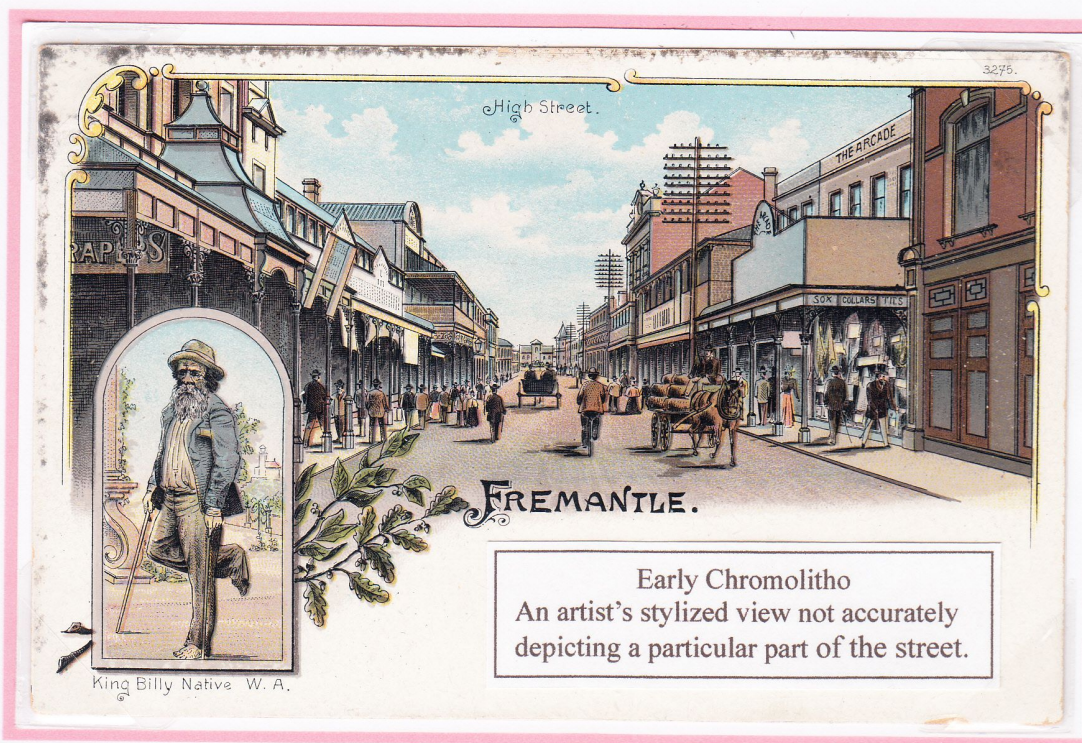


# HIGH STREET, FREMANTLE (Western Australia)

**Scope :** This exhibit shows what a person walking along High Street in the period 1900 to 1920 would have seen. It does not attempt to capture a specific moment in time but more generally the 'feel' of the period circa 1910. Some cards are included which show the changes that occurred from a 'before' and 'after' perspective.

The exhibit commences at the West end of the Street, works its way along the Street to the Town Hall, turns around and works back to the original starting point. This section of High Street between the Round House and the Town Hall is the historic main street of the City.

Plan :	(Section)	Starting Page No.
	Title Page	1
	Round House to Town Hall (including map)	2
	Overview from the Town Hall	10
	Town Hall to Round House	13



**Write Up :** Comments regarding the features of the street, buildings and history etc are in normal font.  
*Comments related to Postcards per se (eg Printing, Production & Use) are in italics in blue.*

**Rarity :** Most of the cards are reasonably available. The 6 cards considered rare, based on only one or two having been seen by the exhibitor over 20 years are indicated by an asterisk \* at the bottom right of the card.

**Background :** Within twelve years of Fremantle being settled in 1829, High Street was established as the main road. The street was named by the Surveyor-General of WA in line with the traditional naming of main streets in England. The east-west route linked the Round House at Arthur Head to the Fremantle Town Hall. Many Postcard publishers produced a view (many advertising a specific commercial interest).

