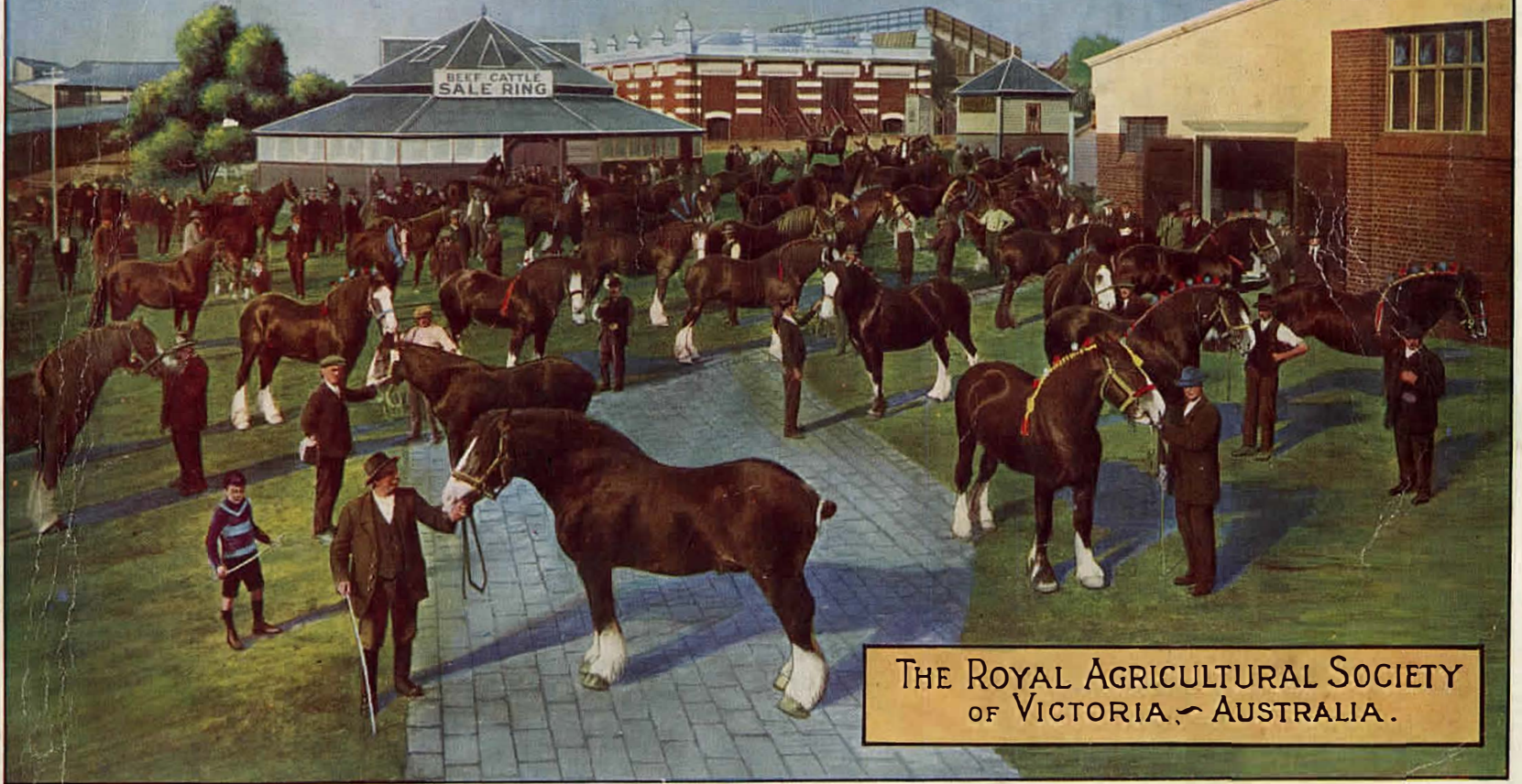


# Pictorial Souvenir

# Jubilee Show 1921



THE ROYAL AGRICULTURAL SOCIETY  
OF VICTORIA, AUSTRALIA.

