

# CITY STREETS

*PROGRESSIVE ADELAIDE 75 YEARS ON*

Lance Campbell and Mick Bradley



Wakefield  
Press

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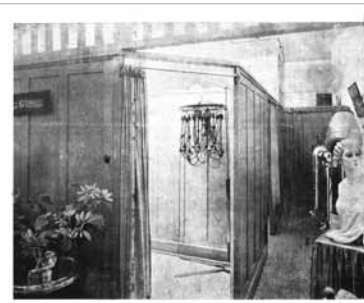




# KING WILLIAM STREET

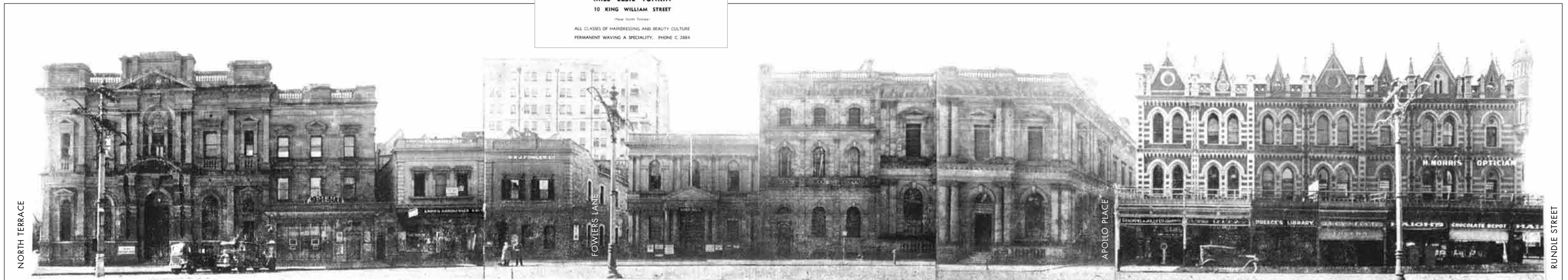


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KING WILLIAM STREET (EAST SIDE), BETWEEN NORTH TERRACE AND RUNDLE MALL



**FORMER BANK OF NEW SOUTH WALES**  
 (1939-1942)

**BEEHIVE CORNER BUILDING** (1896)

The Bank of New South Wales building, Adelaide's finest modernist commercial building of its era, was still on the drawing boards in the centenary year. The Beehive Corner, Adelaide's Piccadilly Circus or Times Square, had been a landmark already for 90 years. It took its present liquorice allsorts form in the late 19th century, and became the city's first picture theatre. Then, like the chocolates sold there for generations, Beehive Corner was steadily devoured. It was restored 100 years after it was built, and just as well. The city would not be what it is without the Beehive Corner, where Adelaide people meet on the widest capital city main street in Australia.



**WATERHOUSE CHAMBERS**, Corner Rundle Street, 44 King William Street.  
**M.S. DURANT**, Practical Watchmaker, does work of the highest class on the second floor of Waterhouse Chambers.  
**SHUTTLEWORTH & LETCHFORD**, Licensed Land Brokers, Auctioneers and Real Estate Agents. Waterhouse Chambers. Established 1857.

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**GRAY'S**  
 The Men's Wear Shops are sure of their Slogan  
**CHARACTER** without **EXTRAVAGANCE**  
 IN **LEADERSHIP**  
**TAILOR MADE SUITS**  
**HATCRAFT**  
 AND **MEN'S MERCERY DEPARTMENTS**

**GRAY'S**  
 SPECIALISTS ONLY IN MEN'S WEAR  
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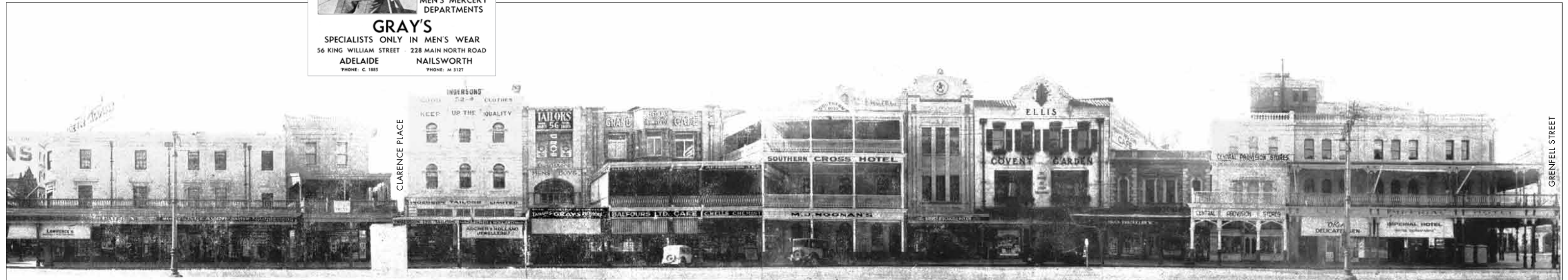
**NOONAN'S SOUTHERN CROSS HOTEL**. M.J. Noonan, Managing Director. Phone: C. 563 (2 Lines).