## Major Sources

Websites - for information regarding the history of Fremantle (and High Street)  
see : <https://fremantlestuff.info/westend/high.html>; Wikipedia (various)

Cook, D. (1985). *Picture Postcards in Australia 1898-1920*. Lilydale, Australia : Pioneer Design Studio



## Round House to Town Hall

- View from the Round House

The 'classic' view of the street taken from the Round House, looking East with the Town Hall in the distance.

The numbers in **RED** at the beginning of each description show the location on the map from which the image was viewed.

**1.** To the right we have a relatively earlier view – note the absence of evidence of trams. The cross street in the foreground is Cliff Street.

*Published by the Austral Stores. Many publishers included a similar view in their series of cards.*

**2.** The view below shows a tram in the distance, tram tracks and the Fremantle Municipal Tramways Car Barn (front right). Trams began operation on 30 October 1905.

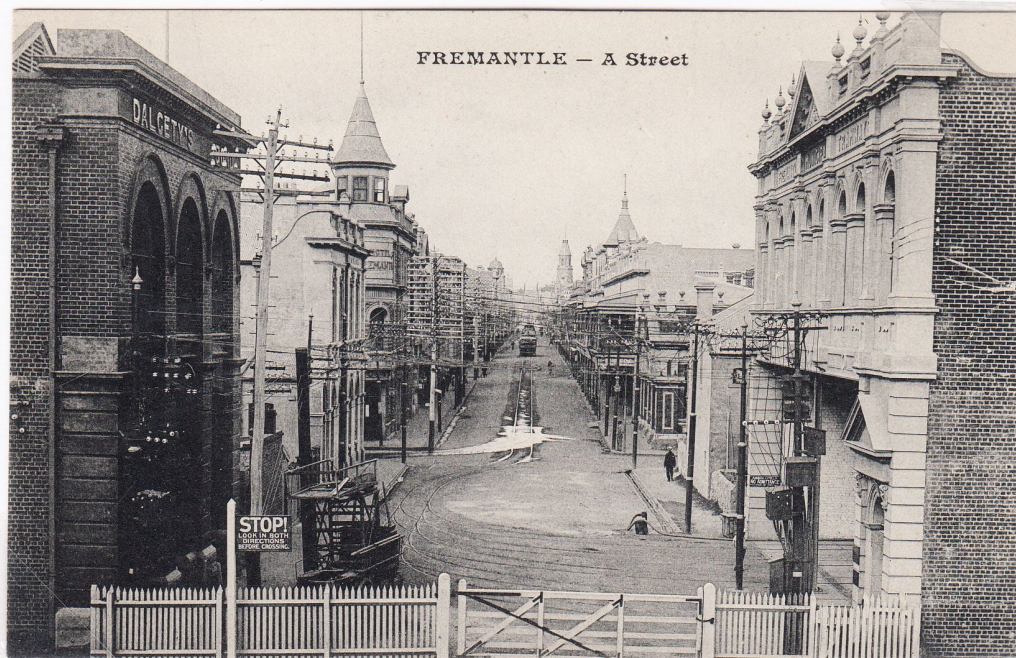
The gate in the forefront prevents inadvertent crossing of the railway immediately below.

*A fine example of a collotype card published by the French Shipping Company Messageries Maritimes.*



High Street. Fremantle. W. A.