# FARMERS

USE YOUR OWN INSURANCE COMPANY, THE  
**C. I. C.**

The C.I.C. is the only Insurance Company in Australasia controlled by Farmers—  
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**THE C.I.C. FOR TWO RECORD YEARS HAS PAID 7% DIVIDENDS.**

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Gross Premiums increased from	£21,250	14	7	to	£72,301	14	2
Reserves now Total	...	...	...	£19,880	18	2	

**The C.I.C. is the Joint  
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PICTORIAL SOUVENIR  
OF THE  
JUBILEE SHOW  
OF  
The Royal Agricultural Society of Victoria.



Colonel Charles E. Merrett, V.D.,  
President since October, 1915.



1871-1921.



Henry Schwieger, Esq.,  
Secretary since January, 1911.

## PAST PRESIDENTS.

*Hon. William Degraves, M.L.C.*  
(1871).

*Hon. Robert Simson, M.L.C.*  
(1872 and 1874).

*Sir Samuel Wilson*  
(1873).

*Edward Henty, Esq.*  
(1875).

*M. McCaw, Esq.*  
(1876).



*Archibald Fischen, Esq.*  
(1877).

*Hugh Lennon, Esq.*  
(1878).

*Job Smith, Esq.*  
1879), (1902 and 1903).

*Hon. Robert Simson, M.L.C.*  
(1880).

*W. J. Lobb, Esq.*  
(1881).

*Dr. Andrew Plummer*  
(1882 and 1884 to 1891).

PAST PRESIDENTS—continued.

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*Francis Henty, Esq.*  
(1884).

*D. R. McGregor, Esq.*  
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*Frederick Peppin, Esq.*  
(1893 and 1894).

*Hon. T. Brunton*  
(1895 and 1896).



Past Secretary.

Past Secretary.

Past Secretary.

*D. Munro, Esq.*  
(1871).

*William Thomson, Esq.*  
(1899 and 1900).

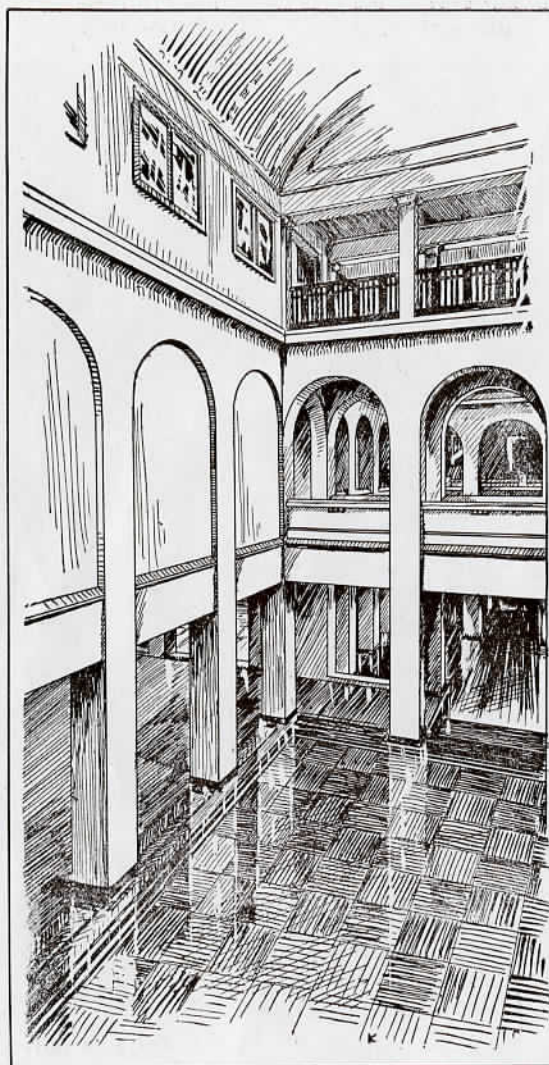
*Hon. T. F. Cumming*  
(1904 and 1905).

*Walter Macfarlane, Esq.*  
(1872 to 1879).

*Hon. Thomas Skene*  
(1897, 1898, and 1906 to 1908).

*Alexander McCracken, Esq.*  
(1909 to 1915).

*Thomas Patterson, Esq.*  
(1880 to 1910).



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are seen through the arches and columns of our vast new building. The polished beauty of parquet floors reflects the stately columns and the wide arched openings that spring upwards to the huge domes so mellowly diffusing the light through softly colored glass.

