

Appendix 2.6: Colpin Avenue – Ideal Homes Exhibition Booklet, 1933



The Organisation of



Chief Agent
PHOENIX ASSURANCE CO. LTD.
8st 1782
TOTAL ASSETS
£34,000,000



EDGAR BARTROP
F.R.E.I. A.C.I.V.
AUCTIONEER
SWORN VALUATOR
REAL ESTATE AGENT
54 LYDIARD ST STH
BALLARAT



ROYAL
INSURANCE
COMPANY
LIMITED



MR JOHNSON
INSURANCE



MR MORAN
SALESMAN



MRS WILSON
ACCOUNTANT



MR BARTROP



MISS MELSON
CASHIER



MR BANNERMAN
SALESMAN



MISS WYNNIE
SECRETARY



MR RICHARDS
HOME BUILDING SECTION



MR WILSON
INSPECTION OFFICE



MR BARTROP MR COLE



MR BANNERMAN MR COLE



MR BANNERMAN MR COLE



MR WEBB
JUNIOR CLERK



PRINCIPAL'S ROOM



SECTION OF MAIN OFFICE

The Principal is a Fellow of the Real Estate Institute and Agents' Association of Australia and Associate of the Commonwealth Institute of Valuers.



ACCOUNTANTS' ROOM



REAL ESTATE AUCTIONEERS' OFFICE
EDGAR BARTROP
54 LYDIARD ST SOUTH



SECTION OF MAIN OFFICE



District Agency
AUSTRALIAN
METROPOLITAN
LIFE ASSOCIATION
CO LTD

SERVICE is only of value when it is purchased in absolute confidence—the Edgar Bartrop organisation reflects the experience, responsibility and integrity proven over a decade of successful practice.
Land and Income Tax Adjustments with certitude.
RENTAL DEPARTMENT. Special department with clerk solely set apart for supervising properties entrusted for management.
HOME BUILDING SERVICE. Free plans, specifications, and all relative information gladly supplied.
Rigid supervision during constructions.
FINANCIAL. Loans and investments arranged.
Office accounts subject to monthly audit by Public Accountant and Licensed Company Auditor.



Shipping Agency
P.O. LTD
EDMONS, PHILIP & CO LTD
WORLD TOUR
& TRAVEL
to all parts of the world.
Cookhouse

Ballarat Ideal Homes Exhibition

FROM the time when man gathered with his own hands the rude materials for a shelter, or gouged for himself a cave in the hillside, to the home of to-day is a long step. Just how great the stride, may be imagined the more easily when one looks back on the home of one hundred—even eighty years ago. Think of it! The dignity (?) of long passages, the prestige (?) of numberless box-like rooms, the almost complete lack of sanitation, the entire lack of real labour-saving convenience. What matter if "the womenfolk" laboured unceasingly? Her Majesty Queen Anne reigned in the front. Unfortunate "Mary Ann" was not seen at the back. We have grown wiser, though.

Ever beckoned forward by the call of progress, the designer and building craftsman has moved forward through the years, and to-day has provided the charming lady of the house with a thing of beauty and joy—the modern home. And so the writer, whose pride and pleasure it is to sponsor Ballarat's first Ideal Homes Exhibition welcomes you.

They ARE Ideal Homes. Your visit will amply satisfy you that this statement is no idle boast. In all sincerity the writer knows of no craftsmen more able to so faithfully transform the Ideal Homes visualised into the reality of Ideal Homes built. Right gladly did Messrs. Pinney and Collins, the owner builders of what has been described as Ballarat's finest and most exclusive residential development, welcome the suggestion of this our city's First Ideal Homes Exhibition. Cheerfully did they agree with the suggestion that our fine Base Hospital should benefit from the proceeds of admission. The hearty co-operation of the Hospital Board of Management, led by Mrs. Gardiner, the gracious lady President, was at once promised. The goodwill of the "Ballarat Courier," a journal ever ready to foster the interests of this our city and its fine institutions was tendered. The immediate assistance of the Civic authorities, evidenced in particular by the keen interest of the Mayor, Cr. A. J. Darling, was made available. Finally, the enthusiasm of the progressive businessmen of Ballarat, allied with the happy co-operation of the suppliers of public utilities—the Electric Supply Co. of Victoria Ltd. and the Ballarat Gas Co.—assured absolute success.

Messrs. Pinney and Collins gave careful thought to plans and design. Pains-taking scrutiny was given to the record of constructional material proven most satisfactory in domestic architecture in this our city. Mr. David S. Quayle, too—the builder of the Gas Feature Home—stinted neither time nor talent in evolving the best possible plan for his Ideal Home.

Invitations were issued by the sponsor to certain Business Houses, whose standing and reputation were beyond question, to collaborate by completely equipping each of the Ideal Homes. The business acumen and progressive policy of these the co-operators was evidenced by their ready acceptance of the invitations and further by the splendid manner in which they have fulfilled each their task. Owners, builders, sponsor worked in complete harmony and understanding. Long hours were spent in conference. Much thought was given to every detail of the project which was designed to be—and has become—the greatest collaboration of Business Houses of standing our city has known.

Carefully the builders selected craftsmen of outstanding ability each in his particular sphere, and as a piece of faultless mechanism, the organisation worked smoothly and splendidly, until to-day they stand for your inspection—Ideal Homes.



The All-Electric Home

A MASTER-PIECE OF MESSRS. PINNEY & COLLINS.

It would seem a natural thing to express the delight which every visitor has found in a home which has so filled the mind of the Ballarat public during the past month or so. Yet somehow upon inspection, eulogy seems superfluous. The Ideal Home is a fact absolute.

Right at the entrance gates one can perceive that here is more than workmanship—it is craftsmanship of the highest type. Modern iron gates, the finely proportioned brick fencing with texture bricks at base, the sweep of brick drive and pathways, promise satisfaction to follow.

Then the structure. Surely a perfect example of domestic architecture. The natural beauty of the site has been enhanced indeed. From bluestone foundations, with specially selected hard burnt bricks superimposed, then stucco finished, with an entirely new facing to Ballarat a restful coloured texture treatment—to roof, beauty of line and proportion, harmony of colour, reflect in chaste simplicity the vibrant spirit of the times. It is solid. The battering ram of time will not shake or mar its excellence.

Note the Mediterranean arches of the portico—bathed in sunlight, yet holding within their grasp the deep shadows of cool restfulness. The rich colour blend of expansive tiles upon the verandah floor please. One passes through the wide entrance doors (it will be seen later that the designer has carried the motif to successful completion in all leadlight work in doors and windows) to a reception hall where finely conceived decorative work has been executed with dignity and restraint.

Then the lounge. Almost breath-catching is the room. Spacious, yet warm with invitation to partake of happy home-life, beautiful lighting effects, wonderful fireplace and special texture brickwork, massive beam for mantel shelf, yet withal finely touched with the art of the cabinetmaker, inviting bookshelves, again the work of craftsmen. Ah! It's fine! Double doors again lead to the diningroom where like beauty of detail makes indeed an ideal room. Note here too, the unique curb and hearth. How they tone to carefully conceived design and texture of the brickwork.

Into the hallway one passes through an alcove fitted with robe cupboards and linen presses generous in proportion and finished with meticulous care.

The kitchen! Never have we seen such a place of delight. It must be seen to be appreciated. One could not adequately describe—can but chronicle—the features contained therein. An artistic blend of colour, neutral and restful it is, touched with sparkle of cut glass knob, gleaming silver, of latch and sink (of stainless steel, excellent in itself alone). Cupboards! Examine them. China, grocery, broom, utensil, tradesman's, fuel, all are there . . . quietly efficient and above criticism.

The wonders of the Ideal Home are not finished. The bathroom cannot but hold one's absolute allegiance. Again the happy choice of colour scheme—the exclusive tile—the wonderful sunken bath, with finest screen procurable, the massive pedestal basin, the alluring chromium-plated plumbing fittings—money could not buy better the world over—the cunningly-placed lighting fittings, the medicine and toilet cabinet, the well-placed windows, the towel rail (see it!), the soap rack even. They all are outstanding examples of what can be done by artists and craftsmen working in harmony.

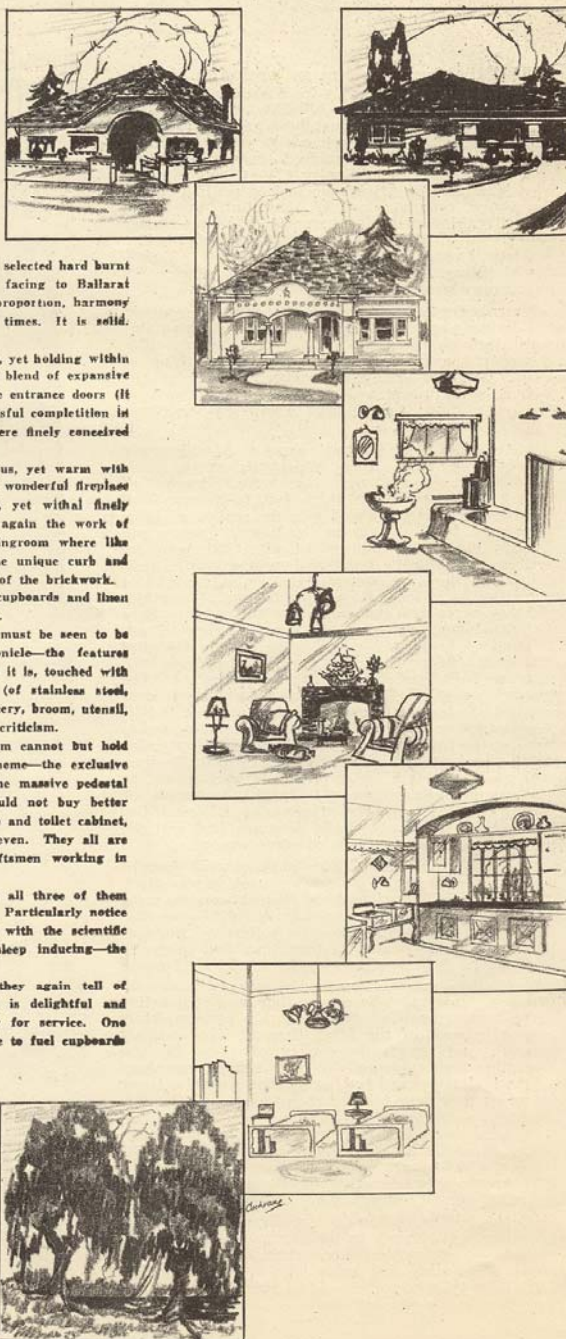
Have you seen the bedrooms? Large, lofty, airy, well-lit, they all three of them will delight you, offering as they do a new standard of excellence. Particularly notice the ceiling work. Designed not only with an eye to beauty but with the scientific data of the psychologist who knows that certain designs are sleep inducing—the work here stands supreme.

