

PALACE GARDENS (Brisbane)

Situated on the Brisbane Riverside in the heart of the CBD, the Palace Gardens was an open-air entertainment venue built initially for Ted Holland and Percy St John by a consortium comprising Edward Branscombe, John N. McCallum and Holland and St John. At various times the Palace became an open-air cinema, and presented drama and boxing. Among the variety companies to play there were the Walter George Smart Set, Chas Weston's Royal Strollers, Carlton Max's Follies, Harry Borradale's Sparklers and Post Mason's All-Star Vaudeville and Photoplays company.

1912-1914



Designed by architects Atkinson and McLay and built by T. Rees and Sons, the Palace Gardens was situated on the river front at the corner of Ann Street and North Quay. Construction began in May 1912 and it was eventually completed at a cost of between £10,000 and £12,000¹ and in time for its scheduled opening on 10 August. Although the *Brisbane Courier* indicates on a number of occasions that the venue was being built for Holland and St John the proprietors were in fact a consortium of some of Brisbane's "best-known and most experienced amusement promoters."² The other members of Palace Gardens Ltd were Edward Branscombe (through his company Edward Branscombe Ltd) and John N. McCallum (a partner in that company).³ The management's idea for the venue was to present "an open-air show on bright lines, based largely on entertainments such as are given by artists who form the Serenaders and Punchinellos, [and] with the addition of one or two vaudeville turns."⁴

In previewing the new venue a few weeks before its opening, the *Brisbane Courier* suggested that the demand for open-air entertainment in Brisbane was higher than anywhere else in Australia, and that as a consequence no other city could meet this demand "in quite such an effective manner." The article goes on to further note:

The new home of amusement covers a spacious area, enclosed with a brick structure that has all the stability and comfort of a theatre without any of that stuffiness which is in a measure inescapable under the best ventilated roof... The main entrances are from Ann Street, where a blazing electric arch will reveal the name and the nature of the enterprise, with arc lamps on either side to light up the whole of the approaches. Asphalted ways will lead through the barriers so constructed that tickets may be purchased without any crushing, no matter how great the rush, and then a broad path will take patrons to the centre. There, comfortable chairs and garden seats invite them to sit, right under the stars, before a beautifully constructed proscenium, all adazzle with electric lights. The stage is richly decorated, and its size and capacity are the same as the new Empire Theatre. The dressing-rooms for the artists are decaled to be the most completely equipped, lighted and ventilated in the State, with a private entrance from North Quay for the performers. Everything is substantially built in brick, finished and decorated with stamped steel ceilings etc. A rainproof curtain covers in the whole proscenium, making everything snug in bad weather. The central space will seat 800 people in comfort. Behind these seats are raised galleries, which will seat a further 1200 people, and they are so arranged that every patron will enjoy a clear and uninterrupted view of the stage. Refreshment buffets, richly ornamented with palms and growing plants are provided for both circle and gallery patrons. Commodious and well-appointed retiring-rooms for ladies are also provided on each floor. behind the galleries is a well-appointed room for the cinematograph operator, for the management intends that high-class animated art pictures shall be a feature at each performance.⁵

The first performance at the Palace Gardens was an invitation only night on 9 August, with the guests comprising well-known citizens and friends and associates of the management. The venue was given its grand opening the following night, with the featured entertainments being given by George Stephenson's Wanderers ("the famous refined

¹ The reported cost of the building varies in the *Brisbane Courier* with some articles suggesting £10,000 and others £12,000. The 1 June 1912 edition indicates that it ranged between these two figures (12).

² "New Palace Gardens," 4.

³ Evidence for this comes from reports in the *Brisbane Courier* which indicate that Branscombe's company purchased the freehold in 1913 and re-sold it in 1915 (see below for further details). Holland and St John also operated the Empire Theatre in Albert Street the city (built in 1911), while Branscombe then owned and operated the Cremorne Theatre, situated almost directly across the other side of the Brisbane River (it too as built the previous year). The owner from 1915 onwards may have been Scott Mullin (see 1920-1924 section below for details)

⁴ "New Open Air Theatre," 6.