¶ Furniture of wonderful attractiveness is displayed under these perfect conditions, and from the sombre beauty of the dull-polished Jacobean style to the more subtle outline of Sheraton or Hepplewhite—the notable furniture designers of all ages are here represented. Richly grained woods; fabrics of a royal opulence in color and weave; china and bronzes from the Old World's famous masters—these have been massed in the setting of our New Showrooms for you to see.

¶ Will you accept this invitation and see this Exhibition of Good Furniture?

*THE RED TRAM IN BOURKE ST. BRINGS YOU HERE*

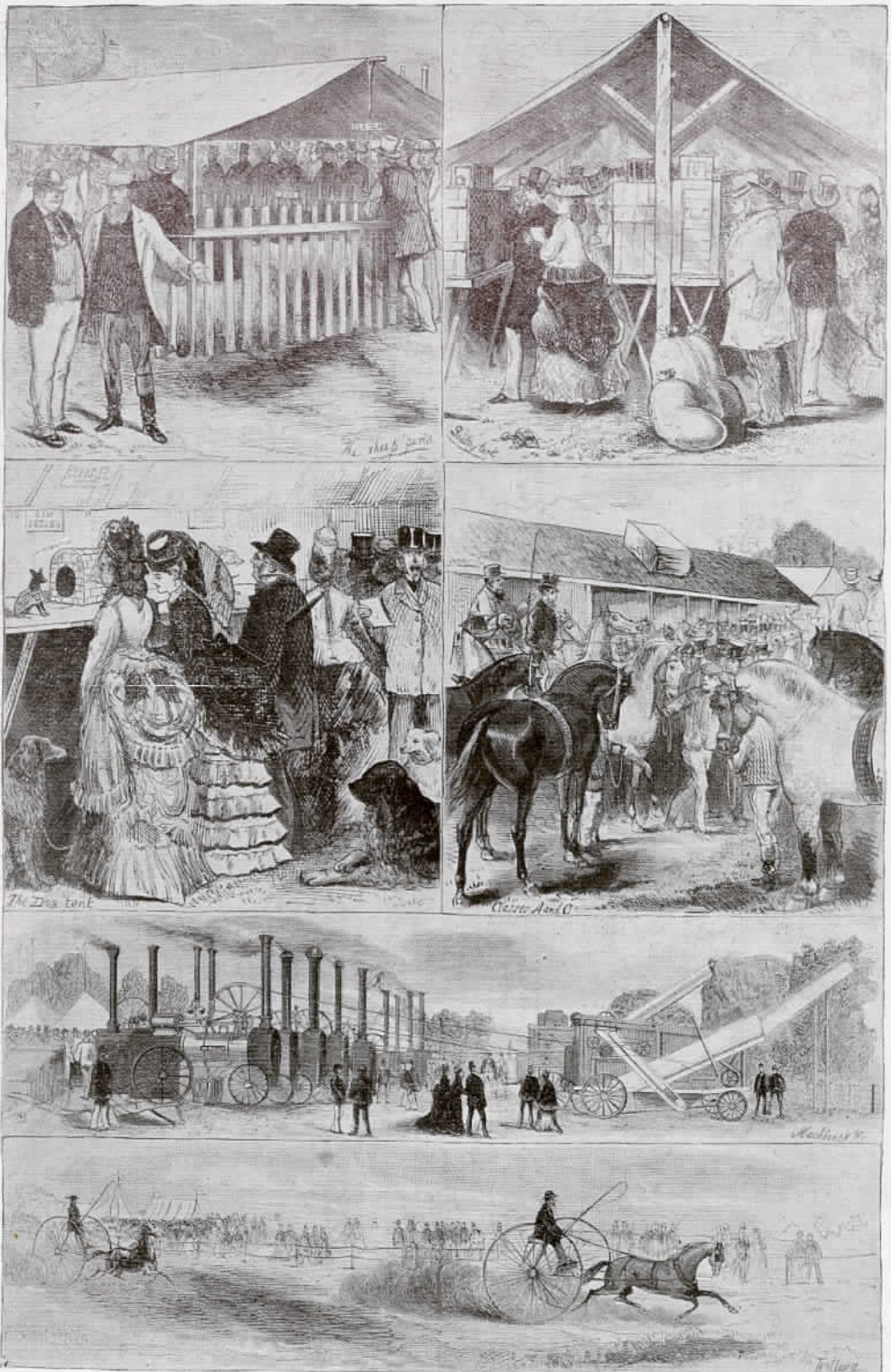
*Deans*  
**Deans Ltd**  
**COMPLETE HOME FURNISHERS**  
Two Forty Three—To—Two Fifty Five  
SMITH ST., FITZROY, MELBOURNE

Brief Record of the Activities  
OF  
The Royal Agricultural Society of Victoria.