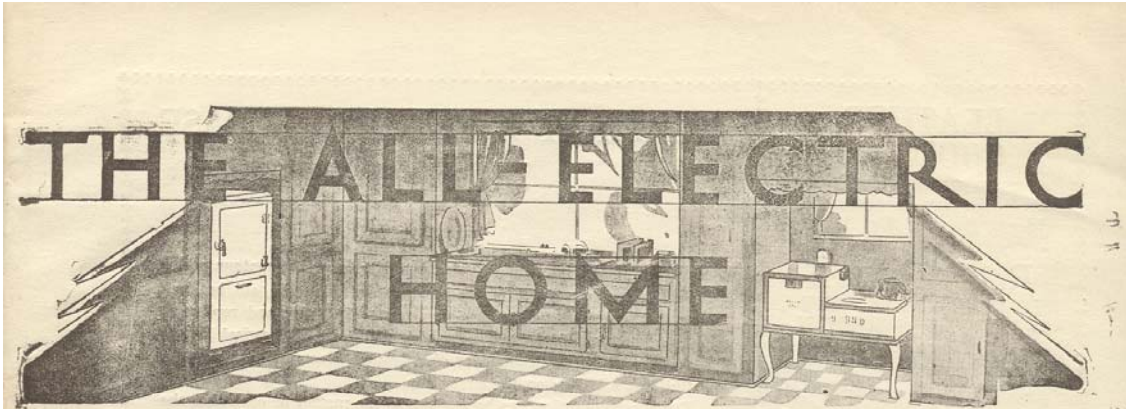
Have you seen the doors? Laminex—modern as to-morrow—they again tell of pride of workmanship. Even the laundry—that little workroom is delightful and completely equipped. Just peep at the rotary clothes line ready for service. One can but be intrigued by the two little doors, one to tradesmen, one to fuel cupboards offering yet another touch of the ideal.

And, of course, the garage! . . . and the domestic offices . . . spacious and as well constructed as the home. Suffice it that the Ideal Home is complete.

One could not but notice the gardens both front and rear. Mr. Gerrett has surpassed himself both as regards landscaping and planting. The soil is rich, plants and seeds are of the best. What a glorious display there will be within the next few months!

The Home? An Ideal Home? A thousand times YES! Happy indeed that one, whoever she or he may be, who soon will know the pride of ownership.





TRULY MODERN! Incorporating the electric labour-saving devices which are indispensable in the home of to-day.

The All-Electric Exhibition Home is undoubtedly a revelation to the people of Ballarat of the practical labour-saving features of the various forms of modern electrical appliances which are incorporated therein. Planned on the most modern lines, it is the realisation of an ideal—a home perfectly appointed and driven on oiled wheels by the magic of electricity—and yet insofar as the electrical equipment is concerned, within the reach of the average person.

Every item in the interior of the home is so perfectly blended that one is likely to miss some of the factors in this delightful entirety. This applies with particular force to the lighting installation! Note the entire absence of glare and the appropriateness of each fixture to its surroundings, and above all the perfect flexibility of the lighting. Observe that it is possible to have bright general lighting or soft subdued lighting for restful occasions, and that it is possible to get light just where it is wanted.

Imagine the pleasure of Mary when she finds attractive lights mounted on either side of the mirror to throw a rosy glow upon her face! Consider the convenience to Father of the special lights for reading in bed! These conveniences are however only two of many, as visitors to the "All-Electric" Home will well appreciate.

Another aspect of the lighting of the home is the delightful effectiveness of "decoration with light" by means of the very latest forms of ornamental lamps—many of these lamps being really novel and very beautiful.

Probably the outstanding feature, however, of the "All-Electric" Home, particularly to the women folk, is the kitchen. The design represents the very latest conception of a labour-saving

kitchen in which everything is "built in" and is the logical development of the use of electrical appliances and particularly of an electric range which results, of course, in the absence of heat, smoke and smell in the kitchen and the many practical advantages of ease of control, perfection of results, and economy in running costs, which users of electric ranges know so well. Women-folk watching the cooking demonstrations in the "All-Electric" kitchen are struck by the attractiveness of the appearance and the "easy to clean" nature of the electric range, but the economy appeals to them mostly—"goodness!" they say, when they see cakes and puddings being cooked by the heat stored in the oven after the electricity has been turned off—"that means that the pudding is actually cooked for nothing!"

Scientific investigation has shown that food kept at above 50 degrees F.—this includes ordinary winter temperatures—is being constantly attacked by tiny bacteria and mould. Now-

adays, housewives are therefore finding domestic electric refrigerators indispensable and the model in the "All-Electric" kitchen is the latest of its type. Although one exclaims "Isn't it beautiful" on entering the bathroom, there is one item of particular interest which cannot be seen. Above the ceiling is the electric hot water system, which is entirely automatic and requires no attention whatever . . . not even the turning of a switch. The system will provide scalding water for an average family for 15/- per month.

There is even interest to be found in the washhouse of the "All-Electric" Home where stands the electric clothes washer which provides sufficient turbulence to gently remove the dirt from the very fibres of the material. Fancy a week's wash for a penny and the clothes electrically wrung, too!

We commend the "All-Electric" home to you, but one last thought "Electrical appliances are economical to run and cost but little!"

Do you know the advantages of the 2-part tariff?

This tariff [tariff G] is now available to all domestic consumers

Those domestic consumers who have already transferred their account to the two-part tariff pay an average price per unit of electricity which is almost 50 per cent. lower than that paid by those consumers who pay for their electricity on the older tariffs for domestic light and power (tariffs A. and C.). It will pay you to investigate this tariff. Consult our representative at the All-Electric Home.

THE ELECTRIC SUPPLY CO. OF VICTORIA LTD.

LEATHER GOODS

of unsurpassable quality on
display at the
Ideal Homes Exhibition
supplied by

R. M. GULLAN
LEATHER MERCHANT
28 LYDIARD STREET N.
Phone 1508.

"VAUXHALL"
TWO MODELS—
Master and
Junior Six

New Graceful Lines, Spark-
ling Colors and Luxurious
Comfort, Flashing Speed,
Breathless Acceleration.

A Revelation in Quality
at
Remarkable Low Prices.

THE CAR FOR YOUR
Ideal Home
**LOVELAND &
HASLEM**

ARMSTRONG ST. STH.
Phone 514.
Sole Ballarat and District
Distributors.

BALLARAT AND DISTRICT BASE HOSPITAL

THE HOSPITAL is about to enter upon the most momentous period in its history, as it is proposed to demolish the old building facing Drummond Street, which was erected in 1856, and replace it with a two-storey brick building which will contain Surgical Wards for Male and Female Patients on the Ground Floor and a Maternity and Children's Wards on the first floor.

Every consideration has been given to the matter of obtaining the maximum of light, air and sunshine for the Children's Ward, and, with this in view, extensive Sun Balconies are provided. In connection with all the wards Intermediate beds are being provided.

The Administration and Out-Patients' Block is to have another storey, in which provision is made for the Resident Officers' and Matron's Suites, Pathological Laboratory and the Theatre Staff, together with many other necessities.

Diningrooms for the Doctors and Nursing Staffs have to be provided and sleeping quarters for the Domestic Staff.

The plans for the whole of the building programme are almost complete, and an early start is anticipated, the total cost of the new buildings being estimated at £40,000.

The Committee is undertaking a rather ambitious project, but every section is entirely necessary for Ballarat to have the requirements for proper Medical and Surgical treatment.

The Committee realises that the task of raising £40,000 over a period of 25 years is not easy, but having such confidence in the residents of Ballarat and District, know that they will rise to the occasion when called upon, as they have so generously done in the past.

Mrs. J. M. Gardiner, who is the President, is devoting her time extensively to the development of the Institution, which is now the largest and most important Hospital outside the metropolitan area.

The total cost of maintaining the whole of the services is £15,000 per annum.

Each year 2,500 in-patients and 2,000 out-patients are treated, and 1,000 operations performed.

By these figures it is easily imagined how the cost of maintenance reaches such a sum.
J.L.E.

Satisfaction

You are assured of complete satisfaction when Tunbridge's furnish your home.

Our furnishing of the Ideal All-Electric Home illustrates what can be done at a relatively reasonable outlay.

In the Big Arrade you'll find suites and individual pieces that carry the hall mark of good taste, exceptional quality and splendid value!

TUNBRIDGE'S

"Everything for the Home"

MILLINERY KNITWEAR

WE ARE

Specialists

Catering particularly for the Matron
and Outside Figures.

BOAN'S

37 BRIDGE STREET.
MISS A. WHITWORTH, Prop.



Messrs. Pinney and Collins and Staff engaged upon the construction of the All-Electric Home.

Craftsmanship and Integrity.

It can be said with perfect truth that the two factors which spell success in building are CRAFTSMANSHIP and INTEGRITY.

The business of Messrs. Pinney and Collins has been built up through the years both by the quality of their work and by keeping faith with their clients.

Many homes of distinction, sound in line and workmanship, following the best traditions of an ancient craft, have they built in the past decade. In all, nearly one hundred and fifty homes stand to their credit, and are fitting tributes of their skill and ability.

Outstanding amongst these examples are the Skipton Street homes, where, on the site of the old Christian Brothers' School, a group of homes, in line with the latest developments, delight the eye.

The Mayor of Ballarat for that year was so impressed with this development that he had the estate photographed and included in his Mayoral Report, typifying the progressive spirit of the City.

Following came the eminently successful MacLeod Estate, the historic home of the late John MacLeod, on the shores of Lake Wendouree, making way for an even larger group of fine homes, compelling the admiration of all.

GRIBBLES
PTY. LTD.

ALL GRIBBLE'S SUITS
ARE HAND-MADE.
27 Sturt Street
Telephone 139.

The latest and perhaps most picturesque interesting portion of their building programme had its beginning in the purchase a short time ago of the property known as Smith's Nursery—a fine area abutting the shores of Lake Wendouree.