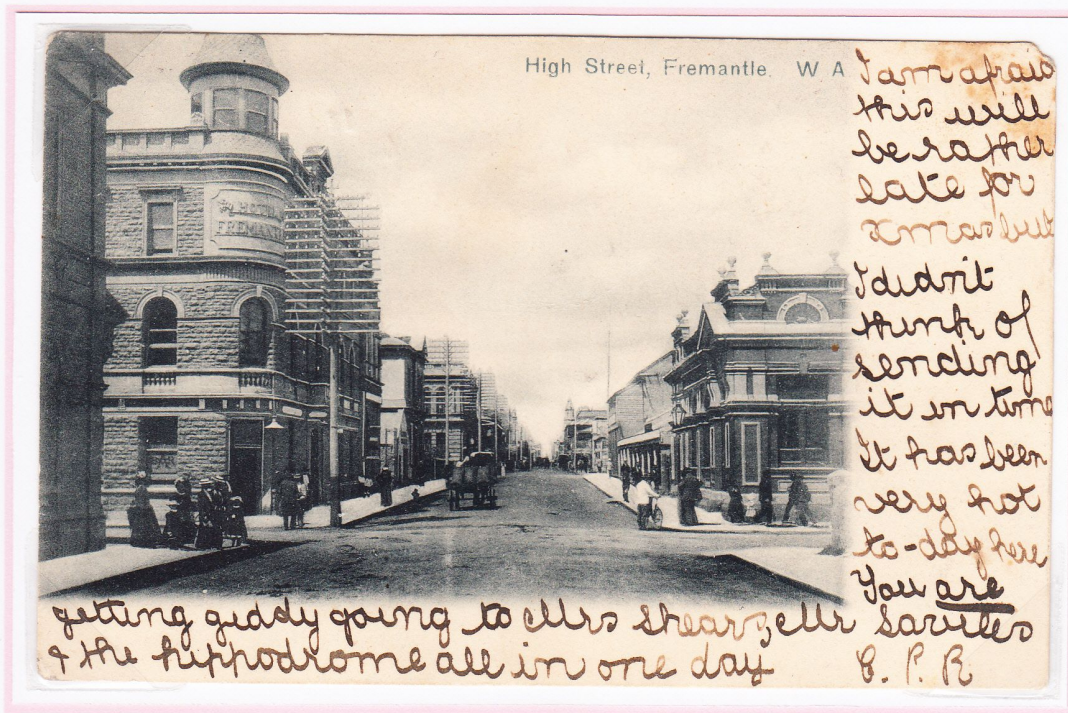
PUBLISHED BY THE AUSTRAL STORES PERTH W. A.



FREMANTLE — A Street



Round House to Town Hall (2)



**3.** Descending to street level, we come to the intersection with Cliff Street. Note the absence of tram tracks. On the left just beyond the intersection is the Hotel Fremantle (6 High St). Constructed in 1898-99 for Bacon Forrest Co. *Publisher unknown. Undivided Back. Used 7/12/1903. Collotype printing - uses gelatine & a photochemical process to produce fine detail and tonal gradation.*



**4.** A later view (with tram tracks) Note the extensive overhead wires – compare with the card above. These were considered by many to be an eyesore. *The wires were often edited out by publishers to enhance the view. Published by the Fremantle News Agents Association.*



Round House to Town Hall (3)



**5.** Moving along to the next intersection (Mouat Street) we see the Cleopatra Hotel on the left [24 High Street]. The original hotel was demolished in 1906. This view shows the replacement – constructed 1907. Watsons Supply Stores (forerunner to Watsonia Food Services) are on the right. *Real Photo postcard.*



**6.** Just beyond Mouat Street on the right is the P&O Hotel. Opened July 1<sup>st</sup> 1901, it was one of many buildings constructed in the gold boom period – late 19<sup>th</sup> & early 20<sup>th</sup> centuries. Most of the facade facing High Street was occupied by shops and cafes. *Early Austral card. 1<sup>st</sup> Series. Earliest known date of use December 1902.*



Round House to Town Hall (4)



7. On the South East corner of Henry Street is the Union Stores Building – a hardware shop established in 1896 and originally associated with the J. W. Bateman family. At that time the company was described as Ironmongers and Grocers. *Anonymous Collotype. Photograph by Alfred Pickering c 1897 (SLWA # 011525S).*



