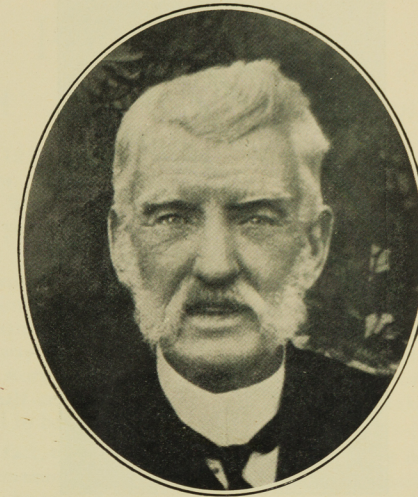


**PROGRESS** *Sells*



**JOHNSTON'S JUBILEE**

1885



1935

*The Founder of Johnston's Ltd.,*  
THE LATE MR. ALFRED JOHNSTON,  
Born in Muswellbrook July 31, 1847, died at West Maitland  
November 11, 1925.

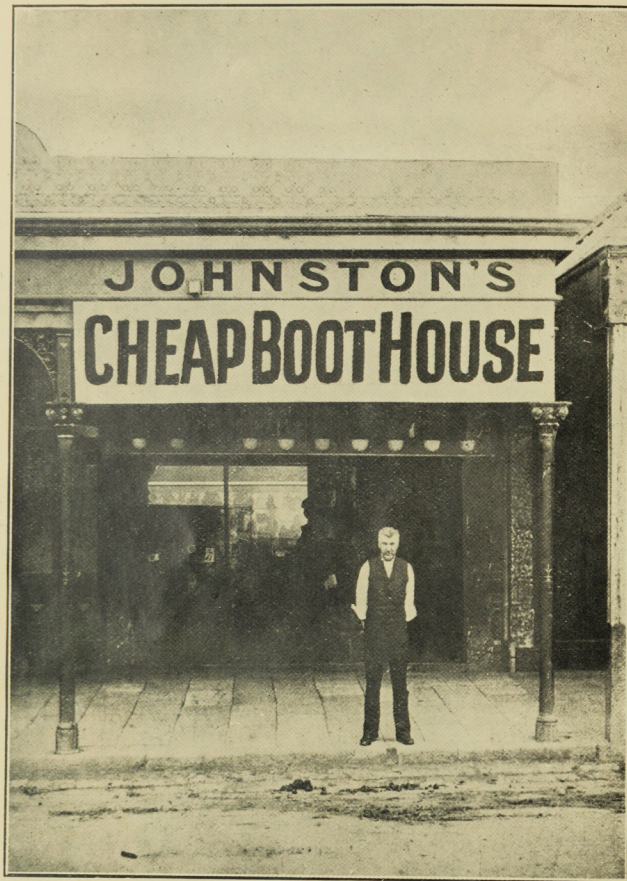
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*Foreword*

In presenting this short history of Maitland during the past 50 years the firm of Johnston's Ltd., which celebrates its Golden Jubilee on August 28, 1935, looks back over the years with some pride in the achievement of its founder and his successors. It is a happy coincidence that this year marks also the Jubilee of His Majesty, King George V., and that in November Maitland will celebrate with fitting ceremony the Centenary of its founding as a municipality.

The Directors of Johnston's Ltd., in issuing this little book, which they believe is the first authentic record of its kind yet published, wish to thank their many clients, to serve whom it has been their pleasure and pride, and look forward to the future with confidence in a continuance of that patronage.

WILL. C. JOHNSTON,  
MANAGING DIRECTOR.



JOHNSTON'S IN 1885.

#### EARLY MAITLAND.

In order to review properly the progress of the past 50 years, we must first obtain a proper perspective. It is necessary for us to build up a mental picture of Maitland as it then existed and to have some idea of the national affairs of the time. Harking back a few years before 1885, we find that in 1880 the notorious Kelly gang of bushrangers was captured; in 1882 came the discovery of Mount Morgan, the Kimberley gold rush, and our own Australian Henry Kendall died. In this year also, by way of comparison, electric light was first installed in the offices of *The Sydney Morning Herald*! By the end of 1883, silver had been discovered at Broken Hill, and 1885—the year which principally concerns us—was marked by the departure of the New South Wales contingent for the Soudan. Federation of the Australian States was yet unborn.

