

NEWSLETTER

No. 6 December 2018

of

MUSWELLBROOK SHIRE LOCAL & FAMILY HISTORY SOCIETY INC (Founded 11th June 1958)

Affiliated with Royal Australian Historical Society

ABN 34611778680

PO Box 450 Muswellbrook NSW 2333

Advertising for Christmas

These days we are inundated with all forms of advertising. Our TV screens are constantly showing us the latest, the radio broadcasts the must have products, the internet constantly pops up ads all around what we are researching and our papers and mailboxes are crammed with pamphlets.

Last year Bill Spicer showed me a Chronicle supplement from Friday, 14 December, 1923 which stated, 'Despite the drought business at local stores can be said to be on the brisk side. As usual, Muswellbrook business people have set themselves out to provide all those things so eagerly sought for at this time of the year.'

As I had already begun the December newsletter last year I put it aside for this year. Following is a print out of that supplement. Wherever possible I have added a photo of the stores mentioned.

CHRISTMAS TRADE – BUSY STORES

M. CAMPBELL AND CO LTD.—This year Messrs. M Campbell and Co. Ltd., have spared no expense in trying to give Christmas present seekers a real tip-top shopping treat. In the windows and various departments may be seen displays of every conceivable article suitable for a gift at this season, young and old of both sexes being well catered for. "Toyland"—for the young folk—is a sight to behold—hundreds of books and toys of all descriptions, mingled with bright decorations and illuminated signs tend to make a very pleasing and attractive display. That Campbell and Co. can provide any suitable present from a children's picture book to a motor car or radio set is an assertion that reflects great credit on them for a country store.



A. W. FLANDERS & CO. - This firm has specialised successfully in aluminium ware, tea sets, kitchenware. etc., and the best lines will find a prominent place in the Christmas display. "Sensible gifts," as stated by the firm, is an appropriate phrase, and will appeal to people who seek such lines at Christmas time. Society photo 0412.25 Store in Bridge Street immediately south of Eaton's Hotel.



DRESSMAKING AND MILLINERY. - The Denvir Millinery Parlour is advertising some useful gift suggestions in the nature of xylonite wear, millinery and smart frocks. Mrs. C. Page (costumiere) has not been long in the town, but already has built up a nice business. Mrs. Page is prepared to fulfil orders for holiday frocks. Cropped from Society photo 0431.1. Visit of Prince of Wales July 1920. Market Street in front of Railway Station. Mrs Denvir building north of Fish and Chip shop

DETAILS ABOUT THE SOCIETY

Objectives:

- To collect, preserve and promote the social, cultural and physical history of Muswellbrook Shire, its environs and its people for future generations.
- to promote public access to our collections and research facilities, and
- to provide information, advice and assistance to individuals, community groups, organizations and businesses.

Meetings

The Society meets on the third Tuesday of each month starting at 7.00 in the Society Room at the rear of the Muswellbrook Library. All members and visitors are welcome to attend the meeting and stay for a cuppa, biscuit & a chat after.

Premises

The Society maintains its records in a section of Muswellbrook Library. You will find us at the rear of the Library. The Research Centre is open every Saturday from 9.30am to 1.00pm. The Research Centre may be opened at other times by appointment. Bus & tour groups are most welcome.

Annual Fees

Single \$25 Double \$35 Pensioner Single \$15 Pensioner Double \$25

The Hon Secretary may be contacted via the post office box or email mei2@bigpond.com The Society also has a web presence thanks to Darrin Khan and Lionel Ahearn at <http://www.mbkhistorical.org> and a research site at <http://research.mbkhistorical.org>



THE UNIVERSAL STORES, LTD. - The management informs us that the store is now carrying an excellent range of ladies wear, mercery, boots and shoes, grocery, glassware, ironmongery, etc. Yes, the children are being catered for with a large variety of toys, while the Xmas gift department is larger than ever.

A. B. DUFFIN. - This shop is a real wonderland for the children. This year the toy section is larger than ever. In the novelty department there is much to please, and everything is suitable for Xmas gifts.

MISS VERA NOWLAND. - The Christmas season, with its increased business, has made big demand on Miss Nowland's millinery establishment. Miss Nowland is prepared to fulfil orders for millinery, etc., for the Christmas and New Year holidays.



THE CASH TRADE COY. - Mr. Bazz, the proprietor, laments the drought, but reports a good Xmas trade. His stocks are large, and shopping here will be found easy, as the gift suggestions are many, and all sure to please.

F. BUDDEN AND SON.—Mere man always likes his clothes to be well made, and to attain this desire he should avail himself of the skill among the tailoring staff at F. Budden and Son, whose reputation as high-grade tailors extends far and wide.