Upon this site there to-day stands the Ideal Homes Exhibition with road-way, channels, footpaths made, water, gas, and electric light installed, reflecting nothing less than the highest credit not only to the owner-builders with their faith in this City of their birth, but to the civic authorities and suppliers of public utilities, who so readily co-operated to the fullest extent.

R. H. Wallis

Cert. "A" Grade Electrician
carried out all the
ELECTRICAL WIRING
and FITTING
at the
ALL ELECTRIC AND
LAKESIDE HOME.
PHONE 889
96 ALBERT STREET,
SEBASTOPOL.

NATURALLY the sponsor
of THE IDEAL HOMES
EXHIBITION chose ideal
groceries for the pantry of
the Ideal Home.

Of Course, the obvious
choice was

The Model
Grocery
404 Sturt Street
Ballarat

Help us to make your own
home ideal by using the
famous MODEL GROCERY
"BLUE" TEAS exhibited
at the marvellous All Elec-
tric Home. The price is only
2/- per lb.

**IT'S CHRISTMAS TIME
at BICKARTS**



SHOP
EARLY!

**Take Advantage
of our Lay-By System
Now!**

OUR LAY-BY SERVICE IS A
BOON IN MANY WAYS.

It is not always advantageous to shop early if
it means storing your purchases at home until
sending time. Choose any of our goods and
we will keep them aside until needed without
extra cost.



SHOP
WISELY!

THE
IDEAL HOME
HAS
GOOD BOOKS
Thousands to select from.
Choose Them at
EWINS'
BALLARAT'S BIG BOOK
STORE,
111 STURT STREET.

NO IDEAL HOME
is complete without
Gear's Wonderine
Nature's Remedy for Liver and
Kidney Complaints.

Walter C. Gear
Chemist and Kodak Dealer,
109 BRIDGE STREET.
Phone 1750.

Doblie's
Ice Cream
Supply
All Orders Promptly At-
tended to.
Phone 1064.
FACTORY—
114 CRESWICK ROAD,
BALLARAT.
Be sure to ask for Doblies!



Ballarat Agent—

WARNE A. WILSON
215 RAGLAN STREET SOUTH.

Phone 1661.

The All-Electric Home



HOUSE HUNTING

By E. J. Clarke

Ballarat is asleep. In hundreds of homes the tired workers from factory, mill or shop, are sleeping the sleep of the just—or unjust as the case may be. But on the Lakeside, near to the North Lodge Gates it is very much the reverse. There under swinging arc lamps workmen are putting the finishing touches to what to-morrow will be Ballarat's First Ideal Homes Exhibition.

It is always pleasant to see others working, especially when those same folk have kept YOUR nose to the grindstone for several weeks past. Standing watching the hurrying figures intent on their tasks, I thought of the opening, and even as I thought the street filled with people, and the band was playing . . . there was all the bustle of folk enjoying themselves, almost a carnival spirit abroad. The very atmosphere of the place was intriguing, and before I had quite got my bearings, there was Mary smiling at me—and Hey Presto!! away we went with

the throng, eager to look at all the wonderful things that the merchants of Ballarat had spread out for our delight. "The worst of an exhibition is that it takes such a long time to see round it all," said Mary stopping to admire a fat, chubby baby as he played at ease in the crèche so efficiently run by Mrs. Lacey. "It must be fun to be able to see other people off from one's own doorstep . . . instead of being shown off someone else's! When we're married I'll never go out—the other folk can come to us, which is much less bother! Mary always was lazy . . . so somewhat naturally we started with the All-Electric home . . . "where you just push buttons" and then wait for things to happen. But seriously . . . What a house! As a kid I used to like wiring up my bedroom and the old stable . . . but the complicated mass of wires necessary for the 49 points at this super home unnerved me.

(continued)

THE TEST OF TIME

is the greatest Test of all.
For seventy-six years the firm of

H. J. SYMONS
MACARTHUR STREET,
has traded on the basis of

QUALITY FIRST.

All meats and small goods are of the same uniform high grade as supplied through all these years.

ROBERT SIM
& CO.

Humffray St., Ballarat East
**TIMBER MERCHANTS,
SAW AND MOULDING
MILLS.**

We hold large stocks of all
classes of first quality Timbers,
Lime and Cement at cheapest
rates.

Phone 105.

Phone 105.

HOUSE HUNTING (Continued)

by E.J.C.

How ever R. H. Wallis, the electrician, traced them all out to their right places beats me. He made a great job of it anyway. Because she is lazy . . . Mary is systematic! It saves labour, d'you see? So we started on a systematic tour of investigation.

It was good fun, too, for everyone was looking . . . and the attendants seemed pleased to help. Tunbridge's did the furnishing throughout . . . and did it well. Their arranging of the various rooms with a soft blending of colour brought forth little shrieks of delight from the women-folk (this exhibition will give 'em something to talk about at their bun fights for weeks to come)! I was much more interested in the bathroom (the only room a man can call his own these days). Its tonal properties are excellent. I tried the first verse from Faust . . . but people are so frightfully ignorant. They will stare! Hollways made a marvellous job of the bathroom. Sunken bath, and latest shower screen, roll-top basin . . . all the gadgets necessary to make a man want to have that morning shower. The hot water service installed by Draffin, of Ever-Hot fame, appealed to me too . . . How many men REALLY like an ice-cold shower in the middle of June?

I wasn't allowed to stay long in the bathroom . . . Mary wanted to see the kitchen. Picturesque enough for anyone, I wish to goodness we had one like it at home. It was completely equipped, from the first aid cabinet on the wall supplied by Taylor and Taylor the chemists, to the Dobbles' ice cream and meat from Ballarat Meat Stores in the electric refrigerator. Ritchie's cooking demonstration was very popular. It cost nothing anyway, so why not? In the larder Hutchinson's have installed bread, cakes, and the like. Whoever stocked this place must have believed in the motto: "Feed the brute," for fresh milk and cream from Ralph Taylor's the milkman made me long to quench my thirst. Yes, milk will do me . . . I'm saving up you see! Off to the lounge went Mary, whilst I obediently brought up the rear. Who ever arranged this house had good sense. Look! reading glasses from Wastell and Cutter next to books from

Ewins' Big Book Store. A happy combination, speaking of many pleasant hours ahead. Music of no mean order was keeping the crowd quiet, and we both wondered at the absence of distortion. It appears that Warne Wilson, popular manager of 3BA has installed a famous Stromberg Carlson, so that ideal reception will be always heard in the ideal home. Into the bedrooms we trailed—Mary first, I bringing up the rear. Electrical clocks by the Electric Supply told us how the time was getting on . . . but I had to stop and admire the cut of a suit hanging in the men's tall robe—a suit with Gribble's name on the collar hand is sufficient indication of the quality! So complete was the house as to detail that Graham's had shoes installed in the wardrobe, whilst Boans, of Bridge St., had a marvellous display of women's wear; Harry Davies and Co. had carried out the furnishing of the house with a complete stock of house linen. The sight of the linen cupboard in the hall, completely filled with stock, will give many a maiden who is "boxing" a very real thrill! Anyway . . . at this juncture Mary went off for afternoon tea with a friend, leaving me with time to talk with Pinney and Collins who built the house. Needless to say, they were proud of the job . . . and told me of the firms who had assisted with the actual building. What a number are required! The Ballarat Hardware Co. supplied builders' hardware, whilst Bowen and Pomeroy received the timber order. Dunnitt carried out the intricate sewerage plumbing, which was more than difficult, and Stroudfield and Smith were entrusted with the glazing. The windows they glazed with cut glass are certainly very fine. The decorating of the rooms, a task that has been carried out faithfully and well, was left entirely to McFadyen and Taylor who gave the rooms a most artistic finish. Naturally all the bricks were supplied by Selkirk, and the roofs (ideal ones) came from Eureka Terra Cotta Tile Works. But by the time Pinney and Collins had told me all this, and showed me round so that I could see the various little bits that make all the

(continued)

Xmas is Coming!

You can buy all your gifts—suitable for young and old—and at the **LOWEST PRICES** at

THOMAS' SUPPLY STORES

15 STURT STREET.
Phone 776.

**HOT BATHS
HOT SHOWERS
HOT WATER**

For all kitchen and bathroom requirements,
Yes! Simply Turn on the Hot Water Tap of the

Everhot
ELECTRIC
Hot Water System
Installed in the Ideal Electric Home.

Reliable. 100 Per Cent. Safe.
Economical. No Labor. No Fumes.
Full information from—
ELECTRIC SUPPLY CO.,
Ballarat,

Or write direct to
DRAFFIN BROS. PTY. LTD.,
43 City Rd., South Melbourne.

W. G. FURNESS
LICENSED B.S.A.

Plumber

has been established eight years, and in that time has executed

All Classes of Plumbing Work, including Sanitary, HOT AND COLD WATER and General.

**NUNN STREET,
BALLARAT.**

F. D. FINDLEY
ART DECORATOR
10 INKERMAN STREET.

Specialising in Ecclesiastical Work.
Nazareth House and St. Joseph's Home were Decorated by us.

Period . . . Gilding . . . Graining
Signwriting

Brushwork of every description

YOUR NOTICE PLEASE!

The "Ideal" Home
must have **HARRY'S Household Drapery**

The HOUSE is not HOME until it has been stocked with **QUALITY LINENS AND MANCHESTER GOODS.**

This exhibition has gathered together the best workmanship and materials procurable in Ballarat, and it is proper that HARRY'S have contributed to the display. For more than one generation, **HARRY DAVIES & CO. PTY. LTD.** have supplied household drapery to the people of Ballarat, and their standard is higher than ever.

SEE THE FIRM'S DISPLAY IN THE ALL-ELECTRIC HOME—Study the table linen—the bedroom linen—the bathroom, and you will see the goods that have HARRY'S famous for fifty years.

If any of the articles interest you, discuss them with our representative who will be in attendance during the exhibition.

HARRY DAVIES & CO. PTY. LTD.

MANCHESTER SPECIALISTS.

This Booklet was Printed by:

Stanley L. Vale
21 Peel St., Ballarat
Phone 656
FOR PRINTING
Let Us Quote

(In conjunction with L. & B. Offset)

HARRY'S

Only Have One Standard,
and that is—"THE BEST."

If you want your Furniture
set to advantage, you must have
your Carpets, Linoleums, Rugs,
Mats, Blinds and Curtains of
the best.

HARRY'S

have featured these in the
"Gas" equipped home, and
you are invited to examine
them closely—it will be to
your advantage—for the
time will come when you
will need new furnishings,
and then you can discuss
the matter with HARRY'S.

