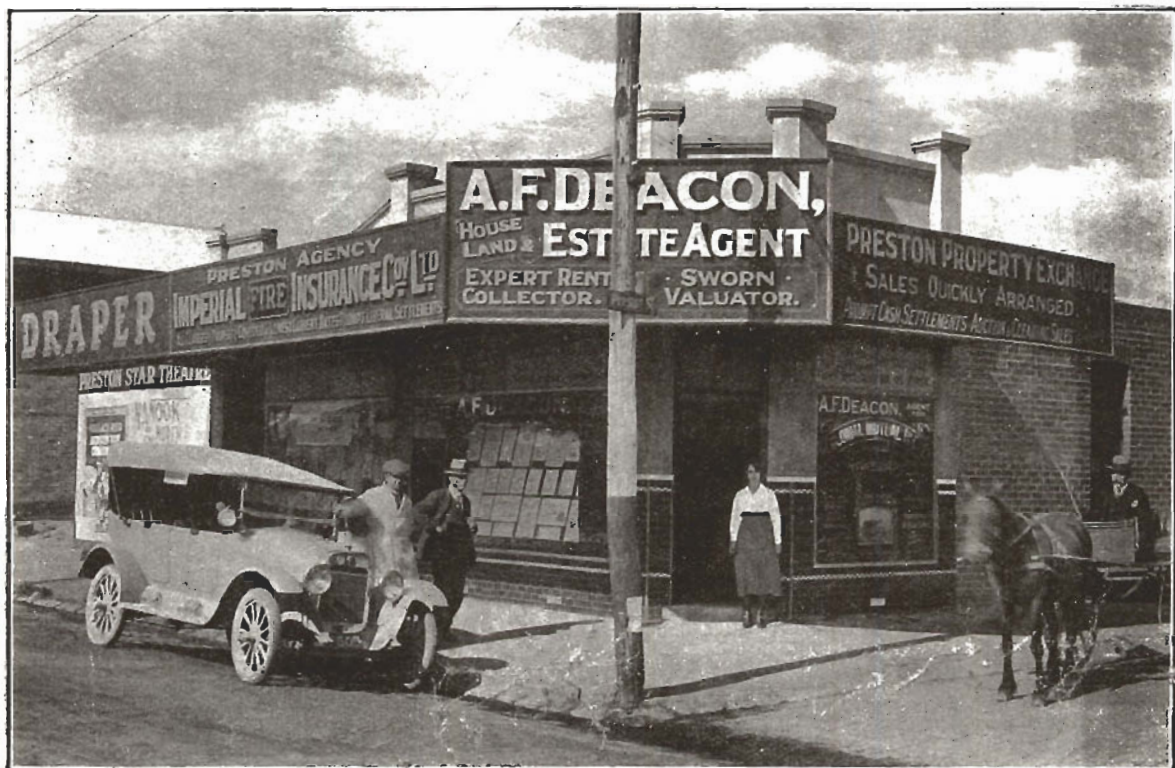


Central Park, Cramer Street, Preston.

Photo—Australasian.

PRESTON AND ITS BEAUTY SPOTS.

TO BUY A PROPERTY OR RENT A HOUSE, CONSULT—



'PHONE: NORTHCOTE 399

NOTE ADDRESS:

Photo by F. W. Wuchatsch.

324 HIGH ST., Cr. PRESTON ST., CENTRAL PRESTON

TRAVELLING FACILITIES.

In both railway and tramway travelling Preston has made good progress, having had electrification of both these services for a considerable time past. The two tram lines, with the railway line between, running north and south through the whole of the closely-settled part of Preston, provides a regular service at from ten to twenty-minute intervals throughout all week-days, and on Sunday afternoons and evenings. Additional extensions of these tramway services are also in prospect. The fares on these lines are the cheapest of the suburban services, and altogether the travelling public of Preston are well catered for.

For the convenience of casual visitors to the town, the Preston Motors in High Street ('phone, Northcote 598) maintain an excellent service. From a small beginning in 1912, and the first in this line of business in this suburb, this firm has made very rapid expansion, and now holds a prominent position in the automobile business of this State. Having a large establishment such as this

in its centre, is a big advantage to Preston, as people having business here can obtain car services at a moment's notice, and drivers conversant with the district.

CHEAP LAND.

In home-building, cheap land is of vital importance. The first outlay is the purchase of the site, and this usually cuts deep into the ready money. In Preston, at present, land can be obtained at fully one-third of the cost at which the same advantages of situation can be obtained elsewhere. This may mean anything from £50 to £150 or more saved in the purchase of the land alone, which will appeal to everyone with home-building in view.

Cheap land in the healthiest suburb cannot be overlooked. Money saved on the first outlay is a big item in itself; but when this is backed up by better hygienic conditions than are obtainable elsewhere, the advantages of Preston stand right out. In many ways Preston opens the way to both health and prosperity.