THE Royal Agricultural Society of Victoria arose from the ashes of old Port Phillip Farmers' Society, and the last exhibition of that association was held on the Sydney Road Show Grounds in November, 1867.

The old Society, which had been gradually disintegrating, collapsed in June, 1870, but in November of the same year a public meeting was held with the view to forming a new agricultural society on a wider basis. This effort was successful, and the National Agricultural Society came into being.

The first Council was elected in February, 1871, Mr. William Degraves being chosen as first President, and the old Grounds on Sydney Road were vested in the new body. An exchange to a more desirable site on the St. Kilda Road was shortly afterwards effected, and the first Show on these new Grounds was held in November, 1871.



Scenes at 1872 Show.





**Government Pavilion. Erected 1918.**



**Picnic Grounds at rear of Government Pavilion.**

J. L. MOORE ARCHITECT, PHOENIX, ARIZ.



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WHICH ARE SUPREME IN

BLACK    LIGHT TAN    NIGGER BROWN  
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For White, Champagne, Grey, Blue, Green, Pink, or any other delicate shade of Glace Kid or Patent Leather Boots or Shoes.

WHITE CLEANER (in Bottles.)

For White Buckskin and Canvas Boots and Shoes The Finest White on the Market. Does not rub off and soil the clothes.

**"NUGGET" THE REAL Boot Polish**

In 1853 the Society conducted its first Show on the present site. This was the last occasion upon which the Show was held during Melbourne Cup week. Thereafter, until 1913, the Annual Exhibition took place during the last week in August, but since that time the Royal Show has been held during the last full week in September.

In 1890 the Society received permission from the British Government to change its title to The Royal Agricultural Society of Victoria.

In 1900 the hill was removed from the centre of the arena, and the surrounding ramp for the accommodation of the public was formed.

On the 22nd September, 1914, during Show week, a fire broke out in the Grandstand and before it could be extinguished, it demolished not only that structure, but the Industrial Hall and twelve buildings belonging to exhibitors.

The 1915 Show was abandoned, as the Defence Department required the use of the Grounds for the accommodation and training of troops for the Great War.

On the 29th May, 1920, His Royal Highness the Prince of Wales visited the Show Grounds, where a special exhibition of stock and produce had been arranged for this auspicious occasion.

Breeders of pure stock and producers of all varieties of the fruits of the soil responded in a whole-hearted manner to the invitation to co-operate in making this function the success that it attained. The Show Grounds were suitably decorated with trophies representative of the chief rural activities of the State, as well as by a wealth of burting, Venetian masts and decorative shields.

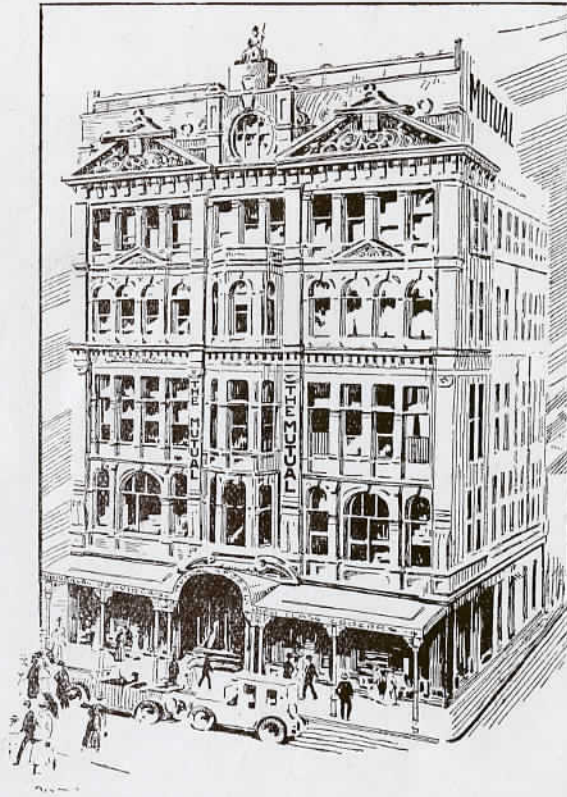


General View Old Machinery Court.