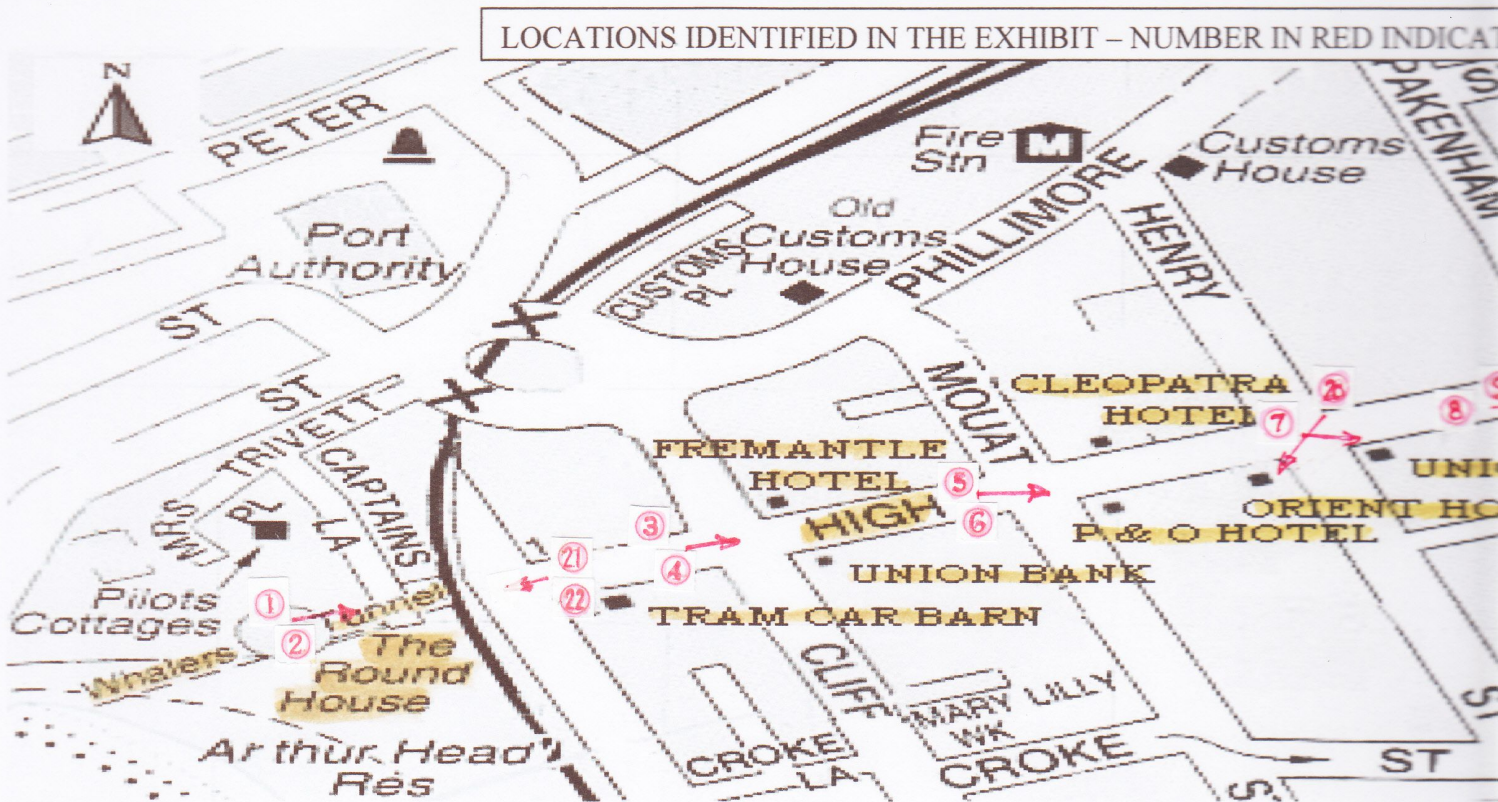
8. On the right, coming up to the corner of Pakenham Street with Robbins Adelaide Café and John Church & Co occupying the ground floor shops. *Published by the Fremantle News Agents Association using the letterpress half tone screen method.*



Round House to Town Hall (5 & 6)