PRICES AND SAMPLES
gladly on application.



**OSBOURNE'S PATENT
REVOLVING CLOTHES LINE.**
12 Little Bridge St., Ballarat.
PHONE 513.

Stone's
FOR
IDEAL STYLES
Featuring
THE LATEST IDEAS
In
**Frocks and
Millinery**
4 to 8 MAIN STREET,
BALLARAT EAST.

THE LAKESIDE HOME

MESSRS. PINNEY AND COLLINS CHOOSE A DELIGHTFUL SITE

What a location! Visualise the view. Every morning to awaken with a prospect so pleasing. A glorious panorama of dancing water, of distant hills, with homes nestling in the foreground. Through the wide expanse of lawn and garden, one approaches the Lakeside Home with a thrill of pleasure. The friendly smile of colour welcomes . . . built stucco over brick . . . warm blend of roofing tile . . . the broad hospitable sweep of verandah invites cheerfulness, and then the door opens! One cannot step inside without taking off one's hat even in the empty house. It is somehow home. How tasteful the decorative effects, the fine craftex finish, the air of spacious restfulness. All the rooms please. Both reception rooms with wide triple windows opening on to beautiful Wendouree reminds one of happy summer time. Then thoughts of cosy winter evenings are brought to mind by a glance at deep fireplaces framed by texture bricks reflecting the art of the maker.

Of bedrooms there are three, and each with differing treatment and careful attention to detail are individual in purpose and achievement. How pleasantly will the master room impress one's friend with the cheerful outlook—with the absolute lack of that cramped feeling engendered in some so-called modern homes.

The bathroom is a departure from the conventional indeed. Terrazzo—the art of the worker in marble and synthetic rock—concrete—is shown at its best. Splash to heart's content. Shout lustily as the water splashes down from the shower (hot or cold)—the walls will deaden the sound. Just note the fittings. Sunken bath (one need not fear slip or fall here), large pedestal basin, gas bathwater, roomy medicine chest and shaving cabinet, nickel towel rail, all adjuncts to the perfect bathroom. Casement windows give splendid light. Perfect ventilation is assured by special cowl, making an absolutely SAFE bathroom.

The kitchen, too, is modern. At once the breakfast nook compels attention. Built-in benches that slip so unobtrusively out of the way on hinged supports give comfortable seating accommodation for four adults. The morning paper, the cheery breakfast, are made certain by the ideal placing near the wide window with uninterrupted view of lakeside trees, pleasure-loving Wendouree, and the serenity of Mount Buninyong. Just a few steps away, the spotless tiles of the modern fireplace with specially enamelled one-fire stove (I.X.L.) in dainty blue, matching a gas stove of unusual beauty. Immediately at hand (no unnecessary steps) radiant white porcelain enamel sink, complete with draining board, attends the busy housewife. Turn left and face within arm's reach—insect-proof meat safe, built in, crockery, grocery, pot and pan, broom and other cupboards. Notice too the very clever arrangement of baking or ironing board which comes up at a touch ready for service. Just overhead is a Briar hot water heater ready for instant use.

The Lakeside house is a normal house in every way. Electric light, gas fuel, stove, briquette or wood fireplaces, being incorporated.

At the "back" door is a glass porch for the lover of potted plants—shelving has been unstinted. Laundry too is generously proportioned, and quite complete of course—troughs of cement colour, enamelled gas copper. There is an Osbourne patent rotary clothes line for the inevitable Monday. Garage is roomy, woodshed and offices are attached unobtrusively.

Many features of interest are noted as one makes a second inspection.

Antique shelf in reception hall and rooms, beautiful lighting shades, flush wall switches, the lighting fixtures outside as well as in, wire blinds for all windows—the perfect ventilation—the letter box incorporated in gateway, the very fine fencing of brick (see the lovely texture bricks) and jarrah, the massive gates which swing shut with the click of precision.





Ballarat the City Beautiful

"CANVAS TOWN" in the roaring 'fifties, to-day the second city in Victoria and the largest inland city in the Commonwealth . . . such has been the phenomenal success of Ballarat.

Although the district was not established as a municipality until 1855 it was proclaimed a city in September, 1870.

Its lovely Lake Wendouree and Botanic Gardens, its famous statuary, and its miles of wide clean streets, shaded by avenues of trees and made colorful by flowering garden-beds, are to-day an enduring testimony to the foresight of its original surveyors and to the ambition and civic sense of its pioneer residents.

Much could be written of this our Golden City—the city of statues, suffice it that below some interesting facts are placed on record for your information:

POPULATION: Over 43,000. More than one million and a quarter people live within 100 miles of Ballarat—316 factories are busy supplying the merchandise used by these folk.

AREA OF CITY: 8,241 acres, of which parks and gardens cover 1,419 acres—17 per cent. of the city area—truly a garden city. There are 164 miles of well-made streets, over 80 per cent. of which are tree-planted.

SCHOLASTIC: Ballarat has thirty public schools, colleges, high and higher elementary, technical and art schools—with a total enrolment of 8,200.

CLIMATE: 1,416 feet above sea level. Temperature is exceptionally mild in winter and summer with few extremes of heat and cold. Mean average temperature yearly, 51.2 degrees. Annual rainfall, 27.89 inches.

RECREATIONAL: Ten public sports grounds, 94 tennis courts, 3 golf courses, 9 bowling greens, 5 croquet lawns, 3 swimming basins, together with Lake swimming, 4 theatres, 8 public houses for concerts and dancing.

LIGHTING AND HEATING: Electricity and gas provided by efficient corporations supply these utilities at low rates—Electric Supply Co. of Victoria Ltd. and Ballarat Gas Co.

COST OF LIVING: Materially less than that of the capital cities.

CHURCHES: Ballarat has 40 churches—every denomination being represented.

WATER SUPPLY: Total storage capacity 2,215 million gallons, sufficient to serve existing population for a period of two years without winter rainfall in quality, the water is the purest in Australia. Charges are lower than in any other provincial city in the State!

SEWERAGE: A modern system of sewerage disposal has been installed, and is rapidly being made available to every part of the City.

CAPITAL VALUE: 7,756,120. Annual Value, 337,806.

RATES: City, 2/9 in the pound. Water 1/6; Sewerage 1/10.

Enough has been written to show that Ballarat is an ideal city, and an ideal setting for these—the ideal homes. Set in a city of gardens, on the shores of a delightful lake, dwellers in Colpin Avenue will be entitled to congratulate themselves on the wisdom of their choice.

Furnished by Pears Furniture Pty. Ltd.



To say that your home was furnished by Pears Furniture Pty. Ltd. definitely conveys one outstanding fact—that you have made your selection from a store whose ideas on the subject of Home Decoration are fresh, vital and entirely original.

Check up on this claim by visiting the Exhibition to see the beautifully appointed Ideal Home completely furnished by Pears Furniture Pty. Ltd.

Visit the IDEAL HOMES EXHIBITION and see the Modern Home charmingly furnished by

Pears Furniture Pty. Ltd.
Foremost in Quality

GORDON'S BUILDINGS, ARMSTRONG STREET, BALLARAT.

McFadyen and Taylor

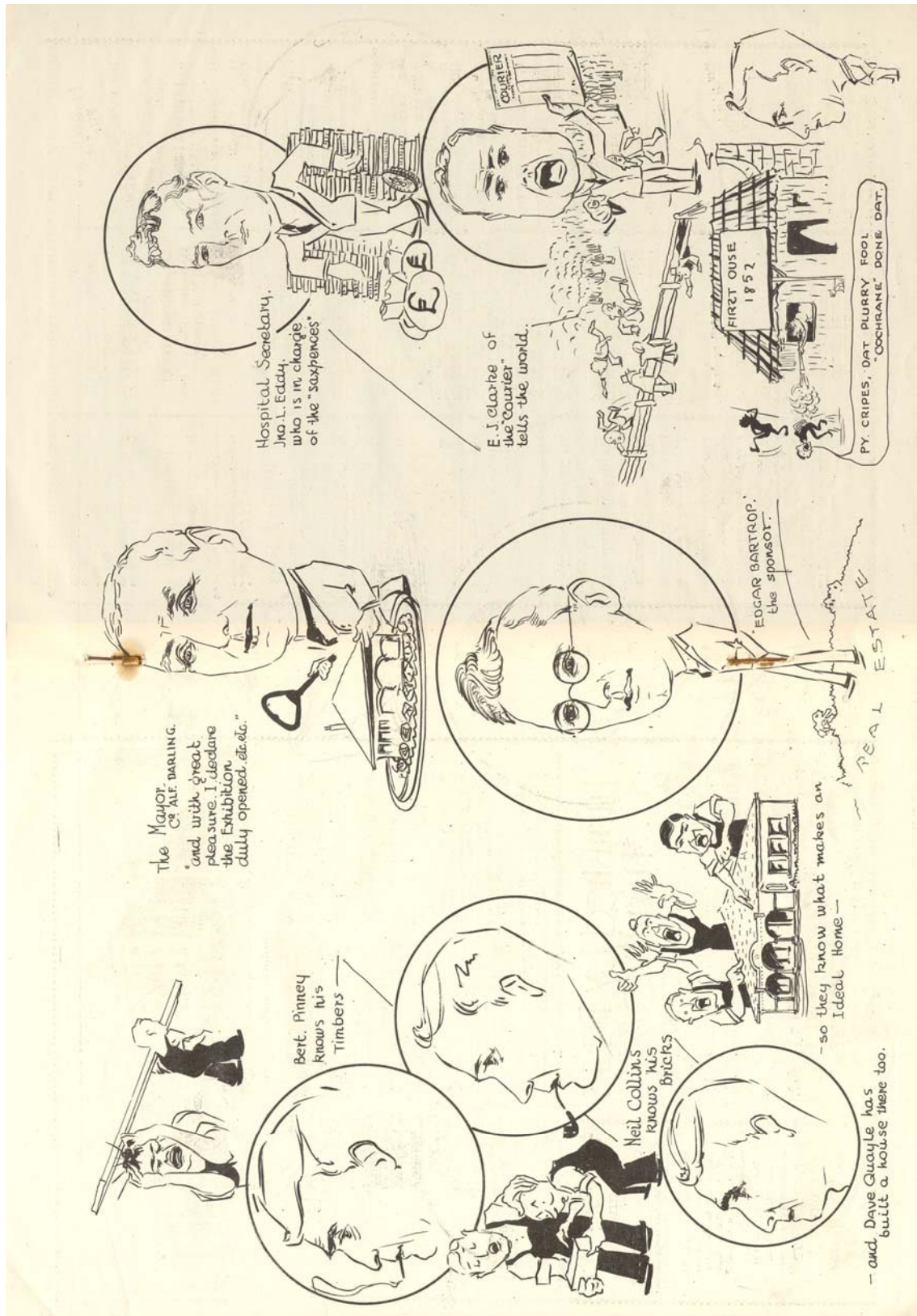
Is the firm who have carried out the artistic finish of the Colpin Avenue Homes.