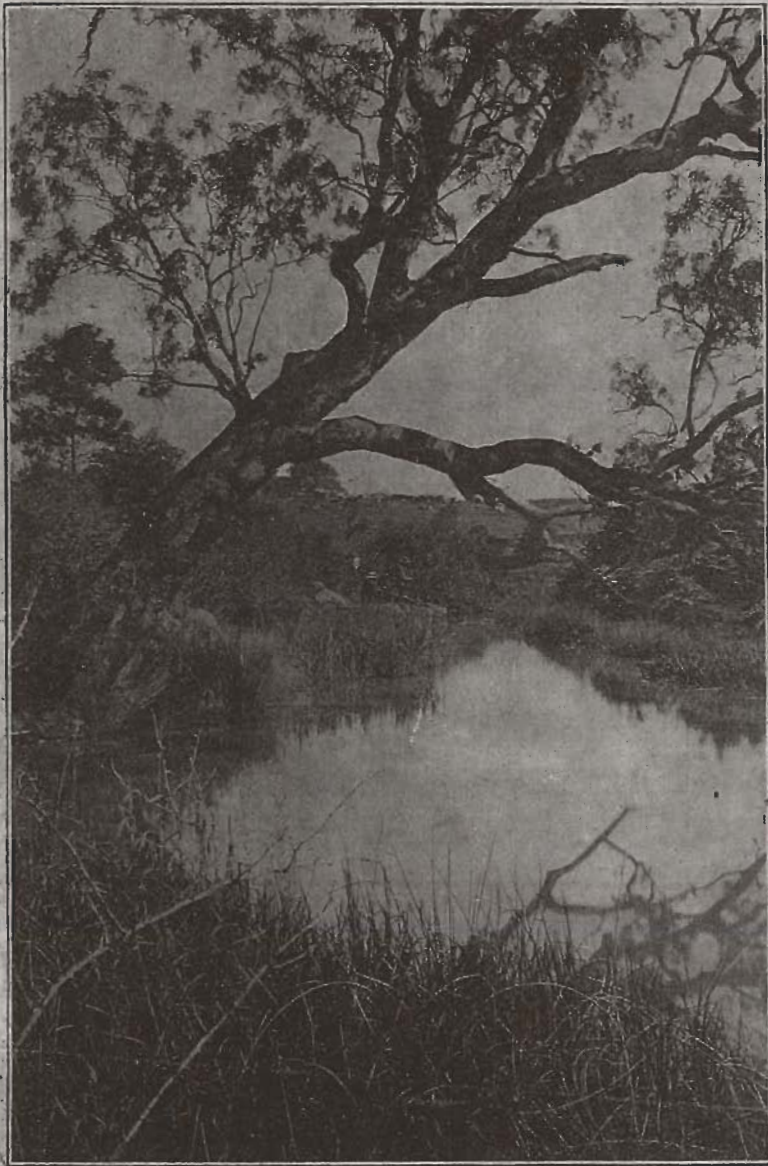


Photo by F. W. Wuchatsch.

**View on Darebin Creek, Leslie Estate, Reservoir.
East of Railway Station—off Broad Street.**

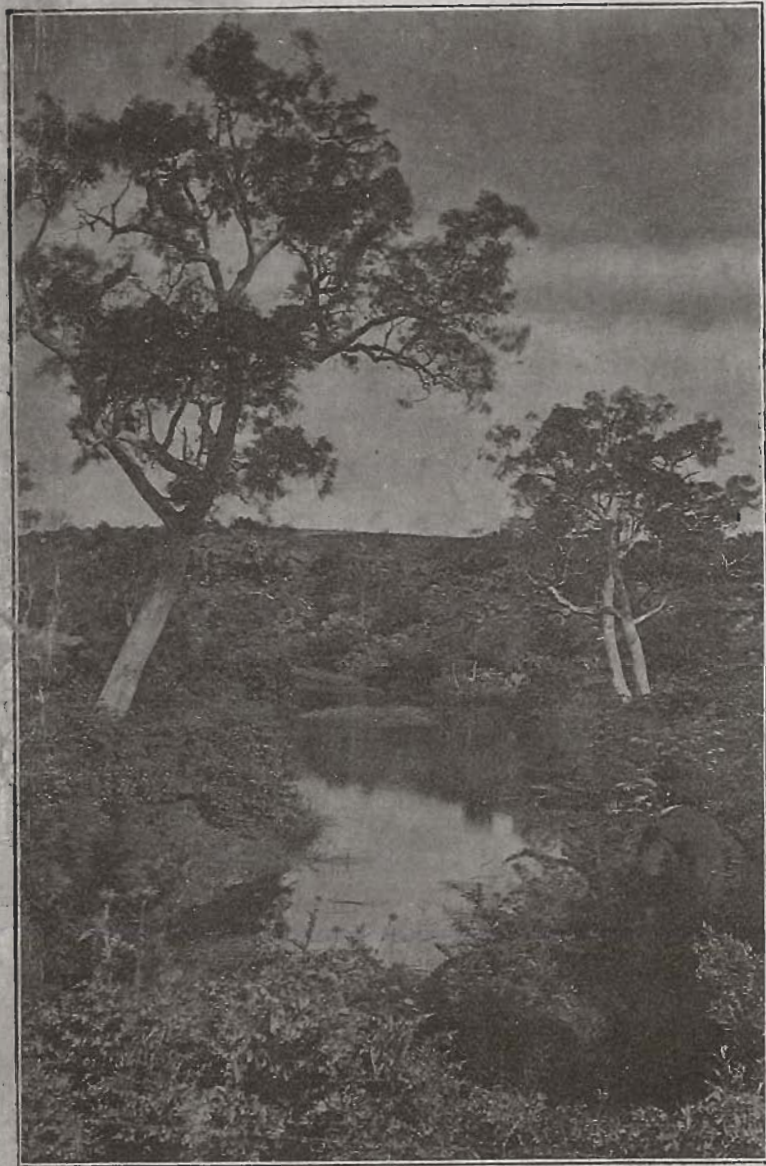


Photo by F. W. Wuchatsch.

**View on Merri Creek, Leamington Estate, Reservoir.
At West End of Edwardes Street.**

For Comfort, and Economy of Fuel

use a

“WALLIS” Cooker.

“ECONOMIST” Gas Stoves,

“BOBS” and “PRESTON” Stoves
for Wood or Coal.

“UNIQUE” and “PRESTON” Stoves
for Wood only.

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WALLIS BROS. & Co.

Works—Cramer St., Preston.

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“DON'T ARGUE”

HUTTON'S BACON
“IS” THE BEST

HAMS AND BACON

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Established 1875.

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L. & E. MAYNARD

Up-to-date Dairymen



**PURE FRESH MILK—BRINE-COOLED
DELIVERED TWICE DAILY
in Preston and Reservoir**

**One Cow's Milk for Children and Invalids.
Orders Promptly Attended to
Your recommendation respectfully solicited.**

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“LILLIEVILLE” PRIVATE
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Quotations and Estimates Given.

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(Regent Station).

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Good Health.

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LOW PRICES.

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Goods Right.

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Angus McDonald

(Late A.L.F.)

Auctioneer, House, Land,
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 Under Regular Government Supervision,
 Strictest Cleanliness Observed.
 Top Quality Always.
 Our Customers Recommend us.
 Inspection Invited.
 Ice Storage and Cooling Plant.
 Everything Up-to-date.

PURE MILK SUPPLY.

PRESTON DAIRIES.

One of the big factors in raising and maintaining a healthy population is a pure milk supply, and in this Preston is particularly well favoured. With its large area of 13½ square miles, there is much of the Municipality not yet opened up for residential purposes, and on this land there are many people who live by raising poultry and dairy produce. Coming direct off clean pasture land, supplied with good stock water by the Merri and Darebin Creeks, this milk supply of Preston is of the best, and the exceptionally low infantile death rate of 4.92 per cent. is evidence that this is so. There are actually over 60 dairy farms on the outskirts of this municipality whereon cows are kept for producing fresh milk; and, in addition to the regular departmental inspections made of these outfits, the competition amongst them must result to the benefit of the consumer in their selling only the best of produce.



Photo by F. W. Wuchatsch. Dairy Farm on Darebin Creek, Leslie Estate.

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WHOLESALE AND RETAIL SEED
MERCHANT.