⁵ "New Palace Gardens," 4.

Pierrot Costume Comedy Co") and Mr Sydney Bach ("the eminent Welsh raconteur"). A selection of up-to-date short animated pictures was also exhibited. Timed to coincide with Exhibition Week, the opening faced some stiff competition, not only from several newly arrived companies but also from two new venues - Sydney Cook's Crystal Theatre (situated next to the Fortitude Valley Railway Station (Brunswick Street) and The Pavillion (a continuous picture palace in Queen Street). Other popular entertainments on offer that week included vaudeville at the Empire Theatre (featuring The Vagabonds and the 3 Harmonious Huxhams) and the Theatre Royal (Brennan's Entertainers). The Crimson Ramblers also opened its Brisbane account at the Arcadia Theatre (New Farm) on the same night, while The Dandies continued its successful season across the river at the Cremorne. Moving pictures were also being screened nearby at the Lyceum (King's Pictures) and Centennial Hall (Austral Pictures), while West's Pictures were presenting pictures and vaudeville at the Princess Theatre. The *Brisbane Courier* records in its Monday edition following the opening that the Palace Gardens nevertheless attracted a "very large" audience. Part of its appeal, writes the reviewer, was that the venue had an unconventional air about it. He or she writes that one real benefit was that the smoker could indulge his fancy to his heart's content without trespassing on the likes or dislikes of others.⁶

Brisbane Courier 5 Aug. (1912), 2.

PALACE GARDENS.
 Proprietors..... PALACE GARDENS LTD.
 LOCATION,
 THE CORNER OF THE NORTH QUAY AND ANN-STREET.
 THE FINEST PLACE OF OPEN AIR ENTERTAINMENT IN THE COMMON-WEALTH!
THE GRAND OPENING NIGHT
 HAS BEEN DEFINITELY FIXED TO TAKE PLACE ON
SATURDAY NEXT, AUG. 10,
 When the Directors will present as a Special Attraction
 Mr. GEORGE STEPHENSON'S
 FAMOUS REFINED PIERROT COSTUME COMEDY COMPANY, THE
"WANDERERS,"
 ASSISTED IN THE SECOND PART BY THE EMINENT WELSH RACONTEUR
Mr. SYDNEY BACH,
 AND A SHORT SERIES OF ANIMATED PICTURES OF THE MOST UP-TO-DATE TYPE.
 The Aggregation presenting without exception the most ORIGINAL, the best dressed, and the most ARTISTIC Entertainment. Every Artist has a long record of great successes! Refinement, Versatility, and Ability!!
 SONGS, CONCERTED DUETS, SCENAS, &c.
 Comfortable Chairs and Seating have been made a speciality.
 POPULAR PRICES, 2/ and 1/. Reserved Chairs 2/6. The Box Plan will be in view at 10 a.m. on Wednesday next.
 LET YOUR ONLY ENGAGEMENT FOR SATURDAY, 10th AUGUST, BE
 "PALACE GARDENS."

The Wanderers season ended in early September and was followed by J.D. Pilchers' costume comedy company - aka The Punchinellos. From mid-October through until Christmas, however, the venue was used almost exclusively as a picture house. The change in entertainment came about on 21 December when the management, under the distinguished patronage of his Excellency the Governor of Queensland, Sir William MacGregor, presented Mr Ernest Leatherby's English Costume Comedy Company (aka The Moths), a seven member troupe headed by Violet Carmen and Alf J. Lawrence. The Moths remained at the Palace Gardens until 21 February, after which it was closed for several weeks before being reopened on 15 March for a brief season by The Scarlet Runners costume comedy company. The feature presentation for the opening week was a "tabloid musical comedy" (revusical written by Arthur Sharples and called *The Australian Gold Diggers*).⁷