"Majora" Paint, the paint with the high gloss finish and long life, was used for the exterior woodwork, and "Majora" Water Paint for much of the interior woodwork.

Consult us for all kinds of Decorative Work. Lowest Prices but Finest Workmanship.

PAINTERS AND DECORATORS,

32 Armstrong Street North Ballarat.



Hutchinson's
Pty. Ltd.,

THE HOME OF
GOOD BREAD,

also makers of Highest
Quality Small Goods.

317 LYDIARD STREET N.
Phone 1134.

FOR YOUR LAWN
THE SIRDAR MOWER

with all working parts in duplicate so
that worn parts can be replaced in a
few minutes.

FOR THE HOME THE L.X.L. STOVE.
It stands alone, 5,706 being in use in
Ballarat.

SOLE AGENT—
ANDREW CANT
24 ARMSTRONG STREET.
TAPS AND HOPE FOR YOUR
GARDEN.

G. GAY & CO.
TIMBER AND IRON
MERCHANTS.

For new building materials,
doors, windows, galvanised iron,
etc.

Tanks, Blacksmiths' Iron, Pipes
and Fittings.
Lime and Cement.

14 ARMSTRONG ST. STH.

SECURITY!

**ROYAL
INSURANCE
Company
Limited**

CHIEF AGENT: EDGAR BARTROP,
Real Estate Auctioneer,
54 LYDIARD STREET SOUTH.
Phone 41.

For . . .
**HIGH-CLASS SANITARY
PLUMBING and
DOMESTIC HEATING,
Consult
DUNNETT**

Estimates given for all classes of Gen-
eral Plumbing and Sewerage contract-
ing in all parts of the State.
All work guaranteed and free service
for 12 months.

Licensed Bendigo and Ballarat Sewer-
age Authority.
Dip. Univ. Coll. Reading, England.
Dip. Draftsmanship Bennet Coll., Shef-
field, England.

See the
SMART MEN'S WEAR
featured in the wardrobes of the
Lakeside home by
MARK & PHILP
PTY. LTD.
58 BRIDGE STREET,
The Smartest Tailors and Men's
Wear Specialists.

House Hunting continued

Difference between a well built and a
shoddy built home, Mary had finished
her tea and gossip at the Y.M.C.A.
marquee and was impatiently waiting
to continue our tour of inspection. Be-
ing more than I want! But before we
had left the grounds a salesman from
Loveland & Haslem suggested that we
should see the new Vauxhall. We
didn't buy one, not because we didn't
want to, but as I said before . . .
we're saving up, and prams are more in
our line just at the moment. It seemed
as if all the world and his wife were
at the Exhibition . . . as we passed
down the street to the Lakeside Home
we seemed to see everyone we knew.
. . . Mary is developing into a gossip.
Must talk to her severely about this
particularly annoying feminine trait.

Until you have seen the Lakeside Home
you have yet to realise just how at-
tractive a house can be. Set amidst
delightful gardens, planned and plant-
ed by Gerritt, the house looks
out over the Lake to War-
renheip. The business houses who have
assisted to furnish this, the second Pin-
ney and Collins home, have done their
job well. The hall was attractive be-
fore any furniture went in, but now
that Pears Pty. Ltd. have furnished
the house, and laid attractive carpets
and now that a charming grandfather
clock (from Bickarts Modern Jewellery
House) confronts you as you enter, the
hallway is indeed delightful. The Bal-
larat Hardware Co. have installed a
Genalex wireless, truly a fine toned in-
strument. It set the tempo for our in-
spection, and gleefully we looked
around. The lounge, with its huge fire-
place, set off with tapestry bricks by
Selkirk, is made doubly appealing by
the attractive electric lamp shades, sup-
plied by Haymes; the diningroom with
its solid furniture was set as for a
meal. China and crystal from Bick-
arts, bread from Wilkie's, meat from
Symons the butchers, of Macarthur
Street; sauces, jams, condiments, and
the like from the Model Grocery help-
ed to make the picture presented truly
enjoyable. I would like to dine regular-
ly at the Lakeside home, for here again
it would be possible to do oneself well!
Once again we visited an ideal bath-
room. Terrazzo work by E. A. Coulson
made it particularly attractive, and the
continued

Every HOME needs a
CHEMIST.
The Ideal chemist for the
Ideal home is
TAYLOR & TAYLOR
Note the pharmaceutical necessities
supplied by T. & T. when inspecting
the All Electric Home.
Pharmaceutical Chemist and
Photographic Dealer.
70 BRIDGE STREET
105 STURT STREET
310 STURT STREET
Phone 489 Phone 489

The telephone service in
the Ideal Homes illustrates
the modern telephone facili-
ties which can be provided
by the Postmaster-General's
Department at a reasonable
cost.
For details apply to the
Postmaster, Ballarat,
Or
District Telephone Officer,
Ararat.

THE BREAD we display at the Exhi-
bition is not specially made. Just our
usual Quality. Ring 890 and give it a
trial.

A. Wilkie & Sons
BAKERS AND
PASTRYCOKS.
ONLY TWO SHOPS—
626 Sturt Street,
AND CORNER
Lydiard and Macarthur Sts.
If you haven't tried our cakes
and small goods, there's a treat
in store for you!

ALL the Electric Shades in
the Lakeside Home
were supplied by
T. J. HAYMES
OF BRIDGE STREET
Manufacturers of Haymes' Pure Lead
Paints and Distributors of
Wallpapers, Paints, Glass,
Etc.
ADDRESS—
57 Bridge Street, Ballarat.
PHONE 620.

The NEAREST GROCER,
The BEST GROCER—
HARRY T. LINGHAM
CORNER
Burnbank & Cardigan Sts.
Ballarat.
PHONE 808 PHONE 808
Only the best brands of goods kept in
Stock at City Prices.

The TERRAZZO Work
At the Lakeside Home was carried out
in its entirety by
MR. E. LEPPARD,
well-known expert in this class of
work on behalf of the firm of
A. E. COULSON
EYRE ST., BALLARAT
(near Drummond St.)
"SEE US FOR QUOTES."

The Lakeside Home



HOUSE HUNTING Continued

by E.J.C.

builders' hardware supplied by Chandlers, which is naturally of first quality, helped to set the bathroom off to the fullest advantage.

From there to the kitchen is but a step, and the layout of this—the women's workroom—caused Mary to sigh ecstatically. Apparently, when we buy, we must have the kitchen from one home, the hall from another, the verandah from somewhere else . . . because each house appeals to her in some particular way. Personally the entrance to this house is in my opinion its most attractive feature. In the kitchen we had to stop and inspect everything. First of all the gas stove held her attention, then the L.X.L. stove with its gay enamel inside and out. Kitchen utensils in shining array, from Eyres Bros., were carefully inspected. There were some cute ideas amongst them which intrigued Mary intensely. Gosh the chemist has supplied a fear-

some first aid set here, at which some of the Boy Scouts were looking with envious eyes when we were there! It certainly was completely equipped. The bedrooms have been furnished by Pears with discerning taste, whilst the decorations, by T. D. Findlay, are of high quality and of great appeal.

In the bedroom hung a leather coat from Gullan's. Now that's a thing I've always wanted. Smart, comfortable, and quite inexpensive. I really must get one—but, oh! I forgot—we're saving up! Mark and Philp have their suits in the gent's wardrobe in this house—oh! for a lot of money—lots of it! There are so many things one could buy. Did you see that smart Mark and Philp suit with the faintest suspicion of a stripe? That would suit me down to the ground. Mary spent half-an-hour here looking at the exhibit from Stone's—women DO waste a lot of time on clothes; don't they?—

(continued)

PHOENIX

ASSURANCE CO. LTD. OF LONDON.

Established 1872.

TRANSACTS—

FIRE, MARINE, ACCIDENT.

Motor Car, Burglary, Householders' Comprehensive, Plate Glass, Workers' Compensation, and all other classes of Insurance.

EDGAR BARTROP,
54 Lydiard Street South,
Chief Agent Ballarat and District.
PHONE 41.

All the wise

PEOPLE

of this City

will, after a visit to the Ideal Homes,
be shopping at the

Ballarat Meat Stores

The home of good meats and the famous B.M.S. Sausages.

These Ideal Stores are at

23 Armstrong Street,

Block Arcade Skipton St.

THAT IDEAL GARDEN OF YOURS NEEDS IDEAL TOOLS!

Parched earth needs watering.
Ragged Lawns need mowing.

CHOOSE

Dunlop Perdriau Hose and
The Clyde Lawn Mower.

if you want the best results.

Stocked by

John Hollway

& SONS

41 Armstrong Street Nth.
PHONE 88.

HOLLAND

The Ideal Bicycle for any home.

ROADSTER MODELS
from £7/10/-.

RACING MODELS
from £12/10/-.

Easy Terms. 10/- deposit.

123 STURT STREET,
BALLARAT. Phone 496

Mammoth in range and volume

made throughout by

THE BRITISH GENERAL ELECTRIC COMPANY.

Dapper in Size and Price

GENALEX

Dapper 5

Slender 5

ALL ELECTRIC 5-VALVE SUPER- HETERODYNE.

See and Hear

AT THE LAKESIDE HOUSE, COLPIN AVENUE.

Agents


Ballarat Hardware Co.

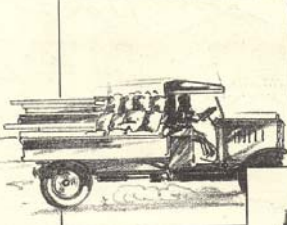
424 Sturt St. - Phones 55 & 26 - 14 Armstrong St.