EXTENSIVE PLANT HOUSES.
DECORATIONS CARRIED OUT.
ALL KINDS OF TREES, SHRUBS,
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HOT HOUSE, GARDEN OR ORCHARD.
We can please you at Lowest Possible Prices.

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City Address: 273 Swanston Street,
MELBOURNE

TELEPHONE: CENTRAL 10150, 10151

F. G. PIKE

(Late A.I.F.)

123 PLENTY ROAD
PRESTON

Corner of Yann Street

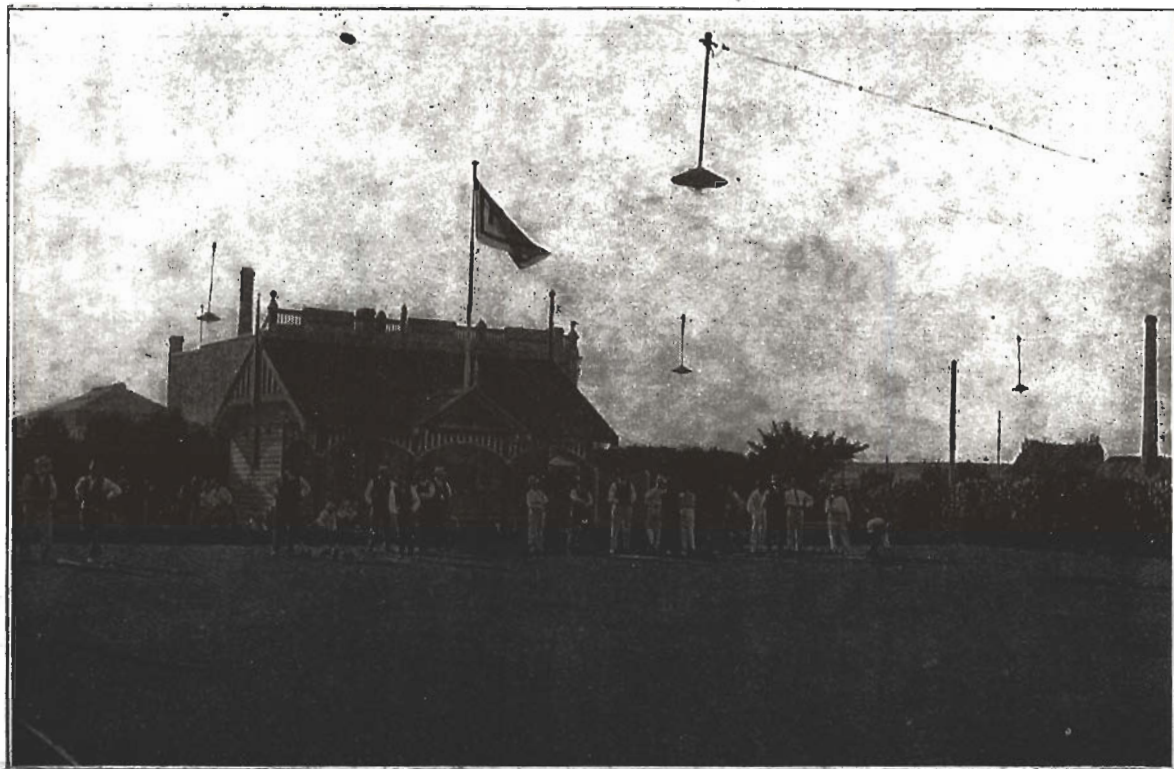
House Decorator,
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All Builders' Ironmongery,
Lime and Cement,
Oils, Colours, Glass, &c.,
at lowest rates.

Glazing Done.

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F. W. Wuchatsch,
Preston Bowling Club, High Street. W. Dale, Secretary, c/o. H. P. Zwar Pty. Ltd.

PRESTON AND ITS BEAUTY SPOTS.



Methodist Church, Yann Street, South Preston.

Photo—A



Phone Northcote 160.

For Quality and Quick Service deal at HARVEY'S, 448-494 HIGH ST. REGENT, Nth. PRESTON.

Photo by R. W. White, South.

REST AND RECREATION.

While the citizens of Preston give full encouragement to every branch of athletic sports, they also give reasonable attention to the observance of the Sabbath as a Day of Rest, and churches of all denominations are well attended. There is also a very commendable good-fellowship between the several ministers and the people generally quite beyond their own congregations, and each and all work for the general welfare of the community. As a means of raising funds for the many needs of each Church, the bazaar is still a popular institution in Preston, and at these functions the ministers and members of other churches will invariably be found assisting in whatever movement is then making its appeal to the public.

Picnics are another old-time recreation which still find strong support amongst Preston people, notwithstanding the splendid open-air surroundings which are the feature of this charming residential district.

On all holidays in the summer season, picnics are well attended, and the social intercourse which these outings promotes brings the residents closer together. The requirements of the community are, in consequence, given wider publicity, and more immediate attention results from those who have the handling of its welfare. These outings also serve to bring the attractions of Preston under the notice of others, for there are always some fresh visitors at each, who spread to others the news of a pleasant day's outing. Not only amongst the Church people, but with members of Lodges and other Associations, the picnic is popular, and even the Municipal Council has found this to be one of the most favoured of its functions. There is no doubt that in thus bringing people to know each other, a widespread sociable feeling is engendered which is greatly appreciated by newcomers to the district.



Photo by F. W. Wuchatsch.

STAR OF PRESTON.

Visitors to this Theatre are surprised at its splendid system of ventilation. Two large electric fans, each six feet in diameter, and driven by 3 h.p. electric motors, maintain a continuous gentle air-movement over the whole building, and in consequence, a full audience is seated in comfort throughout the best of evenings. Here, in this healthy atmosphere, its up-to-date pictures are fully appreciated, and perfect rest is obtained meanwhile, so that patrons always feel the full benefit of an evening spent at the Star of Preston.

RONA DAIRY FARM

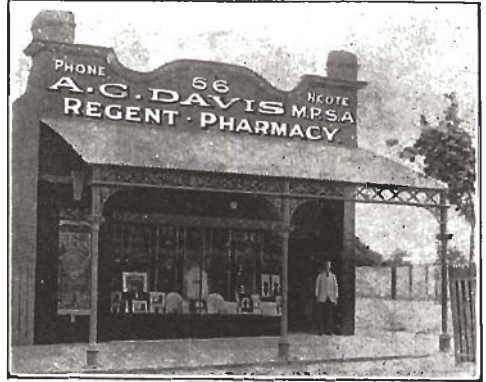
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PRESTON'S DIRECT MILK SUPPLY



**Pure, Fresh, Milk direct
from Our Own Cows**

Delivered Twice Daily.