Similarly, in Maitland, these were eventful years. In August, 1880, Bishop J. B. Pearson arrived and was installed in the Newcastle diocese; in November, floating baths were opened in West Maitland, and there is still a number of old residents who can well remember this enterprise. In the same year, Messrs. J. Fullford and J. N. Brunker were elected to parliament for West and East Maitland respectively, the latter retaining his seat for 24 years.

1881 was principally notable for the visit to Maitland in March of the Duke of Manchester. In August, Australian football was first played in Maitland; in October, a Philharmonic Society had its first concert and the new West Maitland Post Office was opened.

The first chase with hounds was held in July near Maitland and shortly afterwards a Northern Hunt Club was formed. It has a modern counterpart in the district again this year. The West Maitland Rowing Club and the Maitland Ocean Fishing Club were formed; £5000 was granted for a public recreation ground, which led eventually to the conversion of a racecourse into the present fine Park; and, finally, the town had its first experience of electric light, the plant belonging to a visiting circus.

Of major interest in the 1882 news was the formation of a Methodist circuit in East Maitland, under the Rev. J. S. Austin, the first Friday half-holiday in the town after a long agitation, and the election to Parliament of Mr. H. E. Cohen. Passing on to 1883, it is found that the Salvation Army was established in West Maitland, a new public school was opened at East Maitland, the Post Office was given a clock, a branch of the Australian Joint Stock Bank was opened in West Maitland, and the first Sisters of St. Joseph arrived here and established a convent at Lochinvar. The establishment of



JOHNSTON'S IN 1893.



JOHNSTON'S IN 1920.

the Roman Catholic Church in Maitland, of course, was effected many years earlier, Dean J. T. Lynch being the first priest at a tiny church situated in Plaistowe Street, Horse Shoe Bend, and opened in 1838. The Cathedral was opened in 1846.

Both the Maitland Boys' and Girls' High Schools, the oldest in rural New South Wales, were opened in January of 1884, which year also saw the establishment of the Salvation Army cause in East Maitland, the opening and dedicating of West Maitland Park, and the foundations set of two important public institutions of the district. They were St. Peter's Church of England, at East Maitland, and the Benevolent Home in West Maitland.

#### SMALL BEGINNINGS.

It was in March, 1885, that the late Alfred Johnston, who was then living in Sydney, decided to seek a suitable country town in which to open a retail boot business on his own account, and he fortunately chose West Maitland, which town at that time presented a favourable outlook to a man of his industry and business acumen.

In August of that year premises were secured by him at Paskins' Arcade, occupying the position now held by Mr. A. W. Fitness. Mr. Johnston, ably assisted by his wife, left no stone unturned to build his business connection, and it was not long before the need of larger premises became evident.

It is appropriate here to refer to words written by Mr. Thomas Pryor in the *Maitland Mercury* in 1893. Mr. Pryor arrived in Maitland in 1838, and, as a contemporary of the times he wrote: "From the year 1882 to 1885 the progress of West Maitland was steady and continuous in the departments of building and commerce. New buildings of all descriptions were erected, and the vacant allotments of land in High Street were few and far between at the end of that period. Tradesmen, such as blacksmiths, wheelwrights, coachbuilders, bootmakers, tailors, cabinetmakers, etc., had constant employment. One coachbuilding establishment, we think, had twenty employees, and many of the other trades had a goodly number of employees in constant work."

Again, in a descriptive and historical sketch of West Maitland, published in August, 1892, the *Mercury* itself said: "The town has improved wonderfully of late and buildings of fine proportions and handsome appearance dot the plain where Molly Morgan and old Joe Hunt once held high revel."

But this new-found prosperity was not confined to Maitland alone. The year following the foundation of Johnston's footwear business in West Maitland, the late Professor Sir Edgeworth David, who died only on August 28, 1934, made a geological survey of the South Maitland coalfields, which revealed the really vast extent of the coal measures. As far as Professor David is concerned it is stated that his monograph on the Maitland field established his reputation as a geologist of the first rank.

#### FINDING OF COAL.

Because the discovery of coal in the Maitland district added to the prosperity of the town and considerably helped the neighbouring agricultural resources to put Maitland on the map, its development may well come within the scope of this short review. Professor David located an outcrop of the coal at Abermain and established its presence from Maitland to Cessnock.