GEORGE FARMER LIMITED

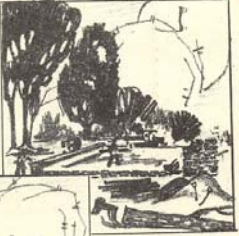
Sugar Cane Brand Hams and Bacon

*Building
for the
"Comorrows"*





THE



IDEAL

Rarely can a real estate man take up his pen to write of the construction of a group of houses with such satisfaction as does the writer, whose pleasure it is to tell of the workmanship in Colpin Avenue.

It is said that men shall be known by their works—conversely it could be said that "through their works ye shall know men"—for no matter how large and impersonal a task may be there comes to be stamped upon it indelibly, unmistakably something of the personality of those who perform it.—The men who "made" Colpin Avenue know what stability stands for. Not in any way a "specification"—one cannot but note certain features of the building of the Ideal Homes.

No building is more enduring than its

FOUNDATIONS: Right down to the clay, concrete to coarse stone—then hard burnt brick set in cement mortar, the familiar phrase—"solid as a rock"—applies. To correct the tendency of a floor to lift—and to ensure utter rigidity, a feature special to the Ideal Homes is a red gum block "spiked" and set in concrete below every room centre.

VENTILATION: How important! Special care was taken to BE CERTAIN that a free draught of air circulates in all seasons—dry rot or other bugbears of faulty ventilation cannot be known in Colpin Avenue.

DAMP COURSES: Not only usual damp course in brick work to foundations, but bed-plates carrying joists rest on asphalt damp course. Then above the hollow walls are tied and reinforced right to roof height, mild steel bars are used throughout for reinforcing. Particular care has been taken to guard against lodgement in the cavity walls of mortar or other contact-producing agents which might conceivably set up capillary movement which causes often the unfortunate "damp spot" as seen in certain brick constructions. Dampness is impossible in the Ideal Homes.

THE ROOF work is a special feature—framing showing just a forest of timber. Stress and strain have been calculated to a nicety—never a sag here.

THE TIMBER: The scientist has brought the result of test tube and analysis to the aid of the builder of fine homes to-day—kiln-dried hardwoods (with moisture content most desirable to Ballarat specifically known), beautiful in texture and finish and most suitable for homes of their native land, have been used throughout. Seen and unseen they are of the best. For certain cases where most suitable oregon from the picked forest giants—white pine carefully selected and softwoods chosen with care—literally the builders through collaborating firms have been enabled to obtain the best of timber that the world can offer.

WASHABLE WALLS: Messrs. Pinney and Collins have perfected a process of wall finish which it is possible to wash with cold or warm water. The walls of kitchen, bathroom, and even textured walls, such as those of the reception and entrance halls of both all-electric and lakeside homes can readily thus be washed. An exclusive feature worth much to the fortunate owner.

Now read again the description of the Ideal Homes!


LOOK
AT THE
LOVELY WINDOWS
IN THE
IDEAL HOMES!

Stanfield and Smith
Decorators, Glaziers, Paint
Merchants, etc.


Of 327 STURT STREET,
were responsible for the charming effect
obtained.

Why not have YOUR windows modern-
ised?


It's inexpensive—ring 98 for particulars




HOMES!



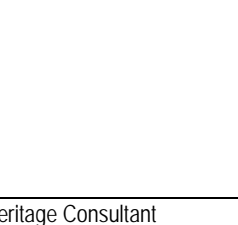
GAS



BUILT



FROM



TO

FURNITUR
WARSHOU

BALLARAT

ELECTRIC
APPLIANCES

DECORATE

START

FINISH

THE GAS-FEATURE HOME

Those who champion the use of timber for the building of a home—and there are many whose allegiance to the wooden house is unshaken—will spend a delightful time in viewing the home of which its builder, Mr. David S. Quayle, is so justly proud.

Bold in treatment with sweeping roof lines giving promise of spacious rooms, one is impressed at once with its air of dignity. Heightened is this impression when one at the outset enters the fine open verandah. In another country this sun porch would be called an outside room, for it is in truth much larger than the average room . . . and yet the sense of privacy is in no wise lost, for to the left is a cosy nook—an "extra" verandah sheltering behind a balustrade where one can imagine a lounge chair, a book, and a quietly observant hour.

Entering the house proper one is immediately pleased by the panelled walls rich in toning and reminiscent of old England. Into the lounge—a fine large room—at once the influence of the modern school is apparent in the robust treatment of the brick fireplace. Here the man of brick and his lieutenant, the tuck-pointer, have excelled themselves. A modern gas fire will hold your keen interest. Liberal window provision—a triple fronted and two smaller windows flanking the mantel shelf (itself a confidence inspiring thing of strength and beauty) carries evidence of careful design for the modern touch is here apparent too—a counterpart to the treatment of double doors which grace the entrance to hallway lounge and then lead through to living room. This too is a large and cheerful room with panelled walls, antique shelf and massive fireplace which is the focal point in the room. In both reception rooms the wonderful art-plaster ceilings compel admiration.

Through a servery one has a glimpse of the kitchen—but let us hurry into the room. It impels instant admiration. Gleaming hospital-like finish in white (all washable), one whole wall is taken up by a series of cupboards. How spacious—how easy of access. A touch of a finger and the doors slide back, revealing well-placed shelves and a handy cellarette (not poky either). Next we must admire the porcelain sink with the double draining board conveniently set back into the wall. How delightful to be able to turn the tap (and they are all dripless nickel-plated taps—things of beauty and proven worth) and instantly obtain boiling water. The Briar hot water heater fitted just above provides for hot water day or night.

Turn right about now. Gas stove, specially selected by the manager of the Gas Company as being the best possible for the Gas-Feature Home, reveals the rapid strides made in domestic heating arrangements. To cook in such pleasant surroundings is surely no drudgery. In a few moments with a few motions the parts can be removed and (it is enamelled inside and out) quickly and thoroughly cleansed. A perfect match the I.X.L. stove adjacent is enamelled with like pleasing result. Note here too the extra flange to top. Tiles surrounding the whole fireplace—some hundreds of them—gleam white and clear.

Worthy of more than passing note is the central hallway. Here in the cool of the house provision has been made for a lounge and its attendant pleasure in summer months. Here, too, the fine large linen press and hall robe.

Now into the bathroom. A cheerful little room with white walls reflecting the nature of the whole house. The popular sunken bath—the pedestal basin—splendid in design and build, the flashing bath heater—a safety—fitted with hot and cold showers, the mirrored shaving cabinet—the splash-proof tile base used. Examine them all again. The inspection will repay you.

Bedrooms. Yes, they are in keeping. Again the same care on the part of the builder, that nothing should be out of keeping. The meticulous planning that makes the ideal home.

Stand on the verandah for a moment, and admire the glory of the garden that was and the garden that is to be! A mass of shrubs, flowering and evergreen banked at the eastern boundary, at hand, the lawn peeping through and the seedlings showing sturdy growth. (Patent clothes lines, of course, garage, fuel shed, concrete paths, why—it's an Ideal Home—so of course they're there!)

A
NEW
DEPARTURE
by the firm of

SELKIRK

PTY. LTD.

After many years of painstaking experiment, James Selkirk, Esq., has evolved the perfect smooth faced Pressed Texture Bricks combining artistry and economy.

Messrs. Pinney and Collins and Mr. D. Quayle specify these bricks in all homes built by them because

They are the Best

SEE them in all the
IDEAL HOMES
or ring Ballarat 1371 and
get full particulars.

James Selkirk

Pty. Ltd.

BALLARAT NORTH
BRICK WORKS,

Howitt Street . . Ballarat

Wendouree Butter Factory
1109 STURT STREET,
BALLARAT.

EGGS

CREAM
BUTTER

Always on hand. Support
Local Industry. Our guar-
antee of freshness and of
quality applies to every-
thing we sell!!

WASTELL & CUTTER

VICTOR H. WASTELL, F.V.O.A.
GEOFFREY B. CUTTER, F.V.O.A.

OPTOMETRISTS
and OPTICIANS.

SIGHT TESTING ROOMS:
46 STURT STREET,
BALLARAT
(Next Savings Bank)



A Triumph of Realism!

To listen to the Fisk Radiola is to be amazed at its life-like reproduction. It is a veritable revelation in realism—it almost appears as if the artist were present in the room.

SEE IT and HEAR IT at the Lakeside Home. Chandler's Radio Experts of standing, consider it the IDEAL SET FOR THE IDEAL HOME. A demonstration in your own home arranged with pleasure at no cost to yourself. Have a chat about it with our demonstrator.

CHANDLER'S HARDWARE STORES

GAS! The Modern Fuel . . .

More than ordinary interest attaches to the Gas Feature Home, erected by Mr. David S. Quayle, for there is displayed to the fullest advantage some of the many marvels of the modern Fuel—Gas.

It is not so long ago that Gas lighting was the only one available, and as such proved of inestimable benefit to mankind. Who cannot remember the gas lighting of earlier years? when the soft rays of the gas light made reading or working at night a pleasure? Then electricity "came in" and for a while there were pessimists who declared the day of gas lighting was doomed. They pointed out that electricity was more convenient, cheaper to install, and the like . . . but events have proved them wrong.

Gas lighting is by no means doomed, and is in fact coming back into favour, for in quite a number of cases recently homes equipped with other forms of lighting have swung back to Gas—chiefly because it is more economical—many hours of light can be had for a trifling sum—but also because it is such a wondrous soft light that places no strain upon the eyes, and allows for maximum comfort once night has fallen.

The modern lighting equipment at the Gas Company's Showroom in Sturt St. has called forth many favourable comments, as has also the new system employed at the Block Arcade, Ballarat's biggest indoor shopping area. Here all the lighting is by the new style of gas lamp, which gives a clear, unlickering light which under no conditions imposes a strain upon the user.

It is, however, as a fuel that Gas finds its chief usefulness. Not only because it is cheap, but because it is clean, convenient, and reliable. There is nothing to go wrong with a gas stove, or a gas heater—once it has been installed it is there for life, ready on the instant and never out of order.

The Modern Bathroom at the Gas Feature Home, and at the Lakeside Home is fitted with gas water heaters, which give efficient service day or night, winter or summer at a trifling cost. There is however a tendency to stick to the bath heater instead of swinging over to the complete gas hot-water service. Certainly the latter is slightly more expensive to install, but once the initial outlay has been paid for—as must be done, whatever type of

service you decide on—its running cost is negligible. The name "Briar" which is the service to which we here refer, has for many years been the unconquered king of water heaters. Thoroughly insulated against changes of climate, once the water has reached boiling point, the gas flame automatically dies down to a flicker—then when water is drawn off, the heater springs into renewed activity and quickly heats the water once again to boiling point.