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Photo—"Darge."

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PRESTON AND ITS BEAUTY SPOT

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PER CENT
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Auction Sales of
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In fact, All Risks.

Some Fine Estates Now Open for Sale, £3 Deposit, 20/- Month.

HEAD OFFICE:—Corner of High and Bell Streets, Preston.
Between Bell Railway Station and Plenty Road Electric Tram. 'Phone: Northcote 4.

INDUSTRIAL AND RESIDENTIAL.

In its early years, Preston was almost wholly an industrial suburb. Its large business places were and are still confined to a comparatively small portion of the municipality. Industries which were begun here over half a century ago, and those of more recent development, now employ upwards of 1,500 hands. Around the factories the workmen have built their homes, and shops are there to supply household needs. This forms the industrial part of Preston, which extends from the southern boundary at Dundas Street up to Murray Road, covering an area of about a mile long by half-a-mile wide. Within this area also are situated the municipal buildings, banks, &c.

Of late years, however, the business people of Melbourne have caught on to the advantages of the heights of Preston for home-building, and its quick travelling facilities in electric trains and trams. With these and its electric lighting, sewerage, and exceptional water service, Preston has advantages equal to any suburb. It also excels all in contour and elevation, its high situation without any hills to climb, and easy grades

on all roads, considerably adding to the attractions of this district as a residential locality.

Preston has thus every natural advantage which makes for a model suburb, and the Municipal by-laws are following this up. Schools, churches, and shopping areas are all within easy distance of each residential area. With its Parks, Lake, and numerous beauty spots, the Town of Preston stands out as the Toorak of the Northern Suburbs, and a prosperous and sociable community is occupying it.

It will be recognised from the pictures herewith that Preston has amongst its residents some very good photographers. The names of the several artists are given below each reproduction so far as known, for each is entitled to credit for work done. Those living in Preston are Messrs. J. R. Clowes, of Reservoir; Cox Bros., of Plenty Road, Preston; Darge, of Reservoir; F. E. Gardiner, of May Street, Preston, and F. W. Wuchatsch, of King William Street, Regent; and in every instance throughout the work is most creditable.



Photo by F. W. Wuchatsch.

State School, Tyler Street.

CHEAP SHOPPING ADVANTAGES.

To their credit, the business people of Preston are trading at most reasonable rates, selling quite as cheap as similar goods can be obtained in any suburb, and consequently they get the whole of the local trade. Reasonable prices for necessaries are a big inducement to home building, and the progress of the several shopping centres in Preston is a sure indication that the public are satisfied as to both quality and price.

As mentioned before, remarkable progress in shopbuilding has taken place in Preston during the last few years. Besides this, a large proportion of existing shops have been renovated and improved greatly in appearance. Consequent on building land here not having been raised to excessive prices, there has been a lot of home-building, and a large influx of people, which necessitated more shops to supply their requirements. Some think the balance has already been reached in this respect, but the steady work of home-building now going on, points to still further expansion of business, and where trade lies, more shops will be built.

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FOR MEN'S, WOMEN'S, AND
CHILDREN'S WEAR.

PELACO AND CHAMPION SHIRTS

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BOND'S ART-SILK HOSIERY
GLOVES, HABERDASHERY, ETC.

All Lines at BED-ROCK PRICE

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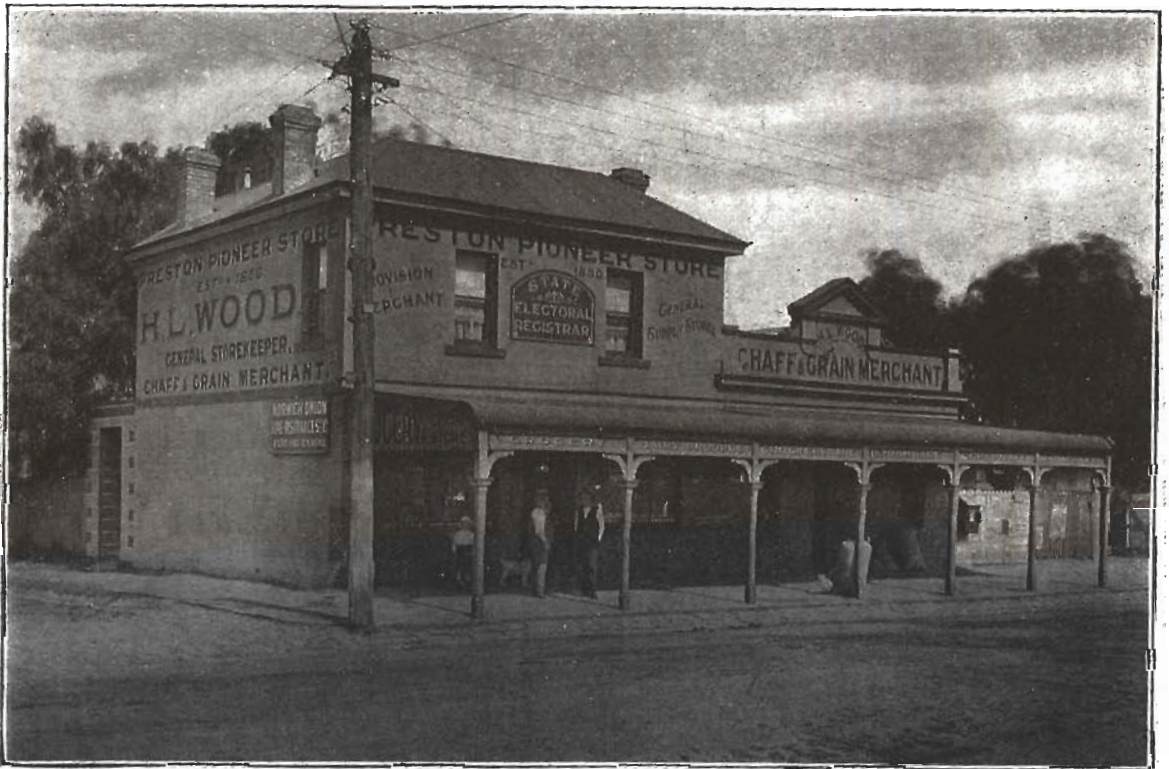


Photo by F. W. Wuchatsch.

One of Preston's Oldest Business Establishments. —In Full Working Order at 410 High Street, Preston.

PRESTON—THE HEALTH-GIVING SUBURB.

Health is the first consideration in life. There is no pleasure without health, and the air of Preston Heights is health-giving.