Following the prospecting of a small syndicate in 1888, when payable deposits were found in promising quantities, 250 acres of land less than three miles from Maitland were secured early in 1889, and shortly afterwards the East Greta Coalmining Company Ltd. was formed. Mr. O. K. Young was chairman of directors of this company, which was the first to operate on the Maitland field.

By the end of 1893 railway connection was established between the colliery and Newcastle at East Greta Junction. Following the subsequent opening of Stanford Merthyr and Pelaw Main collieries, Kurri Kurri and other settlements adjacent to Maitland were established early in the new century and the railway system steadily grew.

A company, styled South Maitland Railways Limited was formed in 1918. The operations of this company have proved important to Maitland, in that West Maitland is essentially the junction of this branch service with the Government lines.

## THE FERTILE FARMS.

Having touched so far on the town's allied wealth of coal-winning with the richness of its soil, we may glance again into the municipal precincts of Maitland. Except to remark that the fertility of its farmlands is without parallel in the country, the quality of Maitland's primary products and dairying potentialities are too well known to need advertisement here. Extensive damage has been done at times by the flooding of the Hunter River, but the district has always quickly recovered its stability and has, on the other hand, benefited from periodic flooding from the redistribution of loam and the revival of healthy pastures.

Among Maitland's buildings in 1886, there were two important developments. First, in February the present Benevolent Home was opened in Regent Street, West Maitland, and in September following, Bishop Pearson, of Newcastle, opened the new, fine church of St. Peter's, in East Maitland. In April of the following year the first permanent water main was laid in High Street, West Maitland, and a regular supply was thereafter available. Fear of fire and an unsatisfactory water service probably accelerated this move. In 1888, on a site previously occupied by the Justice Hotel, the Mayor of West Maitland set the foundation stone of the West Maitland Town Hall, and a new branch of the Commercial Bank was opened opposite the old-established firm of Capper's Ltd. at a cost of £24,000.

Two other items of more than passing interest occurred in 1888. Commissioner McKenzie ("Fighting Mac"), at present controller of the Salvation Army's eastern division of Australia, served as a lieutenant in the West Maitland corps under Captain R. Williams; and in August the captain of the visiting English Rugby Union footballers, Robert L. Seddon, was drowned in the Hunter River at West Maitland.

The year 1889 must be dear to the hearts of many "old boys" of the Maitland Boys' High School, for in August of that year the late Robert John ("Boss") Hinder was appointed to the school and he remained there for more than a quarter of a century. His memory is cherished by many old "High" boys.

## BIG SALEYARDS.

The increasing importance of the Maitland district as a stock centre, and realisation in the adaptability of the north to stock breeding and fattening, was borne out at this time when the West Maitland Municipal Council purchased the Campbell's Hill stock saleyards for nearly £6500. Later expansion and improvement has to-day put them on a plane with the great Homebush centre, and extensive business is carried on there every week. As an example, official figures show that during 1934 an increase of nearly 8000 stock changed hands, compared with 1933. Totalling 208,949 head, the total sold in each section was as follows: Store cattle, 14,898; fat cattle, 48,530; sheep, 93,576; horses, 3514; milch cows, 3354; calves, 20,026; and pigs, 25,051.

The year 1890 was of historical importance to Johnston's, for it was then that the founder, impelled by the need for larger premises, moved the whole

of his stock to premises in the Bank Arcade, now occupied by Mr. P. McNerney. This facilitated the display of his goods, and the business expanded accordingly until 1893, a year that spelled disaster in the shape of the most serious flood ever experienced in the district. Returning from a short trip to Sydney, Mr. Johnston anticipated finding his stock ruined, but was agreeably surprised to discover that he had escaped almost free of loss. The inundation, however, determined him upon removing his business from flood reach as soon as possible.