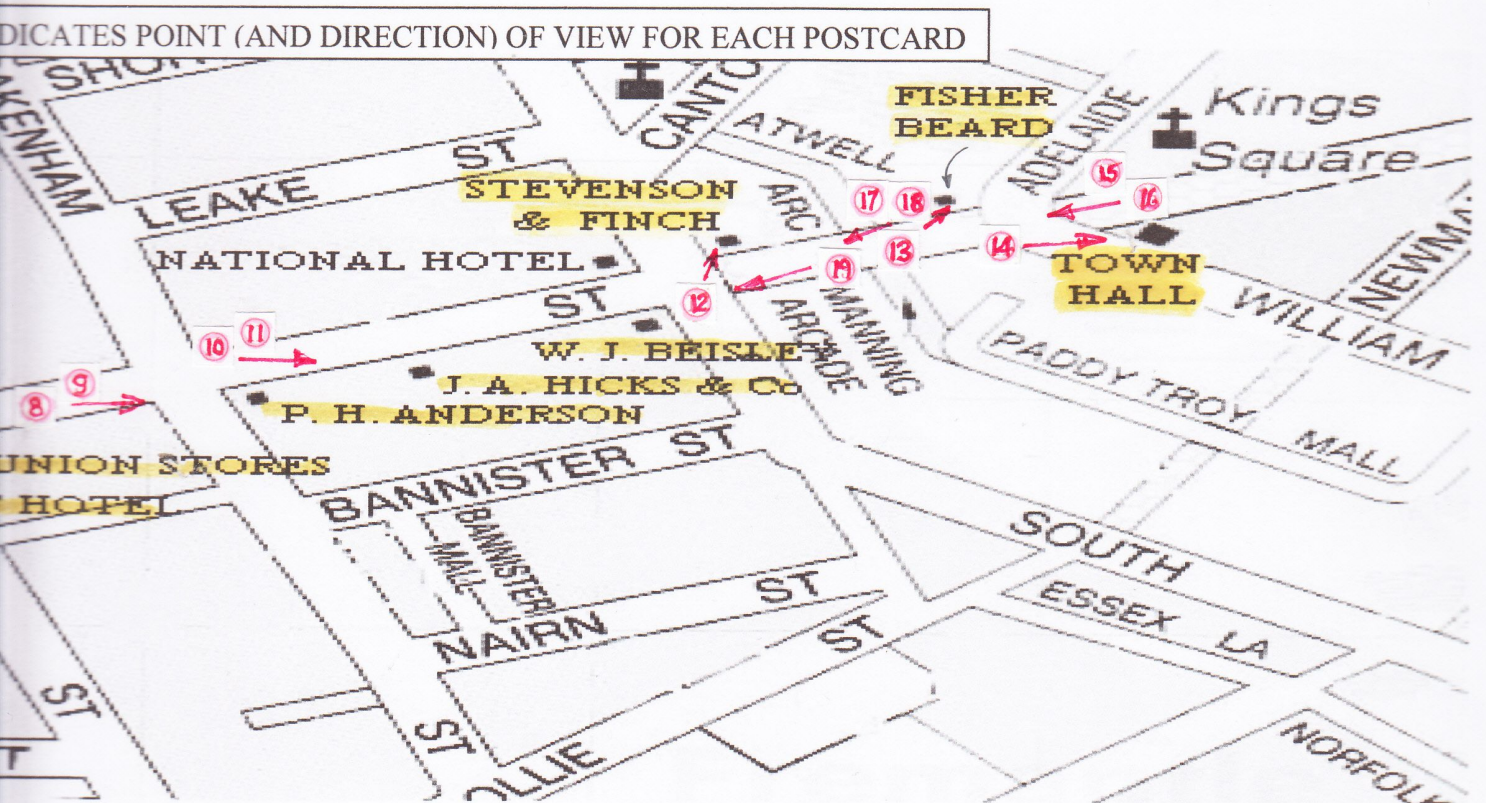
9. At the intersection with Pakenham Street at 81 - 83 High Street is Central Chambers – built in 1906. Note the advertising sign on the corner for P. H. Anderson & Co. (Booksellers & Stationers, Importers of Fancy Goods & Circulating Library). *As part of his business, Anderson published Post Cards. This card is from this rare series (6 Titles known). Real Photo card, Divided back, Printed in England. Known used 1909 – 14.*