Many of Preston's residents owe their good health, and in some cases even their lives to having moved to this suburb at the recommendation of their doctor. Yet how few of Preston's ten thousand population in the enjoyment of their good health ever give thought to what they owe to Preston air. Nature furnished this town with a clean and well-drained situation. From its lowest point near the Bell Station, which is some 200 feet above sea level, the land rises gradually along the railway route, until between Regent and Reservoir, and towards the Tyler Street tram terminus, it reaches a height of 350 feet above the sea. From this site the view is magnificent. Away to the south lies the City of Melbourne, with Port Phillip Bay behind it. Eastward in unbroken line stands the Great Dividing Range. Northward we have the Plenty Ranges, where the catchment area of the Melbourne water supply lies. Away to the North-west,

like a mighty cliff, Mount Macedon stands out above the Keilor Plain; while to the South-west, Station Peak of the You Yangs marks the locality of Geelong and Corio Bay.

Few of Melbourne's residents know that here, $8\frac{1}{2}$ miles out, within half-an-hour's train ride from Prince's Bridge, and close to the electric tram, can be obtained a view commanding hundreds of square miles of interesting country. It is this superior elevated position which makes Preston the healthiest of Melbourne's suburbs. To this, and its locally-produced milk supply, stands the credit of Preston having the lowest infantile death rate of all the northern suburbs, this being fully 10 per cent. lower than in any other suburb north of the Yarra. This is why medical men so strongly recommend Preston to their patients as a residential district; and how it is that, once here, they are so soon off the doctor's list.

So far no undertaker has yet opened up in business here, and the fact that well over 10,000 people keep only two doctors and one dentist employed is about all the recommendation the district requires from a health standpoint.



Photo by "Darge." Howe & Co.'s Excelsior Patent Leather Works, High Street, Preston.

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PLASTER BOARD, &c.

INDEPENDENT ORDER OF RECHABITES

The Premier Temperance Friendly Society

Meets in the Rechabite Hall, High St., Preston, on alternate Tuesdays.

The Victorian membership of this Society numbers 33,000. With over 500 Tents, the funds are £440,000.

Assured benefits in sickness are:—

£1 per week over 12 months' illness.

10/- " " for 6 months' after.

Then 5/- " " without limit.

£20 or £40 at death.

Member's wife may be insured for £15.

Lady Members' Sick Benefits are:—

10/- weekly for 6 months.

5/- " " next six months.

3/- " " without limit.

£10 or £20 at death.

If a member should be permanently sick the contributions are paid by the Order.

Honorary Members of both sexes are welcomed.

Special advantages are offered Junior Members.

Call and Enquire at Rechabite Hall on any Lodge Meeting night.

PRESTON UNITED Friendly Societies' Dispensary

232 HIGH ST., PRESTON

Secretary:—C. A. McDONNELL, 7 Adeline St., Preston.

Joining Fee: Males, 2/6; Females, 1/6.

Prescriptions Dispensed. Stock Kept for Sale to Members at Reduced Rates.

Affiliated Societies' Secretaries are:—

A.N.A.—Mr. R. Douglas, Garnet St., Preston.

U.A.O.D.—Mr. W. J. Bott, 133 Gipps St., Collingwood.

O.S.T.—Mr. J. E. W. Nankervis, Henry St., Preston.

M.U.I.O.O.F.—Mr. A. E. Garside, Station St., Regent.

I.O.O.F.—Mr. A. McPhee, Bradford Hall, Preston.

A.W.A.—Miss A. Gray, 15 Clifton Grove, Preston.

P.A.F.S.—Mr. A. F. Anderson, Cooma St., Preston.

H.A.C.B.S.—Mr. F. J. Clancy, Garnet St., Preston.

I.O.R.—Cr. C. Warr, 15 Penders St., Thornbury.

P.A.F.S. (Ladies).—Mrs. M. Berry, Hotham St., Preston.

Combined for Mutual Benefit. Friendly Society Members, it will pay you to Support the Dispensary.



Edwardes Lake. Instruction Crews Every Evening.

Photo by F. W. Wuchatsch.

RURAL SURROUNDINGS.

While Preston is a Town in Municipal rank, and enjoys all the advantages of an up-to-date suburb in regard to travelling and other conveniences, it still retains its rural surroundings. The somewhat steep and quite picturesque approach to the Merri Creek and the equally charming slopes to the Darebin, are far enough distant to defer building close to these watercourses for very many years. Possibly, in the distant future, the example of the cliff-dwellers around Sydney may be followed on the Merri and Edgar Creeks, but it is more than likely that these fine picnic spots will be gradually resumed by the Municipality, and preserved for future generations in much of their natural rugged beauty. In regard to other land, the Municipal building by-laws preclude any subdivision into blocks of less area than 5,000 square feet and 40 feet frontage, so that Preston will always remain a district with a complete absence of congestion. No future building can overcrowd it, while its undulating contour allows of every residence having an attractive appearance if opportunities of situation are only taken advantage of by the architect.

The Preston Rowing Club has its headquarters at Reservoir, where on the banks of the Edwardes Lake, they have erected the first section of a club house which, when completed, will be of most attractive appearance, and with roomy accommodation for club purposes.

The late Colonel Braithwaite presented the club with an eight-oar racing boat. Messrs. T. M. Burke and Co. presented a valuable cup for canoe competition. Messrs. Zwar and Co., Mr. Kellam, and others have also helped the club along on various occasions, and their support has been greatly appreciated.

The Preston Angling Club is also another live body. This has not been in existence a full year to date, yet many competitions have been held amongst its members for trophies on their usual week-end trips to the various fishing places. Land has also been purchased for a club-house, and the building of this in the near future is under consideration. The stocking of all local waters with useful fish, and the protection of these from predatory birds and other sources of destruction in their younger stages of life is being given full attention.



Photo by F. W. Wuchatsch. Soldiers' Homes, built by Repatriation Department.