THE STORE FOR MEN. - Mr. D. R. Fleming in this issue asks you to let him help you solve the old problem, "what shall I give?" The store is now carrying a complete stock of hats, shirts, ties, socks, etc., and of which will please him if given as a present.

E.W. PRIEST AND MISS MORGAN. - Seasonable gifts may be purchased from E. W. Priest and Miss Morgan at reasonable prices. A great assortment of perfumes, hosiery, handkerchiefs and other suitable lines are in stock. The prices compare favourably with Sydney prices and purchasers have the advantage of a large stock to choose from. Other special features are ready made frocks, under clothing, and shoes suitable for holiday making. In addition they carry a large and assorted stock of silks, laces, and all materials suitable for mothers and daughters. An inspection is invited.



HARVEY BROS. - Muswellbrook enjoys the distinction of having the services of a firm which has given to the people a display this year beyond anything yet attempted in a country town. We refer to Messrs. Harvey Bros. Jewellers and opticians. Our representative was amazed at the extent of the display. To adequately describe the display would entail much space. Never before has Muswellbrook seen such an array of magnificent articles, arranged in such a manner that one can see at once how suitable they are for Christmas gifts. There are wonderful wristlet watches specially indented for the Christmas trade, and any lady will be more than pleased to receive one of these as a gift. Messrs. Harvey Bros are in a position to supply the whole of the Upper Hunter, and in view of the fact that their prices are invariably below those ruling in the cities there is no

necessity to send elsewhere for your requirements. This statement is not idle puff, but facts, tacked up by the enterprise of this up-to-date firm.

ALF BORDER'S - Another nice display of toys and novelties suitable for Christmas gifts, is to be seen at Alf Border's. Mr. Border is also agent for well-known musical instruments.

A. E. - JONES.—This shop in Sydney street carries a wide range of cordials, confectionery, fruit, etc.

WYLIE'S GIANT CREEK STORE. - Our friends in the country are reminded that Christmas finds Mr. Wylie's well-prepared to meet all demands, whether they be in the nature of the usual requirements, or a motor car. Mr. Wylie is agent for the Overland car.

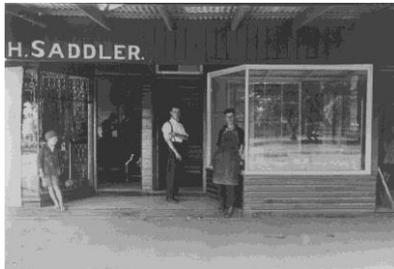
SURVEYING. - Mr. M. M. Hyndes has had a busy year in carrying out survey work in many parts of the district. Mr. Hyndes is prepared to fulfil engagements for 1924, and these will be carried out in his usual efficient manner.

DENTAL. - Since it is recognised that many diseases have their origin in decayed teeth, it is well not to delay when the teeth require attention from a dentist. Mr. A. E. Sparkes, Mr. R. A. Jonas (Denman), or Mr. M. T. McCue (Scone) can help you to overcome those annoying teeth troubles.

P. TRUSCOTT. - This year Mr. Truscott has a large stock of powders, perfumes, xylonite wear, etc., which will be in big demand by those in quest of gifts.

JACKSON STUDIOS. — What could be more fitting than a portrait of yourself or child to be sent to your friends living in other parts. Photography, as carried on by the Jackson Studios, ensures satisfaction.

CAMPION BROS. - This well-known firm has this year set out to cater for the people with the prettiest things imaginable to be found in the drapery section; while on the grocery side the housewife can rely on obtaining the choicest ingredients for the Christmas dinner. Cropped from Society photo 0431.2. Visit of Prince of Wales July 1920. Market Street in front of Railway Station.



SADDLERY. - The menfolk who contemplate driving in their sulkies on holiday jaunt are sure to find their way to Fred Smiths and E. W. Shaw's for attention to their harness, etc., which has had a year's work. Both shops are well-fitted with all those things so essential to people who use the horse as a means to enable them to travel from place to place.

BUILDERS. - Those people who want to take advantage of the holidays to have estimates prepared for new houses or repair work are advised to consult Messrs. Rixon, Hastie and Baker, D. Jordan, Jos. E. Lowe, W. B. Armitage.

HOTELS. - Muswellbrook and district possess many fine hotels, among them being the Royal Hotel (Muswellbrook), Royal Hotel (Merriwa) and Denman Hotel (Denman) Excellent accommodation is provided. "Nagle House," Muswellbrook, also offers many advantages as an accommodation house.

DEVINE BROS. - What could be more appreciated by your boy than a bicycle for a Xmas gift. See Devine Bros, if you are contemplating a purchase of this kind.