With this service the housewife has boiling water at her command day and night, for whatever job has to be done—from washing up to washing the week's supply of dirty linen, or supplying hot bath after hot bath. The convenience of this service must be made actual use of before it can be really appreciated, but no housewife, or man for that matter who likes his shaving water "piping hot" at a moment's notice, can but fail to realise something of the benefits such a service would convey upon a household otherwise dependent upon the slow method of heating kettles of water.

A "Briar" hot water service has been installed in the Gas Feature Home, and can be seen in the kitchen. This however is but a small model intended primarily for kitchen use. It is nevertheless a really efficient servant, never failing the busy housewife. A heater of the same kind, but in the full household size, may be inspected at the Gas Co. Showrooms in Sturt Street, where a modern kitchen and a modern bathroom have been specially fitted up to give an adequate idea of this the greatest of modern fuels.

When in the washhouse of this wonderful home you will find artistic coppers in a variety of colours. These too are of immense service. Every woman has

at some time or other had to put up with a smoky "copper" that wouldn't burn properly, or which needed wood, just when her hands were in the water rinsing out "undies." At those times every woman has longed for a copper that will not require attention. That has simply to have a match applied—and it will do the rest. The Ideal Copper of her dreams is at long last available, and once you have used one we are sure you will never willingly go back to the dirt and discomfort of the old method.

Christmas Day is generally hot—but still, we like to keep up the age-old tradition of a hot dinner on this day of days. That is all very well for the man of the house, but what of the woman if she has to bend over a hot wood stove all morning, baking those delicacies which will soon disappear down ravenous throats? She finds no pleasure in Christmas Day—rather the reverse. But if her kitchen is equipped with a modern gas stove, the position is different, especially if the stove is equipped with an automatic heat control device. All that it is necessary for her to do is light the gas, set the heat control at the required temperature, and the stove does the rest. There is no stoking with woods, and worrying about "flat spots" and whether the sponge will rise. If the cooking is left to gas—the sponge or joint will be perfect!

There are many more wonderful labor saving devices that gas is responsible for, chief among them being the boon of the gas heater, which replaces the fire in bedrooms or chill hall or passage. Simple, cheap, and easy to install, these gas radiators bring sunshine into the home where they are used. You will see them in most modern doctors' waiting rooms. Why? Because they are health-giving, clean, and more important still, reliable.

E.J.C.

GAS is Modern, Economical and Always Dependable.

THERE is no waste heat where Gas is used. The heat is there, but in the right place. You enjoy the convenience of simple clean cooking, and thanks to the Gas Water Heater you have ready to hand a constant supply of Hot Water.

SEE OUR MODEL KITCHEN AND BATH ROOM.

The Ballarat Gas Company

31-33 STURT STREET BALLARAT

Quality Furniture

Entirely built by

BATCH'S

When visiting the Exhibition see the Gas Feature House furnished by BATCH'S—your local Furniture Factory.

Factory and Showroom:

213 Armstrong Street Sth.,
BALLARAT.

**EYRE
BROTHERS**
**Hardware
Merchants**
See our Display of
BUILDERS' HARDWARE
LOCKS
HINGES
HANDLES
CATCHES
ALL HOUSEHOLD
HARDWARE.
PLUMBERS' FITTINGS
BATHS
BASINS
SINKS
TROUGHES
KITCHEN UTENSILS
ALUMINIUM
ENAMEL
AND ALL COOKING
UTENSILS and
APPLIANCES.

For the IDEAL in
MEN'S WEAR
Inspect the Men's Wear Display in the
GAS-FEATURE HOME
by
Reed & Williams
OF
"The Smart Man's Shop,"
102 Sturt Street. Phone 853

HUTTONS
THE JEWELLERS
AND GIFT SPECIALISTS
Display choice and rare goods which
will be appreciated by visitors at the
Ideal Homes Exhibition.
H. F. HUTTON & CO.,
STURT STREET,
BALLARAT.
PHONES—
BUSINESS 447 PRIVATE 530

J. R. JOPLING
ELECTRICAL CONT-
RATOR. ELECTRIC
LIGHT AND MOTORS
INSTALLED. ELECT-
RICAL REPAIRS A
SPECIALITY
139 CRESWICK RD.
PHONE 507

All Meats and Small Goods on display in the Gas Home
Are being supplied by

HEINZ BROS. PTY. LTD.
WHOLESALE AND FAMILY BUTCHERS,
MANUFACTURERS OF BALLARAT EPICURE SMALL GOODS.
Proprietors of
BALLARAT REFRIGERATING AND ICE WORKS, CURTIS ST.
PHONES: 45 Bridge Street (two lines) 25 and 1639; 63 Main Rd. 25;
1006 Sturt Street 848; 212 Skipton Street 373.
Central Branch: Corner Doveton and Sturt St. Phone 1235.

House Hunting by E.J.C.

although this lot was attractive.
A feature of the home here is the
quality of the woodwork supplied by
Sims. I was just starting to tell Mary
about the strains wood would stand—
when she saw the new Terraplane,
from Batt and Lyons outside, and per-
force I had to go and inspect this car
too. Looks to me as if I'll have to
get a car sooner or later . . . perhaps
it would be more economical? No! On
second thoughts—a bike will do me!
Holland's have a splendid exhibit here
in the garage. It's a pity "bicycles
made for two" are no longer the vogue.
It's funny how fashions change! If I
were just a wee bit younger . . . or a
little more daring the lovely B.S.A.
motor bike, with its shiny chromium
plating, and powerful engine would at-
tract me: Austin Spiers, of Sturt St.,
installed this machine. I had a motor
bike once, Gee! I used to have some fun
on it too!

I thought that the Ballarat Hardware
Co. had installed a patent sort of aerial
for their wireless set in the garden—
but it turns out to be a patent clothes
line by Osbourne—a revolving arrange-
ments that looks the goods to me. It's
a wonder everyone doesn't have one, as
M—, says it's a really essential fit-
ting.

But the Gas-Feature House is still
awaiting our inspection—so off we must
go. As we entered the gracious hall
that makes such a charming feature of
the house, Mary uttered the one word,
"Ripping!" I couldn't blame her en-
thusiasm, for the hall does look fine.
W. R. Phillips, who carried out the
plaster sheet work, has obviated all
strappings, and the result is excellent.
Thick luxurious carpets and neatly-
patterned linos make the hall distinc-
tive. Harry Davies furnished all floor
coverings for this house—the must cer-
tainly carry a large stock! Mary wanted
to sit down in the lounge and lie
down in the bedroom—she always was
lazy . . . although the furniture sup-
plied by Batch does look inviting. Reed
and Williams have a splendid rig-out
in the bedroom. Very similar to my
new suit . . . same pattern almost.
Passing through the lounge, we had
to stop at the wireless set. Chandlers
have certainly installed a beauty, and
there's no doubt about it—radio is no

continues

**R. GRAHAM
& SONS**
**VICTORIA'S PIONEER
BOOT BUILDERS.**
Makers of
"RELIANCE" Brand Boots
and Shoes.
Established 1853.
208 Dana Street, Ballarat.
Graham's RELIANCE Brand Shoes—
New Shoes that give old shoe comfort.

THE ROOF!
Ideal for every home when
supplied by the

**Eureka Terra Cotta
and
Tile Co.**
of Australia Ltd.

Also
PAVING TILES
OF
BALLARAT CLAY.
For full particulars and
PRICE LISTS
Ring Ballarat 645.

Charlesworth St.,
Ballarat East

ROY WALLER
**CARTAGE
CONTRACTOR**
(Asphalting and Concreting
done),
110 Talbot Street
RING 630
**FOR PROMPT AND
EFFICIENT SERVICE**

By Special Appointment
To His Excellency Lord Brassey, K.C.B.

W. E. Longhurst
& Sons Pty. Ltd.
Bread Manufacturers and
Flour Merchants,
**MAIR AND YUILLE STS.,
BALLARAT.**
PHONE 306

Hollways

Tell the secret of
Brighter Kitchens
and
Better Bathrooms

At the All Electric Home

"Designed by artists,
created by craftsmen."

**John Hollway
& Sons**

40 Armstrong Street North
Phone 89.

PLANT NOW!

TYRRELL'S
MODERN DAHLIAS for
MODERN HOMES.

TYRRELL'S
PLANT FARM,
MELBOURNE ROAD,
Ballarat East. Phone 112

David S. Quayle

Built the Gas Feature Home
at

The Exhibition

See it, admire the sound-
ness of construction, the
originality of ideas to make
the house truly a home.

If you are
THINKING OF BUILDING
consult

David S. Quayle

BALLARAT.

IF IT'S QUAYLE BUILT—
IT'S WELL BUILT.

The Gas Feature Home



COLPIN AVENUE IN THE LIGHT OF MODERN TOWN PLANNING

Time was when the subdivision of an area into building allotments meant only the ruler and pencil. The "Subdivider" felt that he had "succeeded" only when he had "cut up" the area at his disposal into the greatest possible number of saleable "blocks."

To-day the Town Planner with his eye on the future considers with meticulous care the effect that his work will have 50, 100, or more years hence.

There has always been a housing problem—it has been said—since men first made houses. At least since the growth of the town, and in particular from the time when the great industrial era came there has been the problem of the home SITE. It is not our intention here to discuss the causes which brought about the necessity for town planning, but rather to glance very briefly at the effect so happily seen in this our city, and in particular in beautiful Colpin Avenue of broad-visioned town planning. To the town planner of prime consideration are healthful location and open spaces.

Ballarat is indeed a city of gardens. Of the total area of our city no less than 17 per cent. is devoted to parks and gardens.

Colpin Avenue stands at the very gateway of the wonderful Botanical Gardens, with park and recreation reserves adjacent. The minimum area provided under By-laws for the erecting of a house is 5,000 square feet. In Colpin Avenue the average allotment is 7,500 square feet.

Good Roads and Effective Transportation: Ballarat has 164 miles of well-made roads, effective tram and bus service.

Colpin Avenue is a made street with footpaths, entrances and modern channels made, within reasonable distance of the centre of the city. The tram is at the door, bus and railway station within a stone's throw. The highest authorities in the world of town planning urge that zoned residential areas should not be too close to commercial or industrial areas. Canberra and Yabburn are outstanding examples of the desirability of wise zoning.