PRESTON HEALTH CENTRE

In August, 1921, or rather more than 16 months ago, the Preston Council decided to establish a branch of the Society for the Health of Women and Children of Victoria in conjunction with the Coburg branch of

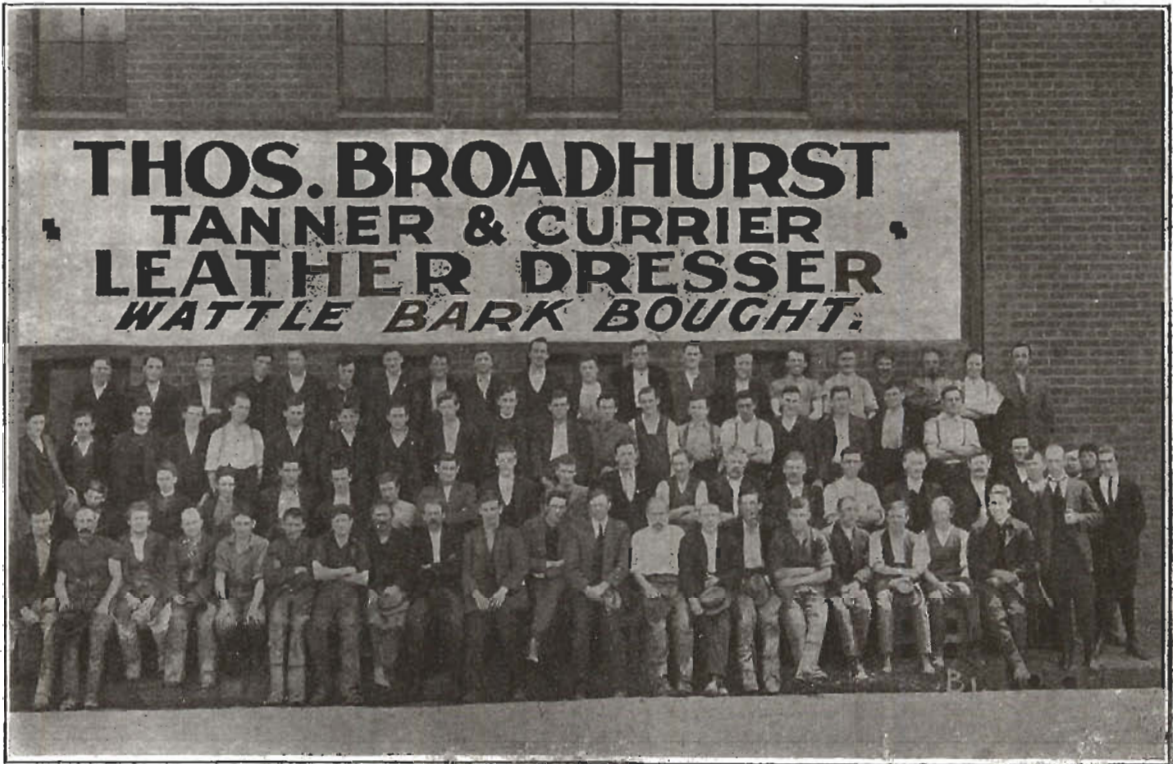


that institution, and working under the Plunkett System. As it would require some little time for the advantages of the instruction given at this Centre to become known to mothers, it was at first only run on a half-time basis, Sister Kirkland coming over from Coburg

to Preston on alternate days. This lady carried the Preston branch through all its initial difficulties, and made it so useful that in the year of her care no less than 282 mothers sought her assistance. This necessitated 194 visits to the homes of applicants, and 1,866 visits were paid to the Centre by mothers with their babies. This for a first year on half-time work alone was very gratifying to all concerned, and clearly demonstrated the necessity for establishing the branch. For its second year and onwards it will now be a full-time Centre, and Sister B. Patterson has been appointed to take charge—Sister Kirkland keeping to her headquarters at Coburg.

Largely consequent on the treatment and advice given at this Centre during the past year, the infantile death rate in Preston has been one of the lowest in the Metropolitan area. But figures fall far short of presenting the full hygienic aspect of this matter, because for every death that is recorded from improper feeding there are at least three other children whose constitution will have been more or less impaired from the same reason, and who will feel the effects of it later. The foundation of good health in life is largely laid during the first year, for with a strong constitution a greater resistance can be offered to attacks of illness or disease.

Even though people move out to Preston when recommended by their doctors, the mere change of location cannot be expected to at once restore good health to every sick child; but with the free advice obtainable at this Centre in regard to feeding and general care, there is every prospect of sick children regaining their normal health and vigor, and growing up strong. As stated, statistics show that in very many instances this desired result has been achieved. This Health Centre is at present located in the Rechabite Hall, 225 High Street, and handy to the Bell Station, where Sister Patterson is in attendance, daily from 10 to 12 a.m., and 2 to 4 p.m., with the exception of Saturdays and Sundays. Advice is free to all.



Sydney Representative: S. G. HUME, 143-145 Castlereagh Street, 'Phone 8502 City.
London Representative: A. E. FEWTRISS, Trig Lane, Upper Thames Street, London, E.C.
Manufacturers of Boot Leathers, Black and Colored, including Side Leathers, Calf and Goat, also Soles, Sides, Bends, or Backs for Export. Correspondence Invited. FACTORY: MARY ST., PRESTON. 'Phone: N'cote 185.

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Our experience is our guarantee for
quality.

Study your animals by giving them the
best food.

We supply high quality WOOD, COAL AND
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Facilitate Your Shopping by buying your goods in
your own district.

Push the National Spirit by getting the habit of
purchasing locally, and help build our own district
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Right Up-to-date
at Reasonable Cost.

Only First-Class Material
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Plans Prepared
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Estimates Made Up.

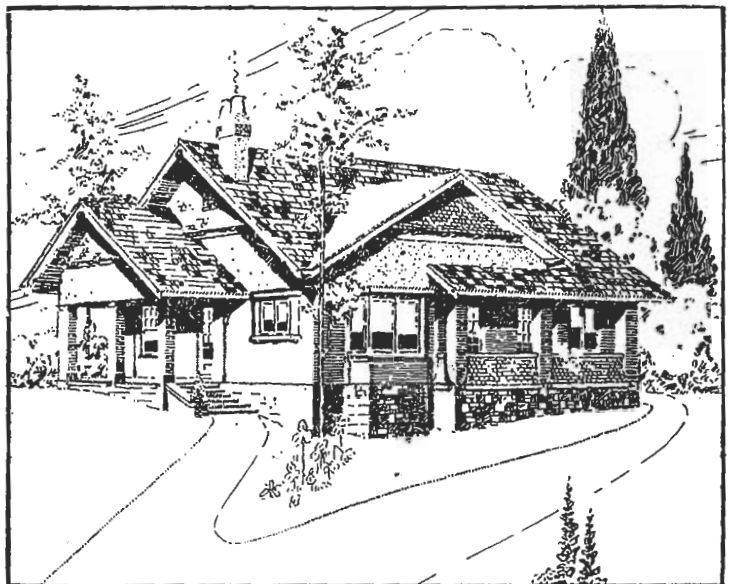




Photo by F. W. Wucnatsch. Angling on the Darebin—Leslie Estate, Reservoir.

DELIGHTFUL WALKS.

Notwithstanding the travelling facilities provided by bicycles, motors, trams, trains, and horse-drawn vehicles, there are still many people who find much healthy enjoyment in walking, and all doctors agree that this exercise is most conducive to health. It is a natural recreation which both makes and maintains a sound physical condition.