**10.** Centre right (the White House) - 97 High Street, constructed in 1903 by architect T. Anthoness as a storefront and workshop for tailors, J.A. Hicks & Company. *Post Card published by A. Mayrhofer & Co. WTP emblem on reverse - produced by W. T. Pater of Melbourne. The code number of 124903 is consistent with Pater advertising in 1904 of a stock of three quarters of a million cards on 80,000 different subjects.*





Round House to Town Hall (7)



**11.** A very similar view – see left - apart from some slight changes to the advertising signage. *Post Card produced as part of the Victoria Stamp Market (V.S.M.) Series. Note the spelling error (Iremantle) which occurs on all examples of this card. Printed using the Letterpress method (black colour using a half tone screen).*



**12.** On the North East corner with Market Street are Stevenson & Finch (Tailors & Mercers). *A typical example of a F. W. Niven advertising Post Card – noted for printing using chromolithography which involves multiple printings of different colours in perfect register. In this case five colours together with black (which makes use of a half tone screen).*





**13.** see left - Fisher Beards (Drapers) located in the Atwell buildings which occupy most of the northern side of High Street between Market and Adelaide Streets.

On the reverse advertising for a Seven Day Removal Sale commencing 20th February 1909. Fisher Beards relocated a short distance around the corner to Adelaide Street - opening early March 1909.

*Producer and printer unknown.  
Printed in Saxony. Colour printed  
by chromolitho.*



\*

**14.** see right - At the East end of the main section of High Street is the Fremantle Town Hall, situated on the corner of William and Adelaide Streets. The official opening was on 22 June 1887.

Local architects, described the building thus:

‘The overall treatment to the elevation is a confident Victorian free style interpretation of classical architecture ... the facades employ a multiplicity of classical elements including pediments, rusticated floor, Corinthian pilasters, pediment windows, urns, string courses, heavily moulded architraves and bas relief decoration – all rendered to appear stone ... at the roof level "classicism" gives way to an exuberant array of towers not encountered in classical architecture.’

*Published by P. Falk.*



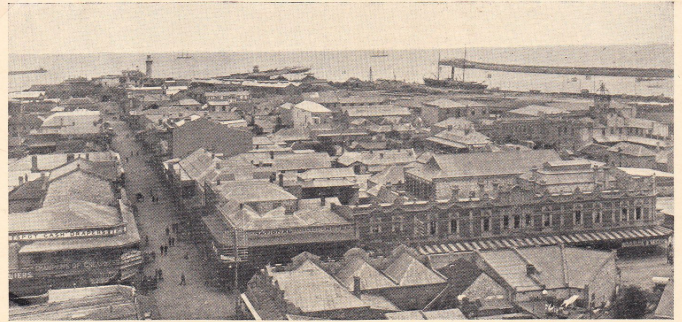


Panorama from the top of the Town Hall



NO. 2. PART PANORAMA OF FREMANTLE.

Robinsons', Ltd., Bristol, Eng.



NO. 3. PART PANORAMA OF FREMANTLE.

Robinsons', Ltd., Bristol, Eng.

At the top of the Town Hall is a viewing area allowing for an expansive view of Fremantle. Higher ground to the East and South East and more importantly the prison in this section limits the area that could be reproduced as images to about 270 degrees. Four of the six cards in the Robinsons panoramic series are shown here. These images date to circa 1900.



FREMANTLE, LOOKING WEST, W.A.

*P. Falk was the largest publisher of post cards in Western Australia, including cards featuring views from the top of the Town Hall. These images date to about 1905.*

Above and left we have views along High Street. Between 1900 and 1905 there was considerable development in the area.

Perhaps the most obvious difference can be seen on the West of the corner with Market Street. Here we have the National Hotel. The original two-storey version of the hotel was demolished in 1902 and replaced in September the same year. It still exists today. To the right of the hotel, you can see how the first-storey veranda has been enclosed with advertising for C. & H. Lock (Furniture Warehousemen).