On 15 April 1913, only a few days after the end of the Scarlet Runners season, John N. McCallum reported that the freehold property and the building that comprised the Palace Gardens had finally been purchased by Edward Branscombe's Ltd.⁸ The theatre was then closed for a little over a month so that preparations could be made by the new lessee, boxing promoter Reginald "Snowy" Baker, to convert it into a stadium. After finalising the necessary permits from the Council Baker presented his inaugural match on 24 May. He did not operate there for very long, however, as the Home Secretary's Office later invoked a rescission order, cancelling the Brisbane Council's resolution to allow boxing at the venue.⁹

SNOWY BAKER'S STADIUM.
 PALACE GARDENS—(Corner Ann-street and North Quay)—PROVISIONAL.
NEXT SATURDAY NIGHT, MAY 24.
Great International Heavyweight Contest,
 AT 8.30 O'CLOCK.
Petty-Officer Curran v. Colin Bell
 (England) (Australia).
 PRICES: 10/ (Reserved) 5/ and 3/.
 BOX PLAN NOW OPEN AT MOONEY'S, TOBACCONIST, QUEEN-STREET.
 NOTE CHANGE OF ADDRESS TO PALACE GARDENS, THE MOST COMFORTABLE OPEN-AIR ARENA IN QUEENSLAND.

Brisbane Courier 21 May (1913), 7.

⁶ "Entertainments," 12.

⁷ *Brisbane Courier* 15 Mar. (1913), 2. [Advert.](#)

⁸ "Palace Gardens Purchased," 7.

⁹ "City Council," 8.

As the managing director of the Palace Gardens, John N. McCallum made the decision to return the venue to live entertainment, albeit briefly. In early August he closed down the Cremorne Gardens in order to undertake renovations, reopening it and the Palace Gardens on the same night - 9 August. However, while the Green Dandies company remained on the Western side of the Brisbane River through until 1914, the Orange Dandies season at the Palace Gardens was schedule for two weeks only. It then appears that the venue was effectively closed down for an extended period, there being no advertisements for regular seasons of either film or variety entertainment located until February 1914. That same month the Council passed a new resolution to allow the premises be used as a boxing stadium, but it was again rescinded by the Home Secretary's office. According to reports in the *Brisbane Courier* this was due largely to the number of complaints made by the public as well as on advice of the police.¹⁰ By the end of the month the management had arranged for the venue to re-open as an open-air cinema.

TO-NIGHT.—AT 8 P.M.—TO-NIGHT.

PALACE GARDENS, NORTH QUAY.

Direction : Brisbane Entertainments Limited.
 Gov. Dir.: C. E. Munro. Mng. Dir.: Post Mason. Bus. Mgr. W. T. Maddison.

GRAND OPENING.

ALL-STAR VAUDEVILLE & PHOTOPLAYS

Special Engagement CALEDONIAN BRASS BAND, 30 performers.
 9.20 to 10.15 p.m., 8 p.m. to 9.15.
 Engagement Extraordinary, Selig's Wild Animal Masterpiece.
THE JOLLY ROVERS, "THOR, LORD OF THE JUNGLE."
 Minstrel —7— Vaudeville. Also new Comedies, Scenics, &c.

THE TANGO PARADE GIRLS.
 Introducing the latest Pyjama, Bathing, and Fashion Parades.
 Prices: 6d., 1/., and 1/6.
AMATEUR TRIALS EVERY FRIDAY NIGHT.
 Cash Prizes for all Trials; send your Entry to Post Mason, care Theatre.

Coming Attraction:
HUGH BUCKLER-VIOLET PAGET DRAMATIC CO.
 Direct from Record Southern Successes.

Brisbane Courier 31 Oct. (1914), 2.

In late October 1914, the venue was leased to Brisbane Entertainment Ltd, a company headed by C. E. Munro (General Manager), Post Mason (Managing Director) and W.T. Maddison (Business Manager). The company presented an "all-star vaudeville and photoplays" entertainment, which initially featured live performances by The Tango Paradise Girls and The Jolly Rovers, with the main film being *Thor, Lord of the Jungle*. Two weeks later the management presented a season of drama by Hugh Buckler and Violet Paget Comedy Company. Although producing mostly popular comedies like *School for Scandal*, *Liberty Hall*, *She Stoops to Conquer* and *A Pair of Spectacles*, Buckler and Paget occasionally introduced more dramatic works like *David Garrick*. The company remained at the Palace through until the end of March 1915, playing a season of almost 5 months.