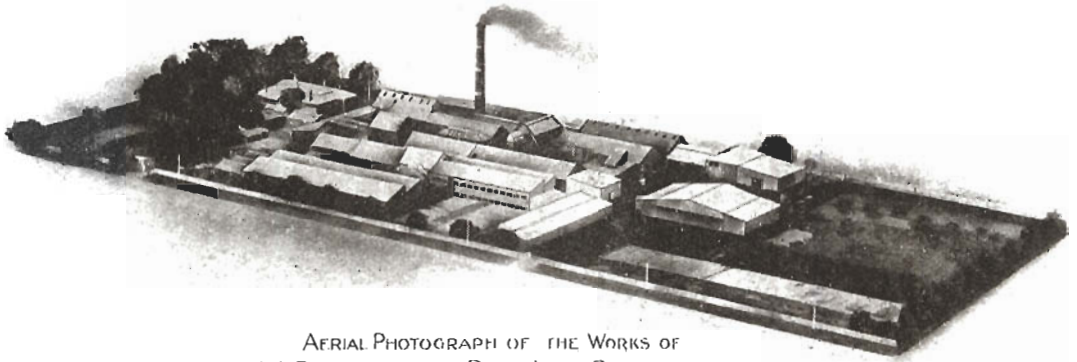
Those who might have any doubts as to the popularity of walking should note the number of people who patronise the Preston trams and trains on Sundays to take them over the city stage. From Tyler Street and Regent Street tram termini, and from the Reservoir Station, people will be seen striking out with brisk step for the afternoon's trip to some of the many beauty spots to be found within the Preston boundaries, or making the best of the hour or two at their disposal in enjoyment of the extended mountain-range view obtainable from these Preston heights.

Both the Merri and Darebin Creeks have been stocked with fish, and offer fair sport to anglers, some nice catches being made there; but at present, the Merri is closed

against angling owing to it having been recently re-stocked. On Saturday afternoons and holidays, other sportsmen make Reservoir the starting point on shooting excursions, as quail and hares, as well as rabbits, are still to be found on North Preston lands. In the autumn months, others will be found arriving on the early trains, on bicycles, and in motor cars in search of mushrooms, for which this undulating country has long been famed.

Only 25 minutes' distant from Princes Bridge, and a first-class return fare of 1/2 (1d. extra on Sundays), there is every reason for this high, healthy suburb being a popular Sunday resort for those dwelling in the City and more closely-settled suburbs. Here, indeed, they find a cheap yet charming change from their usual surroundings. Here are spent many happy holidays, rambling over rocks, loitering by the lake, or marvelling at the mountain views. Here, within half-an-hour's run of the dust of the City, is pure health-giving air, and the summer nights are clear and cool. No wonder the residents of North Preston delight in their surroundings.

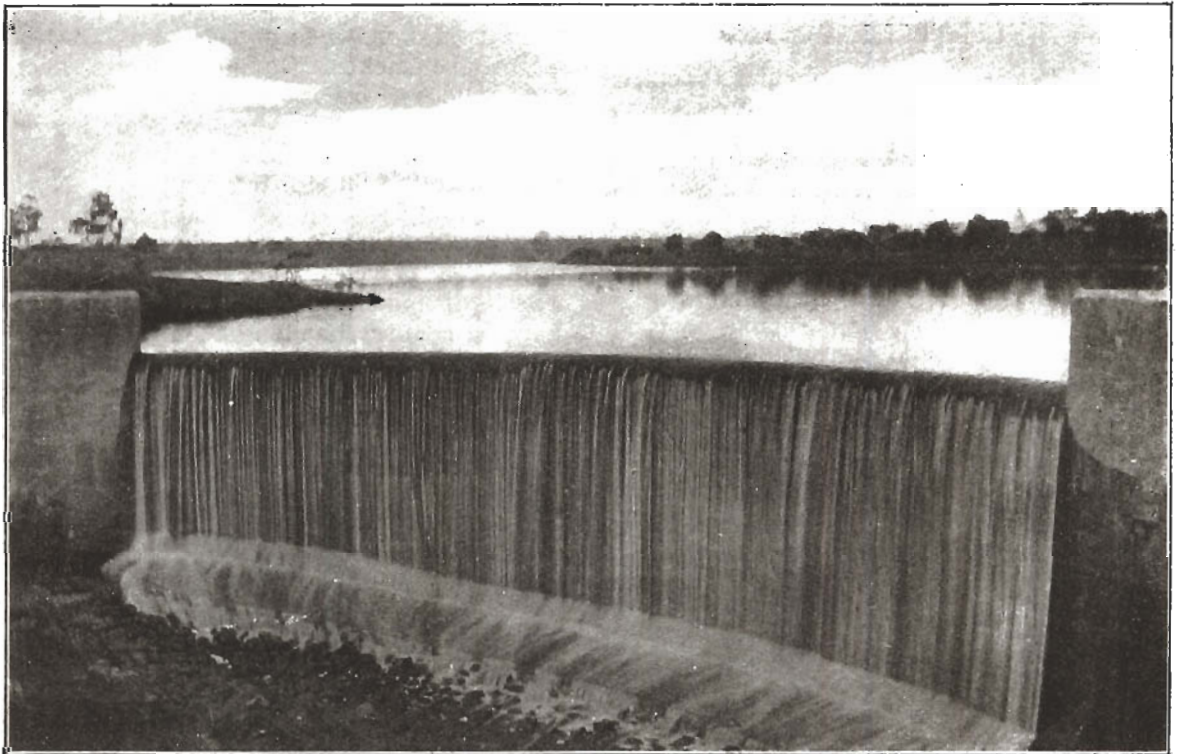
W. BRAITHWAITE PTY. LTD.



AERIAL PHOTOGRAPH OF THE WORKS OF
W. BRAITHWAITE PTY. LTD. PRESTON.

Photo by Joshua.

HIGH STREET & MURRAY ROAD, PRESTON



Photo—Miss Cybil Blake.

Edwardes Lake Weir.



Parkside Leather Works, c.r. Mary and Cramer Streets.

THE LEATHER INDUSTRY.

Some very large works in this line of business are established in Preston. All of these premises are sewerred, and following on advanced methods of tanning and otherwise treating the raw material in premises wherein this trade is now carried on objectionable odours have been practically eliminated; so much so, in fact, that these works are not now classed under the Board of Health laws as noxious trades. Consequently here in Preston, home building has taken place all round these works, and illustrations given will show the magnitude of the establishments. All are furnished with up-to-date labour-saving machinery, and through the large number of wage earners employed, these leather factories are of material benefit to Preston business people.