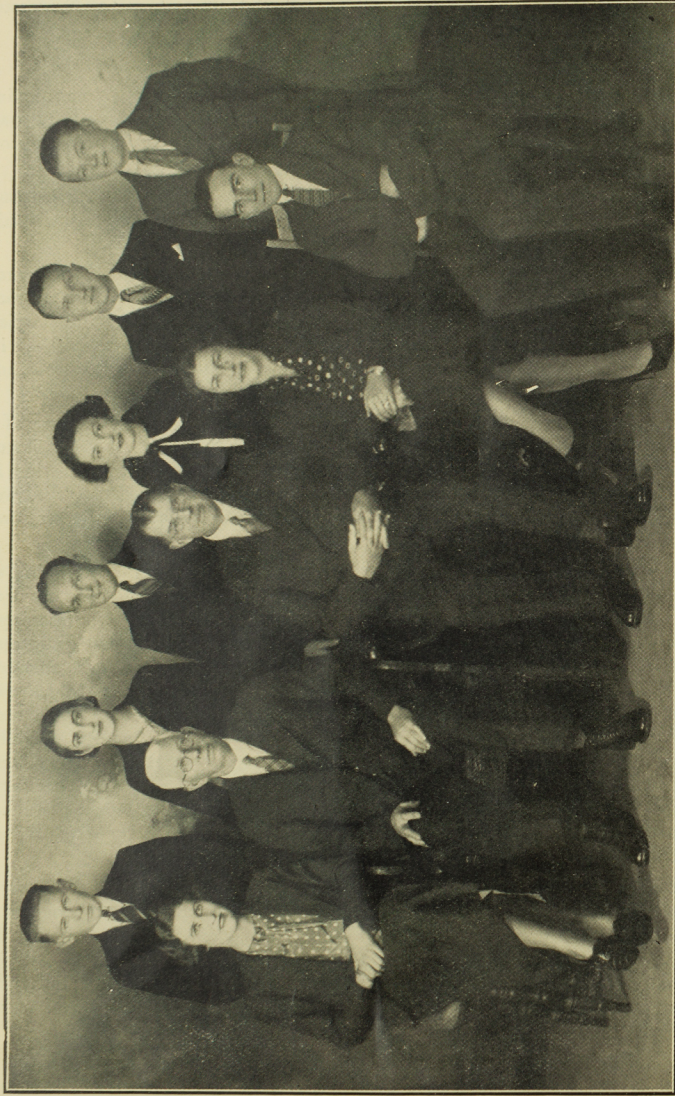
Meanwhile, in civic affairs Maitland's progress was still rapid and encouraging. The Town Hall in West Maitland was opened in February, 1890, and in the following August memorial stones of the West Maitland Salvation Army barracks in Elgin Street were set. Lord Jersey visited the town in April of 1891, and this year was also notable for the erection beginning of a new boys' high school. It is interesting to note, too, that the Hunter River New Steam Navigation Company and the Newcastle Steamship Company Ltd. were amalgamated this year, operating from the beginning of 1892 as the Newcastle and Hunter River Steamship Company Ltd. In September of 1891 there died in Brisbane the Rev. E. Griffith. This man was an early pastor of the West Maitland Congregational Church and was also father of Sir Samuel Griffith.

In 1892, incidentally, the year of the discovery of the Coolgardie goldfield in West Australia, the population of Maitland was only 7310. To-day, that of West Maitland is 8190 and of East Maitland 3551. In July of 1892 the Minister for Education (Mr. F. B. Suttor) opened the present Maitland Boys' High School, at East Maitland, and in the same month West Maitland experienced its lowest officially recorded temperature of 25 degrees. The Hunter District Water Supply and Sewerage Board was incorporated this year. Maitland's first daily newspaper appeared in the early 'nineties, the erstwhile tri-weekly *Mercury* embarking on this great venture. The move was not regretted, and the paper (established in January, 1843) is now well on the way to its centenary.

Among the news items of 1893 were the erection of the present brick convent of St. Joseph at Lochinvar and the purchase of the site of the present Technical College. Classes were commenced but the new building was not erected until 1912.

The controlling body for organised cricket matches in Maitland, the Hunter River District Cricket Association, has the mature wisdom of many years behind it, and it is not surprising to find that the association which carries on the sport so admirably in this district, is one of the oldest in the State. In fact, its first competition was begun in 1894—a year also to be remembered for the first four-day Maitland Show. During 1895 and 1896 the West Maitland Court House was erected and opened. Lord Hampden paid the town a visit during April of the latter year.