1915-1919

An advertised season by the Reynold Denniston English Comedy Company, due to begin in early April 1915, was postponed due to "unforeseen circumstances" and the Palace Gardens again lay vacant for several months. The next company to play there was Harrington Reynolds' Associate Players, which made its Brisbane debut on 31 July with *Mrs Dane's Defence*. Although well-attended the season was suspended for three weeks beginning 1 September due to the cold weather. With the actors forced into unemployment the Tivoli management held a benefit on 6 September, turning the theatre over to the company. For this occasion the actors presented H. V. Esmond's *One Summer's Day*. Although it had been announced that the Associate Players would re-open the Palace Gardens on 18 September this never eventuated, and after a series of patriotic fund-raising nights, including both concerts and film screenings, the venue once again seems to have been closed for an extended period. Following the death of Percy St John in October 1915 (Ted Holland had died in 1914), Edward Branscombe Ltd decided to off-load the property and put it up for auction on 22 November.

AUCTIONS, AND PROPERTY LISTS.

MONDAY, NOVEMBER 22.
FOR SALE BY PUBLIC AUCTION.
IN THE MART, AT 11 O'CLOCK.
 (By Order of Messrs. Branscombes, Ltd.)
VALUABLE PROPERTY AT THE CORNER OF NORTH QUAY AND
ANN-STREET, KNOWN AS

PALACE GARDENS THEATRE.

Comprising Allotment 9 and Subdivision 2 of Allotment 2 of Section 14, Parish of North Brisbane, containing 1 rood 20 1/10 perches, having a frontage of 115ft. 6in. to North Quay, and a frontage of 133ft. to Ann-street, with improvements comprising Large Brick Open-Air Theatre, also manager's brick office, raised platform with quantity of fixed seating, &c.
 Magnificent opportunity for any one desirous of securing an Open-air Theatre, Picture Show, &c.

CAMERON BROS., TOWN HALL, AUCTIONEERS

Brisbane Courier 10 Nov. (1915), 12.

¹⁰ See for example *Brisbane Courier* 4 Feb. (1914), 4; 17 Feb. (1914), 9; and "Proposed Boxing Entertainments" report ("Further Reference" section below).

The property does not appear to have reached its reserved price at that time because it was again put up for auction on 19 June the following year. When it failed once more to attract a buyer the management advertised a selection of items from the venue to be sold at auction, including light fittings, chairs, tarpaulins, ropes etc. In March 1917 a third attempt to sell the property was made, with advertising pointing out its suitability as a theatre (?), fruit market, produce store, skating rink, residential flats or any wholesale business or factory.¹¹ It has not yet been ascertained whether the property was sold this time. What is known, however, is that some four months later (on 1 August), the venue re-opened as a live theatre, this time under the auspices of producer/director Walter George.

The Walter George Smart Set season, managed by Thomas J. Rayment, continued though until April 1918 (9 months). Among the artists to appear with the troupe were Georgie Martin, Les Coney, Harry De Roebeck, Gwen Gaylor and Robert Roper. In addition to the costume comedy-style variety entertainment most associated with the Palace Gardens, the company also presented the occasional musical comedy/revue and/or "musical playlet," including for example, *The Rajah's Missing Pearl* (30 Nov. 1917) and *My Gypsy Maid* (25 Jan. 1918). Although an exact date for the Smart Set's departure is unclear, advertising in the *Brisbane Courier* stops after 20 April (the management does not appear to have given any notice of final weeks or days).

Direction: Walter George.

Palace Gardens.

TO-NIGHT! TO-NIGHT!

And Every Evening at \$15.

THE SMART SET.

THE PROGRAMME
is replete with Gaiety and Brightness.

THE MUSICAL REVUE
is an entirely new departure, and raises the standard of the Company far above any Costume Comedy Company.

THE ORCHESTRA
adds the welcome touch of Exultation to the performance.