G. E. MOREY AND SON. - A busy firm these times, but their service is so thorough that no- one will be disappointed on the score of luggage being left behind. Ring this firm (phone, 44) and all luggage, or any other orders, will be promptly attended to.



THE "ICICLE;" - The term suggests something more agreeable than hot December days. Mr. Cheatle is the maker of the "Icicle" ice chest, which he regards as one of his many triumphs.

Another well-known local product in this line is the "Coolah" ice chest made by Rixon, Hastie and Baker. In your Christmas gifts to the wife try and include one of

these chests.

H. E. MEWBURN AND THOMPSON BROS. - The plumber works all the time (he's like the printer), and though holidays are looming these firms will be ready to carry out all orders entrusted to them. Their service always pleases.



MOTOR GARAGES, - All motor garages promise to be busy during the holidays, and in order to save time locating these, ring Rennie Motor and Engineering Coy. Ltd., Harold Campion, H. E. Stern beck, Hill and Bower, and W. Markham, and J. C. Wallace (Denman), and E. E. Hazell (Muswellbrook).

Persons who intend taking a motor trip to Mudgee should avail themselves of the overland service advertised in this issue by W. T. Young (Merriwa mail contractor) and F. W. Smith.

PAINTING. - Some, people will take advantage of the holiday season to have their houses re-painted. We recommend Mr. T. Baker ('phone, 88)

ANDRONICO BROS. - The Golden Gate Cafe, recently renovated and equipped with electric light and fans, is the most up-to-date building of its kind in the north. For this reason it will be realised that the cafe presenting unique opportunities to those who desire the best for their friends. Boxed chocolates, etc., Christmas cakes and hams are there in abundance.



THE BROOK CAFE. - There are some wonderful chocolates, in very pretty boxes, at Mr. Scord's Cafe. My lady will appreciate one of these boxes as a Christmas gift.

A. E. ARGENT'S. - No one need be thirsty in these hot days. Mr. Argent has installed a soda fountain, and dispenses drinks made from pure fruit juice. Mr. Argent is able to supply hams, etc., and also all kinds of smallgoods.



AUCTIONEERS. - Unlike most other business, you cannot find novelties at an auctioneers, but for service our own leading auctioneers, Messrs. Higgins, Parkinson and Coy., and Swaddling and Maynard, are in the van. Both firms are always prepared to carry out all duties entrusted to them in a manner that ensures satisfaction. The former company has recently accepted the local agency for Farmers' wireless broadcasting system.

JACK JURD. - To spend an enjoyable hour during the holidays go to J. Jurd's where there are two billiard tables. Mr. Jurd stocks all kinds of pipes, tobaccos, etc.



PRIME BEEF. - Mr. S. C. Unicombe is a busy man these days preparing for the last minute Christmas rush. He is prepared to supply primest beef. etc., at reduced prices for cash.

PURE MILK. - Nothing is so desirable in these hot days as pure milk for the children as well as adults, and recognising this fact E. E. Winder guarantees to supply one cow's milk for infants and invalids. Ring 'phone 87.

CORDIALS. - Messrs. Krantz Bros are equipped to supply that Christmas order for cordials. Their works are in Market Street, and an order left with them will receive prompt attention.

GEO. BEER. - For any work requiring the services of a mechanical engineer, you have the services of Mr. Geo. Beer, who guarantees all work and material supplied to be "the very best."

Visit to Geoff Wolfgang's Collection

On Saturday, 3 November, 2018, members of the Society met at Geoff Wolfgang's property, 'Mayland' for a BBQ lunch. We were then shown around his large shed crammed with treasures from the past. Most of the articles, big and little, are from the local district. Geoff has also been able to get many of these items working again. While he has displayed a number of his accumulated memorabilia in a purpose built shed in Denman, it is wonderful to view the many larger items housed in his shed on the property.



An early electric horseless carriage



Another mode of transport



Geoff demonstrates an early clock and an automated Tea Maker which not only boils the water but also wakes you.

While the hot weather resulted in a few apologies, those that attended enjoyed not only an informative day but also a great BBQ and afternoon tea. Our thanks to Geoff for his warm welcome and great demonstrations. Please give some serious thought as to where we might go next year.

Society Christmas Dinner

On Saturday, 1 December, 2018 members journeyed to the Segenhoe Inn at Aberdeen for a three course meal in the attached dining area. We were pleased to welcome two of our patrons, State Member for Upper Hunter, Mr Michael Johnsen and Mayor of Muswellbrook, Mr Martin Rush. After an enjoyable meal the members were invited to join in a tour of the historic inn.



An excellent venue



Mal checking his list twice



Our host takes members on a tour



Trevor checks out the bar