**SANDS & MCDUGALL PTY. LTD.**, 64 King William Street, Printers, Manufacturing Stationers. Established 1882.

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KING WILLIAM STREET (EAST SIDE), BETWEEN RUNDLE MALL AND GRENFELL STREET



FORMER WATERHOUSE CHAMBERS (1848)

SANDS & MCDUGALL BUILDING (1881, 1933)

Directly across from the Beehive Corner, the former Waterhouse Chambers has, by South Australian standards, much antiquity. It might not be an attention seeker like its partner at the entrance to Rundle Mall, but it has stood there since the 1840s, when the famous Burra Burra copper "monster mine" paid for it. Adelaide takes the old Waterhouse Chambers for granted. Brought back to its original limewash, it would reveal itself as a graceful Regency Georgian building. Along the street, tucked in like a book on a bookshelf, the slim volume Sands & McDougall Building, or "Sands and Mac", is one of the city's great survivors. Presumably its minimal ground floor space, and consequent lower rental income, saved the loveable art deco building. In 1948 the Covent Garden Restaurant and Cafe next door went up in smoke, killing five in the kitchen and provoking a call for more ambulances. A man slid down a drainpipe to safety prompting further calls, this time for fire escapes. The modernist ex bank building there now contributes to a small yet distinctive "main drag" precinct, often overlooked despite its variety of buildings from different eras.



► No one was allowed to hinder the passage of an English king, so no streets cross King William Street. They simply start up the other side with a different name.

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Justice to Your  
Loveliness.**

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Alesonne design you a  
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enhance your loveliness,  
adding to your confi-  
dence, prestige, and  
s u c c e s s — without  
straining the most in-  
elastic dress allowance.  
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**'Alesonne'**  
— Ze Ingleesh Milinair —



"TO MAKE A HAPPY FIRE-SIDE CLIME  
TO WEANS AND WIFE,  
THAT'S THE TRUE PATHOS AND SUBLIME  
OF HUMAN LIFE." — (Bur. 15)

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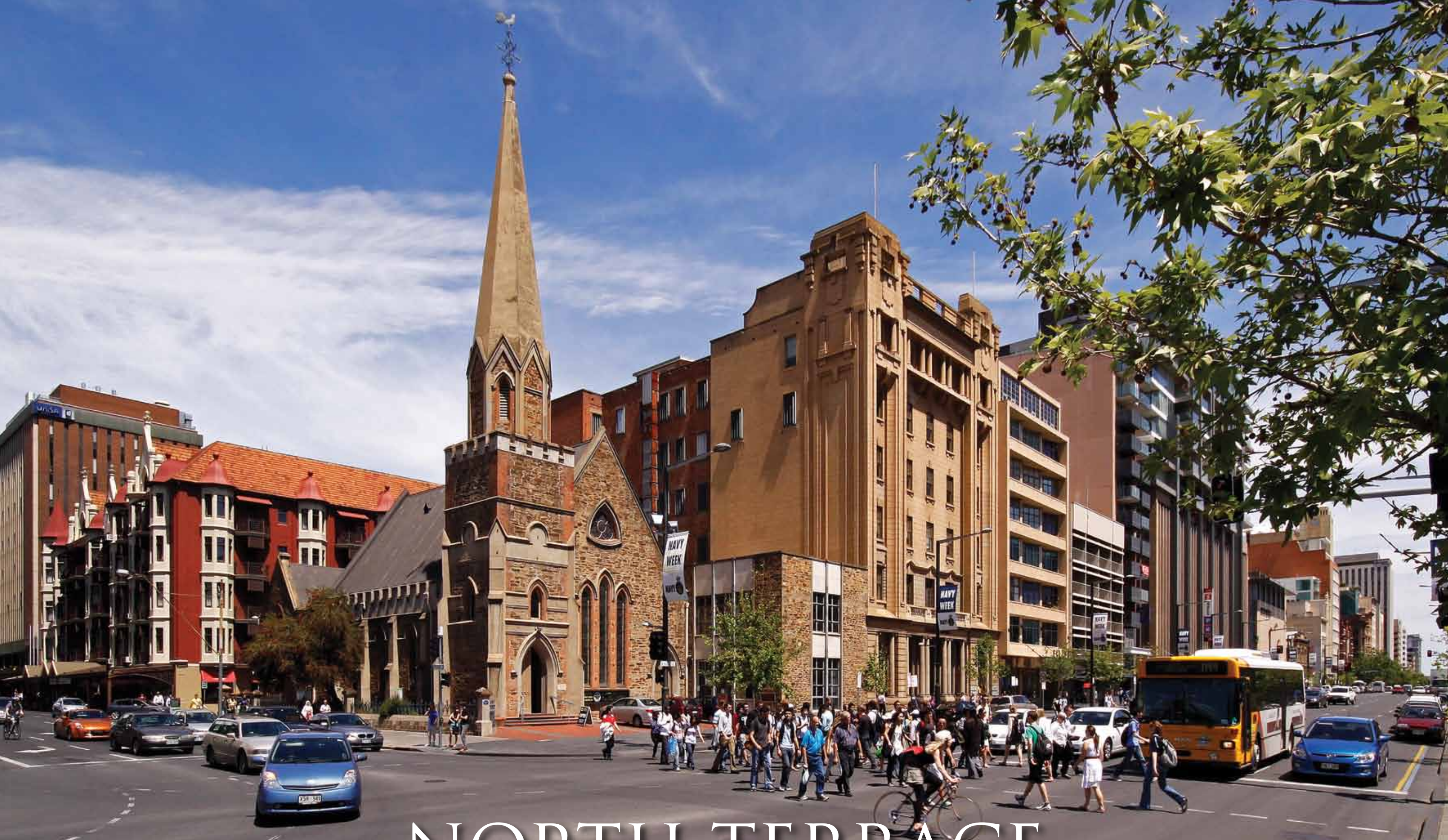