DRAINAGE AND SANITATION: Ballarat is a particularly healthful city. Our civic authorities have provided an adequate system of drainage and sewage disposal (see page 11, Ballarat). Colpin Avenue is perfectly drained—a fall of 9 feet being available in its length of 550 feet from Gregory Street to Wendouree Parade.

THE FACILITIES AND AMENITIES AFFORDED BY THE SITE: Ballarat has every facility that the modern city demands.

In Colpin Avenue electric light, telephone, gas and water are available. The sewerage mains of the Ballarat Sewerage Authority are rapidly approaching in Wendouree Parade.

Churches, schools, recreational facilities are within easy access—the locality map on the rear cover will prove conclusively the inherent advantages of the location.

That Colpin Avenue conforms to the ideal of the Town Planner is evidenced in the description given by an eminent Town Planning Authority who said on inspection Ballarat's finest and most exclusive residential area.

LOOK!

At the gardens at the
EXHIBITION

G. E. GERRETT

The Gardener, designed and
planted them. All seedlings
used were grown at the
Nursery—

512 LIGAR STREET

Phone 1468.

What you need in your Ideal Home is

IDEAL MILK

Our Guarantee:

"To-day's Milk to-day, not yesterday's
milk to-morrow."

Do not be misled—a trial
will convince.

Note the address:

Al. E. Coultter
FOREST STREET,
Wendouree

PHONE 1753.

PHONE 1753.



It Paid the Pioneers . . .

The good things of life are hard to get. Adventure, romance or wealth seldom come to those timid souls who stay in their own backyard. People who set places are people who go places. One hundred years ago verdant Victoria was won by people from "back home," to whom distance was no barrier.

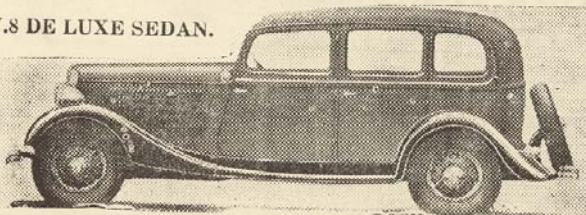
While the stay-at-homes were travelling the same old rut, the families of spirit were carving their fortune out of the rich uncharted plains, where the aborigine and the kangaroo roamed.

It is now 81 years since the first house was built in Ballarat. On a site near the corner of Lydiard and Dana Streets, where now stands the offices of Edgar Bartrop, David Clarke, and R. Maddern and Sons, Mr. David Meeks in 1852 built his home. Not what we would call an ideal home to-day perhaps, but the forerunner of many fine homes, which have reached their culmination in the Ideal Homes seen to-day. It is recorded that Mr. Meeks paid £50 to a man for splitting the slabs of which the walls were built. The roof of course was of bark. Between Mr. Meeks' home and what is now Armstrong Street was occupied by an encampment of blacks. To give at least some idea of what houses were like in those far-off days, the Ballarat Scout Association, through the offices of Mr. E. J. Clarke, the District Scouter, who supplied all the materials necessary, have erected a bark "house" in Colpin Avenue. It serves a dual role to-day—tells how our grandfathers lived in the distant yesterday—and serves as a field office for the sponsor, at an exhibition of homes of to-day. A comparison will prove interesting!

There are no more new lands from which to wrest riches—it will cost more than £50 for the walls of an ideal home—but it is still possible to carve out your own little niche, and we suggest that in the old bark house on the development you should discuss plans for the latest brick or wood house with the sponsor.

THE IDEAL CAR

V.8 DE LUXE SEDAN.



BY FORD

Full particulars at Exhibition or from

SAM ELLIS & SONS, Authorised Ford Dealers.
Corner Sturt and Lyons Streets.

Phone 51.

For Those Who are Fussy about Food!

As careful housewives can testify
RITCHIE'S High Quality and Keen
Prices enable them to effect daily
economies in their grocery wants.
Our Special Display in the Ideal Home
will be of great interest to you.

DON'T MISS IT!

Ritchies

BRIDGE STREET,

And Corner

Mair and Armstrong Sts.

No Home is Ideal unless a Life Policy
finds a place therein.
That Great Life Office, the Australian

Metropolitan Life

ASSURANCE CO. LTD.
with funds aggregating over
£1,000,000, issues policies covering—
Life, Endowment, Accident, and
Sickness, Probate, etc.
District Inspector:
O.D. MARTIN GLEESON.
Superintendent,
I.D. W. R. T. COLE.
Edgar Bartrop, District Agency,
54 Lydiard Street South,
Ballarat. Phone 41.

IDEAL CEILINGS FOR IDEAL HOMES!

FIBROUS PLASTER CEILINGS

Supplied and erected by

W. R. PHILLIPS
MODELLERS
and
DESIGNERS

Head Office:
288 Queen St., Melbourne.

LOCAL INQUIRIES TO
P.O. BOX 53, BALLARAT.

YOUR Motorcycle must have
 Super Strength—
 Super Comfort—
 Super Economy—
 Then you must select
B.S.A. engineers know their job. They have built the world's best Motorcycle for 30 years.
Austin Spiers
 District B.S.A. Dealer,
 1100 Sturt Street.

THE IDEAL CAR
- - TERRAPLANE - -
 will be on view at
 THE IDEAL HOMES
 EXHIBITION.
 Be our guest for a demonstration.


BATT & LYONS
 19 ARMSTRONG ST. STH.

NO HOME IDEAL without
F. Ralph Taylors
 Delicious Cooked Meats and Dairy Produce.
 Having sold the Bridge Street Shop, we now have only one Address:
332 Sturt Street
 Phone 1180.

And now . . .
 having seen the three Ideal Homes, what of YOUR Ideal Home?
 Let's have a chat about it—entirely without obligation of any kind whatsoever we'll send you plans, specifications, and all relative information. We will gladly tell you all about the money part; show you samples of the actual materials used in building the Ideal Homes. You will be interested to see sectional cuts of the different types of material and to have a comparative statement of the durability and suitability of the very many classes of building material available.
Then . . .
 Your own rough sketch (after going through plans we'll provide for your guidance) will allow us to give you the cost TO THE LAST PENNY before you need decide to proceed.
 Clip the coupon now and post or hand in to the office.

BOWEN & POMEROY PTY. LTD.
Timber Merchants
 Timber suppliers for Messrs. Pinney & Collins, and Mr. D. Quayle for the
 IDEAL HOMES EXHIBITION
 Exhibitors by request of the Victorian Government, at the
 INTERNATIONAL EXHIBITION, WEMBLEY, LONDON, 1924.
Macaulay Rd.
Nth. Melbourne

Cut Here



Cut Here

Edgar Bartrop, Esq.,
 Ballarat.
 Dear Sir,

I am interested in the building of an Ideal Home. Without any obligation whatsoever, please forward me suggested plans and designs of a home to cost approximately £..... I would pay cash on completion.
 Own land situated at.....; value £.....
 I could pay as a deposit £.....

Yours faithfully,
 _____/_____/33.

House Hunting—

By E.J.C.

longer a luxury but a necessity. Jopling has carried out the task of putting electric fittings throughout the house, and Mary wants the one in the bedroom. Oh well! Christmas comes but once a year, and if it's not that it'll be something else. The beautiful panelling of the diningroom strongly appeals to me. G. Gay, the timber merchant, supplied the wood for the whole house—this panelling in the interior certainly does him credit. An important point people often overlook is the builders' furnishings. Personally, I am rather keen on attractive door knobs, and locks that really lock. Eyres Bros. supplied all builders' hardware for this home. The flowers throughout the house come from Tyrrell's nursery, and add just that touch to a home that is essential, and they look just right! The bronzeware, a conspicuous feature throughout the rooms, comes from Thomas' Supply Stores, whilst the stationery which graces the lounge was printed and supplied by Vale, the quality printers. Throughout the Exhibition the telephone authorities have featured their telephones, which they rightly claim to be essential in a modern home. Have you noticed that the receiver will unplug like a lamp, and can be inserted in another plug in the bedroom, or where-

ever you require it? The bathroom in the Gas-Feature House has a splendid gas heater, called the Cash. The reason for the name is obscure, for it is certainly economical enough to run. The plumbing by Furness is of a splendid standard. Had to learn how to make a joint at school, so guess I know something about it. From the bathroom we went to the kitchen . . . and in this the main room of the house, according to Mary, we spent a delightful half-hour examining everything. First the spotless enamel gas stove (could just imagine a large roast from Heins Bros. cooking away merrily inside it). What a Sunday dinner! The cupboards in this kitchen have sliding doors; inside Lingham, the grocer, has made a fine display, and naturally Mary wanted to pry. The whole thing looked most tempting. (Mary stole a biscuit out of the tin, but don't suppose Mr. Lingham saw her!) Coulter, the milkman, has installed fresh milk and cream. The Wenthoures Butter Co. have an exhibit of butter that is simply crying to be spread thickly on scrunchy toast made from bread supplied by Longhurst . . . and served for breakfast with bacon from Farmers! That's one thing about the ideal homes. They look after the inner man, the only trouble being that

the various good are on exhibition, and not for poor hungry visitors! On our way outside had a chat with Mr. Quayle the builder, and congratulated him on the home he had built. Mentioned the question of insurance to him, but found that the Phoenix Assurance Company and the Royal Assurance Co. were covering the exhibition against fire and theft, and the Metropolitan? Well, no home is ideal unless the man of the house is covered against sudden risks, is it? Finally, the garden of this, the third of the ideal homes, received our scrutiny. The gardener has certainly improved the ground from when I last saw it during the actual building. In the garage stands the ideal cheap-priced car—the Ford, and my good friend, Sam Ellis, was as usual eager to point out its many advantages.

But, even as I talked to him, the crowd had vanished, and once again I was back watching the men hurrying beneath the arc lights putting the final touches to the show for the opening to-morrow. Poor Mary, I am sorry she did not actually see the Exhibition to-night, as I have seen it—although perhaps on Monday? Well—I'll ring her and see.

*The Illustrations in this Booklet
are a sample of Offset Printing*



*Phone
1886*

**THE MOST MODERN &
UP-TO-DATE PRINTING
OF TODAY**

LET US QUOTE ON YOUR
NEXT ORDER OF LETTER-
HEADS, CHEQUE FORMS
CIRCULARS POSTERS ETC

WE WILL GLADLY
SUBMIT DESIGNS AND
QUOTATIONS WHICH
PLACE YOU UNDER
NO OBLIGATION.

**L & B OFFSET &
PRINTING CO**
11 CRENSHAW ST BALLARAT