General View New Machinery Court.

# The House of Modern Service



The Mutual has been long and favorably known as one of Melbourne's Leading Department Stores—suppliers of Everything to Eat, Drink, and Wear, and for the Comfort of the Home.

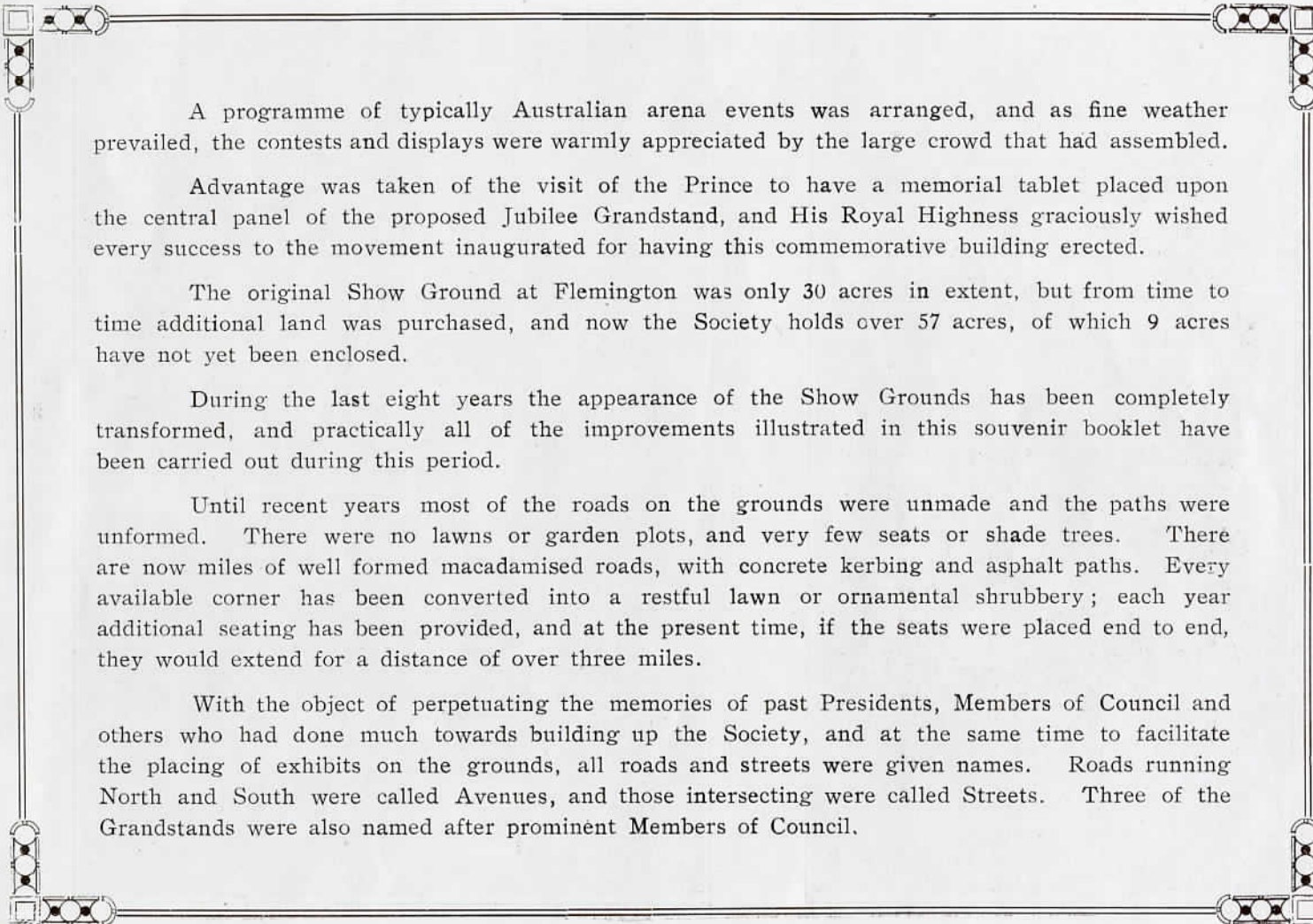
Throughout the various departments of this great Store there is always something fresh and interesting to see. Art Lovers revel in the fine specimens of rare China, Bronzes, Silverware, etc., displayed in the Art and Gifts Salon, and Ladies delight in the Fashion Expositions contributed to by many of the Leading Designers of the world. The finely equipped Providoring Basement is by no means the least interesting feature of the Store, special care being taken to maintain a higher degree of efficiency than is usual in similar departments.