Next page - comparing above and below we can see significant changes with the construction of large sheds on the harbour front and the emergence of steam versus sailing ships.



Panorama from the top of the Town Hall (2)



No. 4. PART PANORAMA OF FREMANTLE.

Robinsons', Ltd., Bristol, Eng.



No. 5. PART PANORAMA OF FREMANTLE.

Robinsons', Ltd., Bristol, Eng.

*Robinson's Ltd. was a paper, printing and packaging company of Bristol, England which produced a series of 24 cards covering Western Australia. Half of these feature Fremantle with 6 showing a panorama (examples above). The card stock used had different colours on each side and the cards can be found in both. The cards were printed by letterpress using a half tone screen. Examples known used from 1902.*



FREMANTLE LOOKING NORTH-WEST, W.A.



FREMANTLE, LOOKING NORTH-WEST, W.A.

*Two Falk cards - the card on the right with the green printed significantly out of register. The colours are printed separately by lithography using a combination of mostly flat full colour areas, some stipples and in relatively few instances - dots. Four colours have been used (Green, Blue, Orange-Brown, Beige). The black is also printed by lithography using a half tone screen which has allowed for the development of the features of the original photo.*



## Town Hall to Round House



HIGH STREET, FREMANTLE, W.A. (No. 2)

**15. & 16.** Turning around – now looking West back along High Street. Views from a very similar position. The buildings are the same, but the signage and occupants are quite different. Flintoff (Chemist & Dentist) is recorded at this location until 1911. Samuel's Taylors are known from 1915.



*These 'Deckled Edge' cards were often printed for small local businesses but this one is anonymous. They can be found with 3 different but very similar border decorations. The same view comes with or without the word COPYRIGHT in the lower right corner. What is being copyrighted and its significance is unknown.*



Town Hall to Round House (2)



THE ROYAL SERIES NO. 17

HIGH STREET, FREMANTLE, W. A.

**17. & 18.** Two views of the Manning Chambers on the left, between William and Market Streets. Occupants included Evans and Co. (tailors), Baker Brothers (butchers), and Doig and Horn (jewellers), who took over from A O Kopp (ostracized German) during World War I. Above card has AO Kopp signage while below has the Doig and Horn signage. *Royal Series cards were published by A. J. Ratcliffe of 75 Barrack Street, Perth. A numbered series of 83 or more Real Photo cards [some yet to be identified] covering Western Australia in general.*



High Street, Fremantle, W.A.

*Printed by letterpress using a half tone screen. Published by Osboldstone of Melbourne.*



Town Hall to Round House (3)



**19.** Across the Market Street intersection on the left are the Higham's Buildings. Occupied by W. J. Beisley from 1913. Opposite on the right is the National Hotel (the replacement version – built 1902). *Real Photo card published by Valentines Publishing Co. Pty. Ltd. – one of the first companies to publish cards in Britain (1895).*



**20.** Further along, on the South-West corner of Henry St, the Orient Hotel (built 1902-1903) replaced the Commercial Hotel. J. Monaghan was the proprietor from 1916 to 1922. *The poor-quality paper used for this card [British Manufacture Throughout] is indicative of World War 1 production and supply issues.*



Town Hall to Round House (4)



THE OLD TUNNEL AND ROUND HOUSE, FREMANTLE, W.A.

**21.** At the West end of the street. Tramways Car Barn on the left. Looking directly at where we started our journey. The Round House on top of the limestone cliff with the Whalers Tunnel (1837) providing convenient access to the Indian Ocean beneath it. *Photolitho, Divided back, published by P. Falk and Co.*



**22.** An early view of the so-called Round House (it is dodecagonal -12 sided). Constructed in 1831, it was a prison and is the oldest building in Western Australia. The West end of High Street and our journey ends here. *Real photo postcard printed locally using sensitized paper with a standard Kodak Austral divided back.*