THE CANVAS AWNING
is a highly appreciated innovation, and gives complete immunity from cold and wet.

The Prices are: 1/1, 2/2, and 2/4, which includes the Amusement Tax. Plan at Paling's. Late Booking 'Phone Central 5799.

Brisbane Courier 1 Aug. (1917), 2.

Palace Gardens.

COMMENCING SATURDAY NEXT, SEPTEMBER 27.

Carlton Max Presents,
For the First Time in Brisbane,

THE FOLLIES

NEW COSTUME COMEDY COMPANY,
Including a great cast of All Star Artists.
Pretty Costumes and Gorgeous Settings.
Brilliant Lighting Effects and Scenery.

Supported by the Palace Orchestra.

CHANGE OF PROGRAMME EVERY FRIDAY.

PRICES: 2/6 (res.), 2/, and 1/, plus tax.

BOX PLAN AT PALING'S.

No further mention of professional entertainments being staged at the Palace Gardens have yet been identified in the *Courier* until 18 August 1919 when it was announced that the venue would be re-opened six days later under A. C. Tinsdale's management (Tinsdale was then also the manager of Brisbane's Centennial Hall). The opening season was provided by Chas Weston's Royal Strollers,¹² a troupe which featured well-known artists such as Carlton Max, Keith Connelly, Gladys Shaw and Fred Arthur. Weston ended his management of the troupe by around mid-September, with the final show of the season occurring on 19 September. A week later Carlton Max debuted pretty much the same company but under a new name - The Follies Costume Comedy Company (27 Sept).

Brisbane Courier 26 Sept. (1919), 2

1920-1924

The Carlton Max Follies season, as with the Walter George Smart Set engagement, appears to have similarly ended at short notice. The final advertisement for the company, which used its space promote the Palace Gardens as "a smoker's paradise" was published on 2 January. It has been speculated that the onset of a period of rain may have been the factor at play in both instances, although this is yet to be established. Once again, too, the venue underwent an extended period of non-occupancy, with no further indication of any regular entertainments being presented there until 13 October that same year when Harry Borradale took over the lease in order to present his Sparklers season. Best known to that time as a monologist, Borradale had the previous year formed the Who's Who Costume Comedy Company in Adelaide after playing a season with the Scarlet Gaieties. Following a tour of the southern states he took up the lease of the Palace Gardens and renamed the troupe Harry Borradale's Sparklers. Comprising a changing selection of Brisbane, Australian and international acts, the troupe at various time included such prominent artists as George Edwards, Con Moreni, Joe Rox, Courtney Ford and Ivy Davis and George Sharratt.

Under Borradale's tenure the Palace Gardens was given an iron roof in an attempt to overcome the obvious problems that beset open-air venues in Brisbane during its summer rainy season. Because it was still not enclosed in, the venue continued to boast that patrons could come in and have a smoke in the cool, open air,¹³ but this meant, too, that harsh

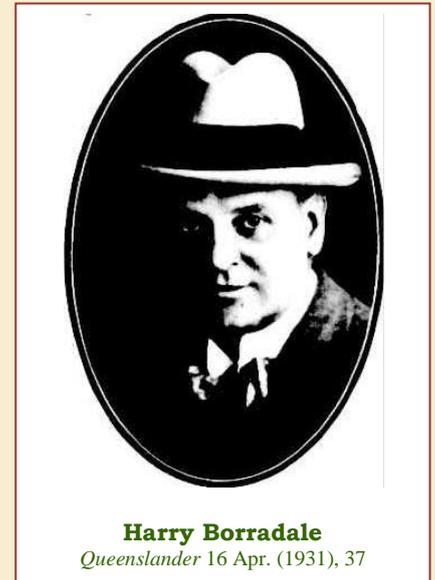
¹¹ *Brisbane Courier* 17 Mar. 1917, 8. [Advert.](#)
¹² The original Royal Strollers had been operated by Sydney James. This new troupe was put together following James' death earlier in the year while travelling between India and Pakistan. .
¹³ Ctd. *Treading the Boards*, 47.