Extensive alterations and improvements have been made during the past year, and it will add considerably to the pleasure of your visit to Melbourne if you reserve two or three hours for an inspection of this fine Department Store.

Those who appreciate intelligent and courteous service, will recognise the fact that The Mutual's trading motto, "We are not satisfied unless you are," ensures every effort being made to give the greatest pleasure and satisfaction to all with whom the Store has dealings.

A CORDIAL WELCOME AWAITS YOU.

The **MUTUAL** Store MELBOURNE'S LEADING  
Limited DEPARTMENT STORE Opposite  
Flinders  
Street  
Station



A programme of typically Australian arena events was arranged, and as fine weather prevailed, the contests and displays were warmly appreciated by the large crowd that had assembled.

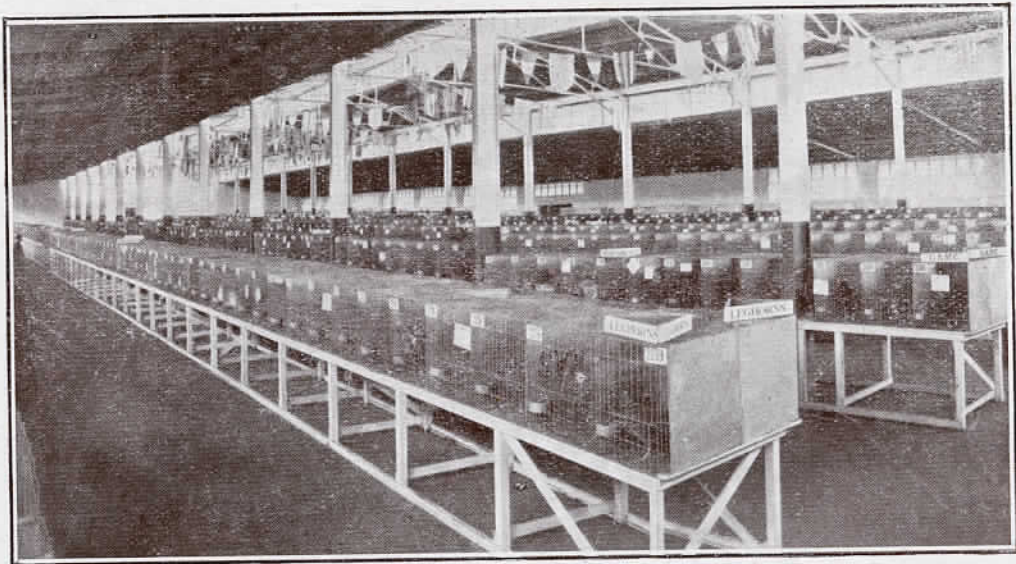
Advantage was taken of the visit of the Prince to have a memorial tablet placed upon the central panel of the proposed Jubilee Grandstand, and His Royal Highness graciously wished every success to the movement inaugurated for having this commemorative building erected.

The original Show Ground at Flemington was only 30 acres in extent, but from time to time additional land was purchased, and now the Society holds over 57 acres, of which 9 acres have not yet been enclosed.