The firm of W. Braithwaite Pty. Ltd. is the oldest of these industrial concerns in Preston, the foundation of it having been laid in 1864 by William Bowran Braithwaite. The founder only lived to carry on the business for ten years, meeting with a fatal accident in 1874. His son, the late Colonel

Wm. Braithwaite, then took charge and carried it on until he died in August of this year, he then being on a visit to England and the continental scenes of the Great War, at which he had lost his only son, Captain W. McC. Braithwaite, on October, 3rd, 1918. The management of these works is now in the hands of Mr. Hooper, nephew to Colonel Braithwaite, who is acting for Mrs. Braithwaite and family. For many years Colonel Braithwaite was an active member of the Preston Council, but retired from his seat in 1918. This firm does a big export trade as well as having a large Australasian connection, and holds the reputation of manufacturing one of the highest grades of sole leather in the Commonwealth. The factory covers an area of five acres and employes an average of 120 men.

The Excelsior Patent Leather Works of Howe and Co. Pty. Ltd. have been in full working order for eleven years, during which the progress has been most marked. The capacity of the original buildings had been completely outgrown, and they have been replaced by up-to-date and considerably

enlarged premises. This firm specialises in enamel leather for the motor and furniture trades as well as in patent leathers for the boot trade. On their excellence the Excelsior leathers have built up a large trade throughout the Commonwealth and New Zealand, and the upwards of 200 wage-earners employed by this firm constitute a big section of industrial Preston.

Messrs. H. P. Zwar Pty. Ltd. established their Parkside Leather Works also in 1910, and the business has grown from comparatively small dimensions till it now has an average of 120 employees; and the floor space in the buildings alone has reached 65,000 square feet. This firm specialises in "Prestonite" motor-car, limousine, and antique furniture leathers, as well as manufacturing all plain and fancy leathers used by saddlers, coachbuilders, bag-makers, &c. They are also manufacturers and exporters of the widely-known HPZ/P (in dia.) brand of crop leather; and it might be mentioned that the whole of the upholstering of "Australia House," London, is done in "Prestonite" antique furniture leather made by this firm.

The works of Thomas Broadhurst Pty. Ltd. were begun in 1880, and they, too, have grown to the extent of employing 120 hands regularly. Here the business is mainly the production of leathers for boot manufacturing. Besides their Australian trade, the firm exports largely, and has a London distributing depot to facilitate English and continental trade.

An outcome of this leather dressing industry here is the engineering works of M. Drolz and Sons, of Bell Street, which business was established here in 1886. This firm specialises in repairs and castings, but also manufactures pumps and other machinery as required. A very complete plant is installed consisting of drills, Colchester geared lathes, slotting, screwing, and boring machines, band saw for pattern-making, &c., and all fittings required are cast on the premises. Motor repairs are also now a prominent feature of these works, the driving power for which is from the Preston electric supply; but a 6 h.p. Crossley gas engine is also in reserve for emergencies. The whole of this business is carried on by members of the family, and the workmanship is thus guaranteed to be first-class.

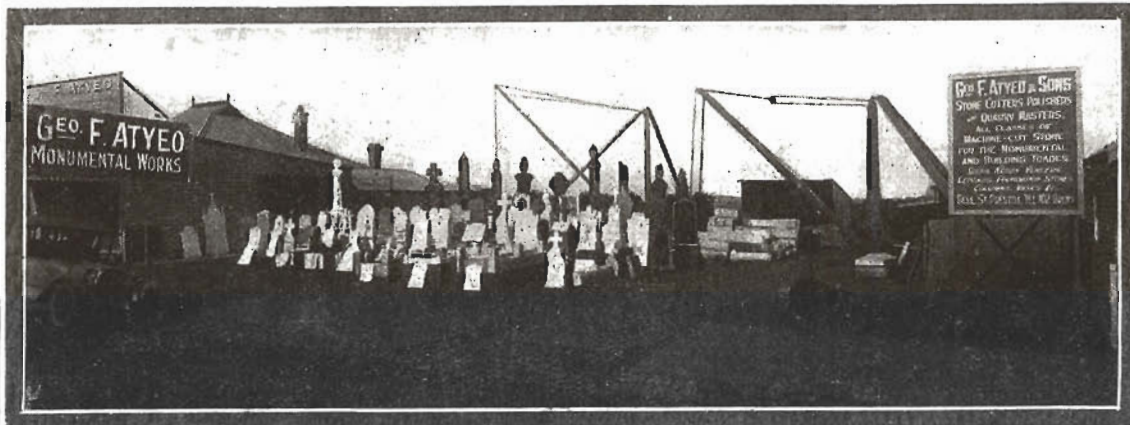
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Work carried out in all parts of the State.

Kerbings in Granite, Marble, Bluestone and Cement.



We carry an extensive Stock of Memorials, both imported and of our own manufacture.

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OUR POLICY:—The Best Service at the least cost.

Enquiries Invited.

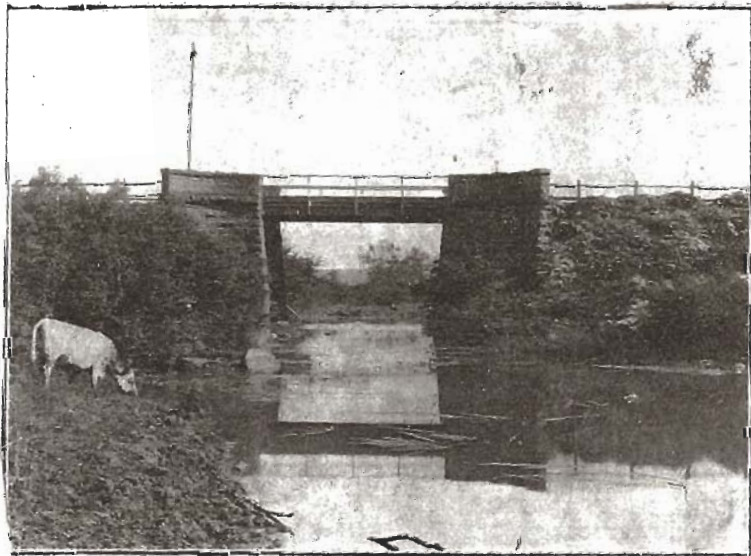
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New Service Water Storage at High St., Reservoir.



Plenty Road Bridge over Darebin Creek.



Storage, at High St., Reservoir.



Preston v. Geelong, latter batting, 16/12/22.



Murray Road State School, West Preston.



Looking South from Tyler St.



Children's Day in Central Park.