inclement weather remained a problem for some audience members. Interestingly the issue of smoking was raised in the *South Brisbane News* in 1920, with the writer suggesting that most people actually preferred their amusements to be free of the odours of stale cigars and cigarette butts. The article nevertheless goes on to praise the management for its ability to keep the venue clean:

Many of the open-air theatres around Brisbane are not kept as clean as they might be, but the other morning at the Palace Gardens, whilst waiting around for the 'main squeeze' to appear, we had our attention drawn to a gang of cleaners, armed with brushes, brooms and hose. It seems the Gardens are cleaned every day, and this entails more work than one would imagine. First of all the rubbish is swept up, then the gardens are hosed from top to bottom, and after that the floors are disinfected.¹⁴

Between 1920 and 1921 The Sparklers presented a refined array of songs, monologues, comedy sketches, novelty surprises, rollicking ragtime, artistic specialties, and occasional revusicals like *The Toowong Cup* and *The Sultan of Sookemon*. Borrardale ended his season at the Palace Gardens on 23 April, moving across to the Elite Theatre (formerly the Lyceum) in preparation for the winter season. The Palace Gardens therefore remained vacant for several months it was sublet by Borrardale to the Eroni Brothers and their equestrian-themed Hippodrome Circus in early 6 August 1921.

In January 1922 Borrardale, who still retained the lease of the Palace Gardens, published a prospectus in an attempt to purchase the freehold and replace the current venue with a rain-proof all-year-round theatre. His company, Harry Borrardale's New Palace Gardens Ltd proposed to float 20,000 shares at five shillings [see Appendix 1]. Borrardale also stated that the venture was being made in an effort to honour an agreement he'd made with the owner of the property, identified as Scott Crawford Stewart Mullin. It would appear that the venture failed to get off the ground, however, and the theatre was eventually closed down in 1924. It is yet to be ascertained whether it was used during the interim as no advertisements for entertainments at the Palace Theatre have been located after the closure of the Eroni season. The Queensland Performing Arts Museum's *Treading the Boards* (1999) suggests that the Palace Gardens' closure was the result of a combination of factors - primarily the long periods of rain which often cancelled shows for days on end over summer and the fact that a night soil depot had been established nearby.¹⁵



SEE ALSO

- [Edward Branscombe](#)
- [Holland and St John](#)
- [John N. McCallum](#)

FURTHER REFERENCE

- "[Abridged Prospectus of Harry Borrardale New Palace Gardens](#)." *Brisbane Courier* 10 Jan. (1922), 2.
- "[City Council](#)." *Brisbane Courier* 8 July (1913), 8.
- "[Entertainments: Palace Gardens](#)." *Brisbane Courier* 12 Aug. (1912), 12.
- "[Music and Drama](#)." *Brisbane Courier* 1 June (1912), 12.
- "[Music and Drama](#)." *Brisbane Courier* 15 June (1912), 13.
- "[New Open Air Theatre](#)." *Brisbane Courier* 8 June (1912), 6.
- "[New Palace Gardens: Brisbane Amusement Enterprise](#)." *Brisbane Courier* 30 July (1912), 4.
- "[Palace Gardens Purchased](#)." *Brisbane Courier* 15 Apr. 1913, 7
- "[Proposed Boxing Entertainments: Question of a Permit - Granted by City Council](#)." *Brisbane Courier* 3Feb. (1914), 6.
- Queensland Performing Arts Museum. *Treading the Boards* (1999), 47.
- Ryan, Delyse. "Brisbane Theatre during World War I." Ph D Diss. University of Queensland, 2000.
- Ryan, Simon and Delyse. "[Palace Gardens](#)." *The Academy Literature and Drama Website* [online via the Australian Catholic University]

¹⁴ 25 Dec. (1920), n. pag

¹⁵ Ctd. *Treading the Boards*, 47.

ABRIDGED PROSPECTUS OF Harry Borradale New Palace Gardens, LIMITED.

(To be Registered under the Companies Acts of 1903 to 1913.)
CAPITAL.