The district's more notable activities during 1897 are hardly the subject for the pen of the discriminating reviewer, but they are interesting nevertheless. In May of that year the last execution took place in Maitland Gaol, and during the same 12 months—believe it or not!—boundaries of the Maitland sewerage district were proclaimed. It is fitting indeed that the year of



G. Buxton, Miss McIntyre, K. Smith, Miss Hartigan, A. A. Gibbs, Alan Johnston, Miss Gregory, H. A. Johnston (Director), Will. C. Johnston (Managing Director), Miss Dilley, L. V. McGlenn.

new unit opened last year at a cost of over £30,000, besides a section of the original building erected during the late 'forties! Sportsmen of the district will remember 1903 for another reason, for it was in the Melbourne Cup race of that November that the Maitland-bred horse of Mr. J. Mayo, Lord Cardigan, won that coveted classic.

In August, 1904, telephonic communication was established between West Maitland and Weston, which alone is striking indication of the development of the coal industry in the South Maitland area.

### A HEAT WAVE.

On the second day of 1905 Maitland was in the grip of a heat wave and the highest official temperature to that date in Maitland, 115 degrees, was registered. This was equalled in February of 1906, however. In March, 1905, the Premier (Mr. J. H. Carruthers) opened the new wing of the Maitland Hospital, which was erected at a cost of £10,600.

Archdeacon Lovick Tyrrell, for 32 years a rector of St. Peter's Church, East Maitland, died in June and in December following the Anglican diocese suffered another loss in the death of Bishop H. Stanton, who had controlled the Newcastle diocese since 1889. Another valuable organisation in the life of Maitland, the District Chamber of Commerce, was established in this year. In July, 1907, may be noted the turning of the first sod by the Minister for Works (Mr. C. A. Lee) of the Maitland tramway. This service was opened in February, 1909. The Melbourne Cup in 1908 was won again by a Maitland-bred horse, this time Mr. Mayo's Lord Nolan. In the same year the consecration of St. Peter's Church, East Maitland, by the Rt. Rev. Dr. Stretch, Bishop of Newcastle, took place. The mid-north district, with Maitland as its centre, this year first staged an exhibit at the Sydney Royal Show, securing third prize.

Inevitable in an industrial centre, Newcastle and Maitland in 1909 were plunged into the midst of a great coal strike, the "Peter Bowling" strike as it was dubbed, which crippled the industry for a period. In March of this year the death occurred in the New Hebrides of Mr. John Fraser, founder of the Maitland Boys' High School; and in July following the first Bishop of Maitland (Most Rev. Dr. James Murray), who held that exalted office for 44 years, died. He was succeeded by Bishop P. V. Dwyer, D.D., the first Australian-born bishop in the Roman Catholic Church.

The year 1909 also marks the introduction of the first permanent moving picture programmes in Maitland, these being regularly shown in the old Adelphi Theatre, and later also in the popular Arcadia.

### NORTH COAST RAILWAY.

Two events of prominence stand out in Maitland's history of 1911. First, in August the prospects of the Maitland district and further north along the coast were sufficiently promising as to bring about the opening of the West Maitland to Dungog section of the North Coast railway; and, secondly, the death took place in September of Mr. John Gillies, who ably represented Maitland in the Legislative Assembly for over 20 years, dating from June, 1891. He was succeeded by Lieutenant-Colonel C. E. Nicholson.

Except for the opening of the well-known "Garden Picture Palace," there was little of unusual local interest during 1913, but 1914 is more favourable

to the historian. In February of that year the first Maitland Cup meeting was held, and for the occasion the railway was extended to Rutherford race-course. This meeting proved the forerunner of a number of most successful programmes at Maitland, and it is regrettable that efforts in recent years to revive interest have not been successful.

Because of its proximity to a date that stands out above all others in the modern history of the world, the opening on August 1 of a branch church-hall of St. Paul's, in the Horseshoe Bend, by Bishop Stretch, of Newcastle, is of more than ordinary interest. Just a few days after that ceremony had been performed, people everywhere were tingling with excitement with news that war had been declared between England and Germany. No one then fully realised the consequences; no one event ever before or since has so gravely affected the lives of people of all nations.

### THE WAR YEARS.

Patriotic citizens, young and old, saw that Maitland did more than its share during the four years which followed the outbreak of war. The Mayor of West Maitland (Ald. C. J. Mannall) took a lively interest in the district's contributions to the war zone. He made public at the time figures showing that between November, 1915, and March, 1916, while a recruiting office was open in Maitland, no fewer than 894 men enlisted from the district, and 1,108 from other outlying parts.