Major-General Lord Dugan was Governor of South Australia from 1934 to 1939. The view from His Excellency's front gate.





# NORTH TERRACE



GAWLER CHAMBERS (1914)

QUEEN ADELAIDE CLUB (1909)

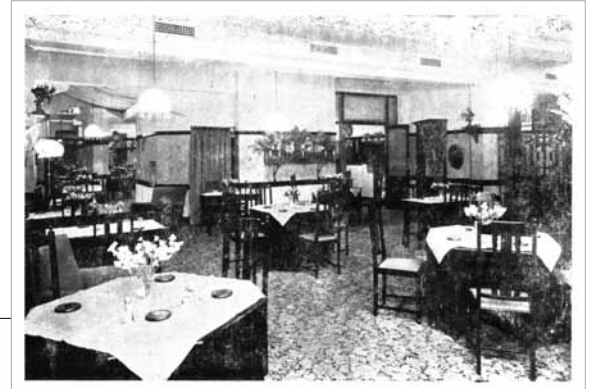
VERCO BUILDING (1912)

LIBERAL CLUB (1924)

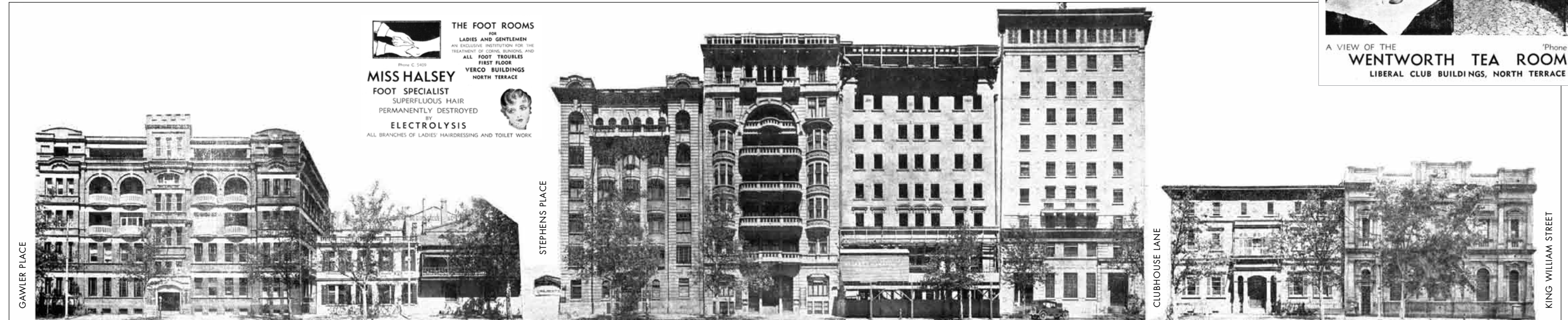
GOLDSBOROUGH HOUSE (1935)

SHELL HOUSE (1931)

ADELAIDE CLUB (1864)