£20,000, divided into 40,000 Shares of Five Shillings each, to be issued as follows—
12,000 Fully Paid Shares to be issued to the Vendor (Harry Carr Borradale) in consideration, inter alia, of the sale of option of purchase of the Palace Gardens Property and certain Stage Properties and Licenses, and the payment of the expenses of formation of the Company by him, as stated in the Agreement dated December 15, 1921, hereinafter referred to.
28,000 Shares to be issued for subscription, payable 2/6 on application and 2/6 on allotment.
40,000 Shares to be held for the future requirements of the Company.

DIRECTORS:

ERIC HAMILTON ELLIOTT, Wholesale Chemist and Druggist, Eagle-street, Brisbane.
WILLIAM THOMAS, Secretar, The Queensland Colliery Proprietors' Council, A.M.L. and F. Buildings, Creek-street Brisbane.
HARRY CARR BORRADALE, Theatrical Proprietor, Brisbane.

And Two Directors to be elected by the Shareholders at a General Meeting, to be specially convened for the purpose, immediately after the Allotment of Shares. These Directors shall hold Office until the Ordinary General Meeting of the Company in the year 1923.

SOLICITOR:

ARTHUR H. PACE, Union Trustee Chambers, Queen-street, Brisbane.

AUDITORS:

MESSRS. KENNEDY, BOWLY, & MANSON, Parbury House, Eagle-street, Brisbane.

BANKERS:

QUEENSLAND NATIONAL BANK, LIMITED, George-street, Brisbane.

SECRETARY:

SCOTT MULLIN, F.A.I.S., A.F.I.A., No. 2, Isles, Love's Buildings, Adelaide-street, Brisbane.

BROKERS:

MESSRS KENNEDY, BOWLY, & MANSON, Sharebrokers, Parbury House, Eagle-street, Brisbane.
(Chas. Bowly, F.I.C.A., F.A.I.S., Member Brisbane Stock Exchange.)

ARCHITECTS:

T. E. HALL and **G. G. PRENTICE**, Kodak Buildings, Queen-street, Brisbane.
OBJECTS.

The objects for which the Company is established are, amongst other things—

- (a) To adopt and carry into effect an Agreement dated December 15, 1921, between **HARRY CARR BORRADALE** of the one part and **SCOTT CRAWFORD STEWART MULLIN**, on behalf of the Company, of the other part, for and, inter alia, the acquisition of the option of purchase and other property of the Vendor as hereinafter mentioned.
- (b) To acquire the freehold of the said property and premises; and
- (c) To carry on thereon the business of Theatre, Music Hall, and Concert Hall Proprietors, or Agents, and the production of Theatrical, Musical, Variety, and other Public Entertainments.

PROSPECTUS.

It is proposed entirely to remodel and make such necessary alterations and improvements to the present structure on the property as will make it rain-proof and suitable for all seasons throughout the year. Additional stage and comfortable seating accommodation for 2000 persons will also be provided, and the general appointments will be made equal to those of any theatre of its kind in Australia.

From previous experience and returns it is estimated that the yearly profit will be at least £1000 equivalent to 25 per cent. on the paid-up capital of the Company.

APPLICATION FOR SHARES.

When not less than 20,000 shares are applied for by the public the Company will be deemed to be sufficiently subscribed, and will be registered and the shares allotted.

The directors reserve the right to allot in such proportions and to such persons or to entirely refuse any application as they may think fit.

If no allotment is made the application money will be returned in full, and where the number of shares allotted is less than the number applied for the balance of application money will be applied towards payment of allotment money.

ALL THE CAPITAL SUBSCRIBED WILL BE EMPLOYED IN THE PURCHASE OF LAND, EFFECTING IMPROVEMENTS, AND FOR WORKING CAPITAL.

THE SUBSCRIPTION LIST will close on **FEBRUARY 4, 1922**, but as there are only 28,000 Shares to offer to the public, the Directors reserve the right to close at any earlier date.

Brisbane, December 24, 1921.

Brisbane Courier 10 Jan. (1922), 2.

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