In addition many recruits from this district enlisted in Newcastle when the office was removed to that centre, while other Maitlanders volunteered in Sydney and other parts of the State. An approximate estimate of the enlistments from West Maitland alone from the outbreak of war to March, 1916, was 440. Similarly, up to March, 1916, voluntary contributions in cash alone from the Maitland district, amounted to more than £16,000.

While dwelling on Maitland's part in the War, it is well to remember that enthusiasm was just as keen years later when a fitting War memorial was proposed. The citizens originally proposed to erect a suitable memorial on West Maitland Park at a cost of at least £1,500, as well as a memorial hall, to be used as a soldiers' club room, on a block of land donated by the Capper brothers, on the site now occupied by the Maitland Ambulance Station.

It was to be built at an estimated cost of £3,500, but, unfortunately, the proposal lapsed. The move still went on, however, for the erection of a Park monument, and eventually this object was realised. The Mayor (Ald. H. W. Fry) set the foundation stone of the memorial on Armistice Day, Saturday, November 11, 1922, and the completed monument was unveiled by Ald. Fry on Anzac Day, April 25, 1923, the total cost being £1,770, of which the monument itself cost £1,695.

The committee which spent so much time in organising the erection of the memorial and planning the memorial hall, comprised: President, Ald. H. W. Fry; Treasurer, Mr. H. Kerr; and joint Secretaries, Messrs. C. J. Mannall and C. McLean.

So much for the war. It was only natural that it should interfere with building and constructional work and for the first two years at least there appears to have been a marked decline in new works about Maitland. Meanwhile, however, there were other events worthy of recollection. In June, 1915, one of the earliest Boy Scout troops in the Maitland district was formed at East Maitland. In December of the same year, Barrington Tops, then scarcely known at all, was made popular by the visit of a party of scientists

who examined its flora, fauna and geology. Although not directly associated with the Maitland district, local citizens are justified in taking the deepest interest in its development as the district lies in the path of the tourist who would explore its attractions.

### LES DARCY DIES.

In 1916, Prince's Theatre in East Maitland was erected, and the Congregational Church in that town was also under construction. The year 1917 will always be remembered in Maitland for the death of the district's boxing idol, the popular Les Darcy. After a brilliant and meteoric rise to world fame, this youth, who was a native of the district and spent his early years here, died in the United States of America on May 24. His funeral at Maitland, on July 1, was attended by over 30,000 people from all over the State. Special trains brought the champion's followers to Maitland.

### AFTER THE WAR.

The rejoicing of the Armistice in November, 1918, was tempered with sadness for many Maitland residents, for in the same month Mr. R. J. Hinder, for more than 25 years master at the Maitland Boys' High School, died.

Of chief interest in the next year, 1919 (also marked by the first aeroplane flight between England and Australia), was the first two-day Maitland Cup meeting. Rt. Rev. Dr. J. F. Stretch, Bishop of Newcastle diocese, retired this year.

### FORGING AHEAD.

The year 1919 saw the firm of Johnston's still forging ahead, and it was now that Mr. Will. C. Johnston, the present Managing Director, took control of the business. Soon afterwards new shopfronts and interior furnishings were added to the premises.

The first sale of boots and shoes ever held by the firm was staged from April 14 to 28, in 1920, the forerunner of a vigorous retailing selling campaign instituted by the Managing Director, backed up by extensive newspaper advertising, which has marked the administration of the firm in recent years.

### A ROYAL VISITOR.

Maitland's second Royal visitor, the Prince of Wales, included this district in his itinerary for a tour of the State in 1920, and the reception accorded him was in keeping with the dignity and importance of the occasion. The same year saw the foundation of the Maitland and District Lawn Tennis Association, now one of the premier sporting organisations of the northern district, and the incorporation of the Maitland Jockey Club as a limited liability company, with a capital of £50,000.

Also worthy of a place here was the sale in September of a fat Durham bullock at the Maitland saleyards for the record price of £65/10/-. It was sold to Mr. J. Chambers, of Morpeth, for Mr. K. Mackay, by Mr. E. W. Sparke.