A VIEW OF THE WENTWORTH TEA ROOMS  
LIBERAL CLUB BUILDINGS, NORTH TERRACE  
Phone: C 4778



NORTH TERRACE (SOUTH SIDE), BETWEEN GAWLER PLACE AND KING WILLIAM STREET



In the roll call of South Australian history, after the Old Gum Tree there's Gawler Chambers. The South Australian Company did the colony's founding business, and built the Mayfair-style Chambers. Like many older city buildings, getting around inside is difficult by modern standards. But Gawler Chambers' heritage and visual appeal are intact, right down to the Murray Bridge granite. Next door, the Queen Adelaide Club shows the residential character of North Terrace before the skyscrapers moved in. The Queen Adelaide Club has been the comfort zone for the female Adelaide establishment for more than 100 years. Soaring six storeys a century ago, the Verco Building was the city's first skyscraper. Today, along with the Liberal Club, Goldsbrough House and Shell House, it is an exterior film set of Adelaide between the world wars. To the west of Shell House, the Dry Creek stone Adelaide Club has been the bastion of the male Adelaide establishment for nearly 150 years, a place where governments were made. Today most of these buildings are facades, shadows of their former selves, at the back end of a department store. When Baring took their picture, the medical and dental professions flourished along the row. Politicians, pastoralists and industrialists made their moves there. Better an authentic reminder of our heritage than none at all.



**GRESHAM HOTEL**

**WHEELER BUILDING MISS VERA FITZMAURICE**, Room 4, Second Floor, caters for Dressmaking, Lingerie and Handcraft. Fancywork of exquisite designs is always in stock. **THE NURSES EXCHANGE** (Miss Fitzmaurice, Proprietress) is also on this floor. Certificated Sisters and Nurses are always available for private

nursing. Phone: C. 3343. **MRS. M. BARNES**, Dressmaking and cutting instruction. Second Floor. **A.M. NICKELS**, Manufacturers' Agent, Second Floor, specialist in Knitted Outerwear. Phone: C. 4618. **HUGHIE WHITMAN**, SOUTHERN HEMISPHERE AND AUSTRALASIAN MIDDLEWEIGHT WRESTLING CHAMPION, conducts

a Physical Culture College on the Second Floor. Phone: C. 3248. **C. KEYNES**, 154 North Terrace; High class Hairdresser and Tobacconist. Quick Service Tobacco Supplies window. Phone: C. 4221.

**SOUTH AUSTRALIAN HOTEL**



**Max Nettelbeck**

FIRST FLOOR

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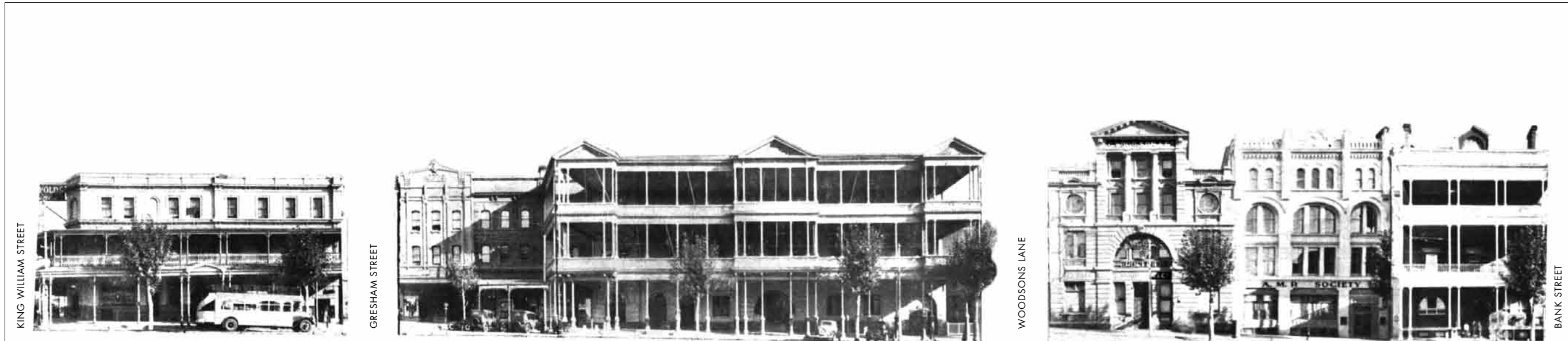
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NORTH TERRACE (SOUTH SIDE), BETWEEN KING WILLIAM STREET AND BANK STREET



**ORIGIN ENERGY HOUSE**

After 114 years, the lovely old Gresham Hotel made way in 1965 for the new AMP building, produced in the international manner and these days known as Origin Energy House. Just to the west, the South Australian Hotel, "The South", hung on for another six years. The State's epitome of colonial style was the Raffles of Adelaide, cool, shady and elegant. When Baring photographed the South, owner Louisa O'Brien greeted all guests in the foyer while legendary maitre d' Lewy Cotton checked the gentlemen's neckwear. Louisa was called the "Grand Duchess of the hotel world". Where the Duchess of The South once reigned supreme, a modern five-star hotel now does its duty.