The Maitland Jockey Club's most successful meeting was held in 1921, when the official attendance was 7,777. Incidentally, the population of West Maitland at the census of this year was 8,457, and of East Maitland, 3,551. Archbishop Kelly, of Sydney, was in Maitland in 1922, and in March of that year he set the foundation stone of the original Catholic Hall, West Maitland, which has since been converted into a pro-Cathedral.

### NEW PREMISES.

The year 1923 was a very important one for Johnston's, for it was then that the fine new premises now occupied by the firm were erected. It was a bold and ambitious step, but one which subsequent events have proved well warranted and wise.

The new premises, which are illustrated and described elsewhere in this booklet, were officially opened on December 14, 1923.

It was only two years later, in 1925, that the business suffered the loss of its founder, Mr. Alfred Johnston, who died on November 11 of that year, leaving behind him the sound and progressive business as a worthy monument to his industry.

Reverting to our historical survey, there were several important developments in 1923. In September, shortly after a public meeting had decided to form a branch of the N.S.W. Ambulance Transport Service in the district, the Hunter Valley Cricket Council, to-day such an important and effective body in the efficient control of northern cricket, came into existence. In the same year the Hunter River District Cricket Umpires' Association was formed. The Pictoria Theatre, in West Maitland, which was established about 1911, was closed in this year and the present Palace Theatre was erected.

### THE GOVERNOR'S VISIT.

The Governor of New South Wales (Sir Dudley de Chair) visited Maitland in 1925, and attended the Hunter River Agricultural and Horticultural Association's Show of that year. A visit was also received on March 6 and 7 from an English cricket XI. The first Maitland district eisteddfod was pronounced a wonderful success.

The last day of 1926 was one to be regretted in Maitland. After serving the public for nearly 18 years, the last tram ran from West Maitland to East Maitland on New Year's Eve—appropriately bearing a huge wreath! Its discontinuance was felt keenly, but all hope of a resumption was shattered a few months later when the rails were torn up.

### ROYALTY HERE AGAIN.

Of major interest, of course, in 1927, was the visit on April 4 of the Duke and Duchess of York during their stay in Australia to officially open the new Federal Parliament House at Canberra in May. The Rt. Rev. G. M. Long succeeded Dr. R. Stephen as Bishop of Newcastle in December, but his death occurred with startling suddenness while in England at the Lambeth Conference in 1930. This year also saw the opening of new Salvation Army barracks in George Street, East Maitland.

Meanwhile, in 1929, the firm of Johnston's had been floated as a Limited Company, and was henceforth known as "Johnston's Ltd."

By the close of 1928, West Maitland had a Baptist Church re-established within its bounds, new nurses' quarters at the Hospital had been opened, and the present commodious and modern ambulance station was being erected. The latter was officially opened by the Mayor (Ald. R. L. Pender) in 1929, the year which also saw the permanent introduction to Maitland of the talking pictures.

Following the death, in July, 1930, of Bishop Long, the Rt. Rev. F. de Witt Batty was appointed to the Newcastle Anglican Diocese, and he was installed in March, 1931. A few weeks after this ceremony, Maitland's second Bishop, Most Rev. P. V. Dwyer, D.D., died, and he was succeeded by the present Bishop, Most Rev. Dr. E. E. Gleeson, C.S.S.R. An ex-member of Parliament for Maitland, Lieutenant-Colonel Nicholson, also died in the following September.

In the midst of a world-wide economic depression, Maitland was singularly fortunate in 1932 in receiving a Government grant of nearly £30,000 for a new unit at the Hospital.

The foundation stone was set in December by the Minister for Health (Mr. R. W. D. Weaver), and he also performed the official opening ceremony in June, 1934, since which date the Hospital authorities have embarked on a scheme of remodelling and repairing which has improved the appearance of the Hospital remarkably.

The historic St. Joseph's Roman Catholic Church, on the heights of East Maitland, fell under the demolishers' tools during 1933. Built over a century before, it was resolved in this year to replace the ancient Church with one of modern design. Bishop Gleeson conducted the last services in the original St. Joseph's, probably the oldest existing church of the faith in Australia, on August 13, 1933, and set the foundation stone of the new building on November 19 following. In April of this year the original West Maitland School of Arts building was re-opened as a training college and novitiate for Dominican nuns.

Royalty again favoured Maitland with its presence in 1934, when Prince Henry, Duke of Gloucester, made a brief stay here on November 29. The proceedings are too recent to warrant detail.

In April, 1934, an item that should arouse interesting reflection was the auction sale of Maitland's last horse cabs! This is a graphic reminder that to-day we are indeed severed from many of the traditions of old Maitland. Perhaps an abridged diary of 1935's history will increase that realisation: In February a party of Sydney athletes was flown to Maitland in the "Southern Cross," piloted by Sir Charles Kingsford-Smith himself.

In April, the founder of the world-wide Rotary movement, Paul Harris, passed through the district. Dr. Kagawa, Japanese social worker, was here in February, and Archbishop Mowll, of Sydney, in June. The new Governor (Sir Alexander Hore-Ruthven) also spent two days here in February. The Premier (Mr. B. S. B. Stevens) turned the first sod of the Maitland sewerage system in March, and a new branch of the Rural Bank was opened in West Maitland in February.

These are just a few examples of how Maitland has achieved importance and success by making the most of its natural wealth and using its historic traditions as stepping stones to still greater progress.

Maitland awaits its centenary with confidence for the second 100 years; and Johnston's Ltd. will crown the next 50 years with achievements even greater than the past.



### THE PRESENT STORE.

The present premises occupied by Johnston's Ltd., in High Street, West Maitland, are pictured on page 10. The following description, given by *The Australian Leather Journal*, the official journal of the Trade in the Commonwealth, on April 15, 1924, indicates the enterprise of the firm in erecting this spacious and up-to-date Boot Store.

"With the concentration of business in the large metropolitan centres, the development of retail stores in country towns has been somewhat slow, and, generally speaking, little attention has so far been given to such aids to business as window display, interior fittings, the provision of comfort for customers, sales helps, advertising, etc., in the many country towns scattered throughout the Commonwealth. However, every rule has its exceptions, and thus it is that one of the finest and best-equipped shoe stores in Australia is to be found, not in Sydney or Melbourne, but in West Maitland (N.S.W.), the centre of a most flourishing agricultural and dairying community, with coal mines adjacent.

"The new premises, which were built by Mr. Robert H. Taylor, who also constructed the West Maitland Picture Theatre, which is considered to be the most up-to-date in New South Wales, were ready for occupation just prior to Christmas.

"The main shop, which is constructed of brick, with cement dressing, occupies a frontage of 40 feet to High Street, with a depth of 60 feet, and contains, in addition to the sales departments, two storerooms, office, and ladies' retiring-room. The upstairs portion of the building contains offices. The main shop consists of four sections, one each for men, boys, women and girls, each department being separated by a row of low fixtures.

"A noticeable feature is the low rubber-covered ledge running along the sides of the fixtures at a height of 15 inches, which obviates the use of ladders. Most of the interior woodwork of the building has been carried out in polished maple, patent Cambridge chairs being provided for adults, and a 12ft. seat for girls.

"In the men's section, ash-trays are fitted to the arm-rests, while two rocking-horses give joy to child customers. In every branch of the establishment nothing has been omitted which will conduce to expedition in service. Numerous wrapping counters have been set into the fixtures, and there is a special counter for the sale of polishes.

"Window display is a special feature of the store, as may be seen in the accompanying view. The residents of West Maitland are justifiably proud of Johnston's Shoe Store, and they are to be congratulated on possessing an establishment which would be a credit to any of the largest cities, not only of Australia, but of England and America."

## *Footwear for All the Family*

Every member of the family, from the youngest to the eldest, can be supplied with footwear suitable for every occasion—

## AT JOHNSTON'S

For 50 years the Firm has maintained its reputation for quality footwear at lowest prices. Johnston's guarantee, "Fair Wear or a New Pair," assures to every customer a full measure of service and satisfaction. Comfort, style and smartness are built into Johnston's Boots and Shoes. Thousands are proving it every year—why not prove it yourself?

—  
*GET THE HABIT—*

WEAR JOHNSTON'S BOOTS

—  
*Where'er you walk—choose footwear at*

## JOHNSTON'S LTD.

*The Boot Store*

High Street, WEST MAITLAND 'Phone 700

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Written and Compiled  
*for*  
JOHNSTON'S LIMITED  
*by*  
R. L. RUTHERFORD  
AND  
W. W. GALTON.

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S. B. Sigmell

Allendale