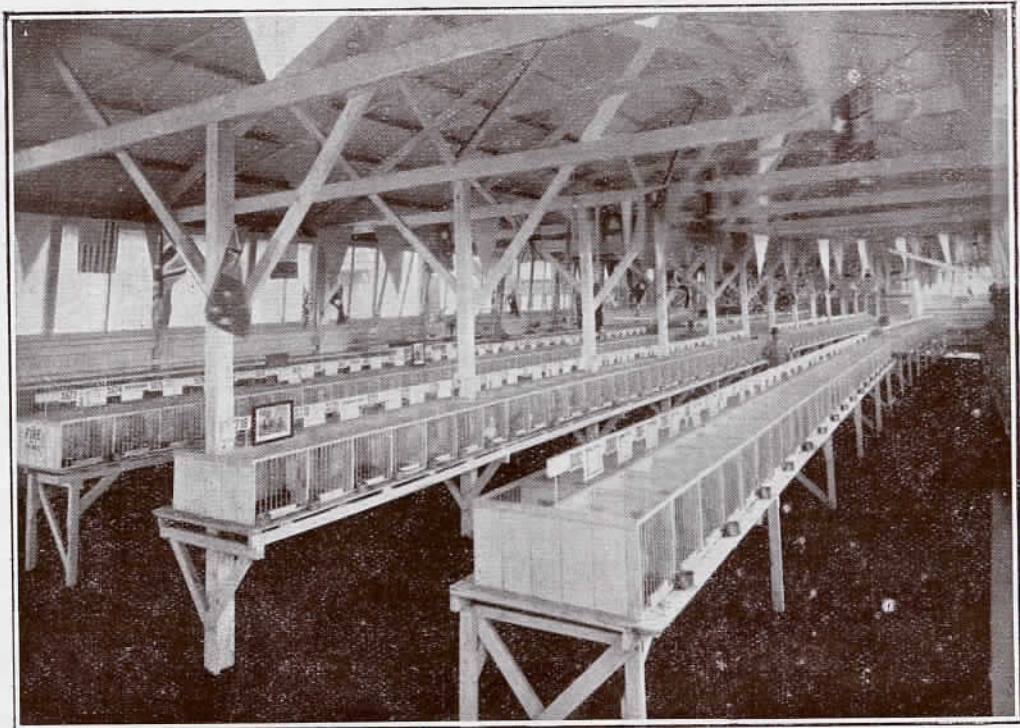
During the last eight years the appearance of the Show Grounds has been completely transformed, and practically all of the improvements illustrated in this souvenir booklet have been carried out during this period.

Until recent years most of the roads on the grounds were unmade and the paths were unformed. There were no lawns or garden plots, and very few seats or shade trees. There are now miles of well formed macadamised roads, with concrete kerbing and asphalt paths. Every available corner has been converted into a restful lawn or ornamental shrubbery; each year additional seating has been provided, and at the present time, if the seats were placed end to end, they would extend for a distance of over three miles.

With the object of perpetuating the memories of past Presidents, Members of Council and others who had done much towards building up the Society, and at the same time to facilitate the placing of exhibits on the grounds, all roads and streets were given names. Roads running North and South were called Avenues, and those intersecting were called Streets. Three of the Grandstands were also named after prominent Members of Council.

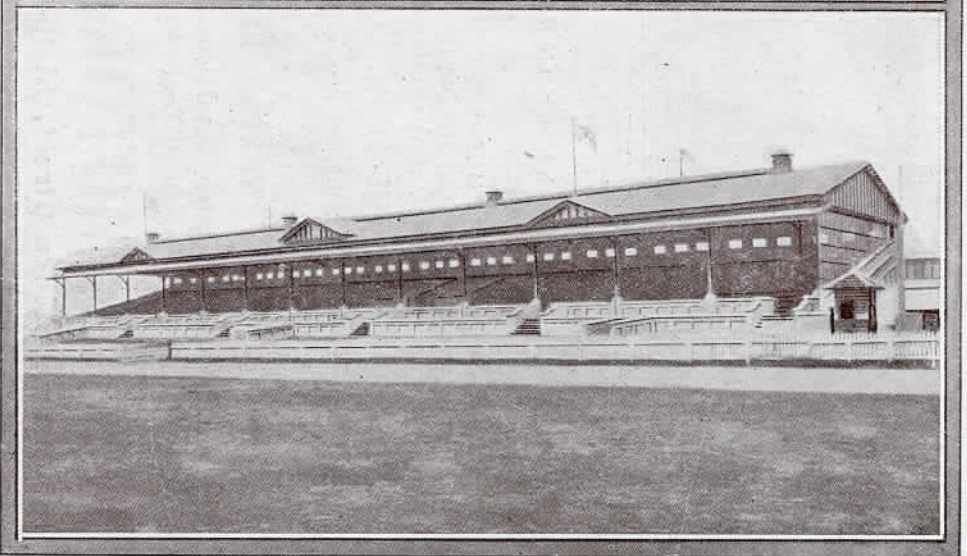
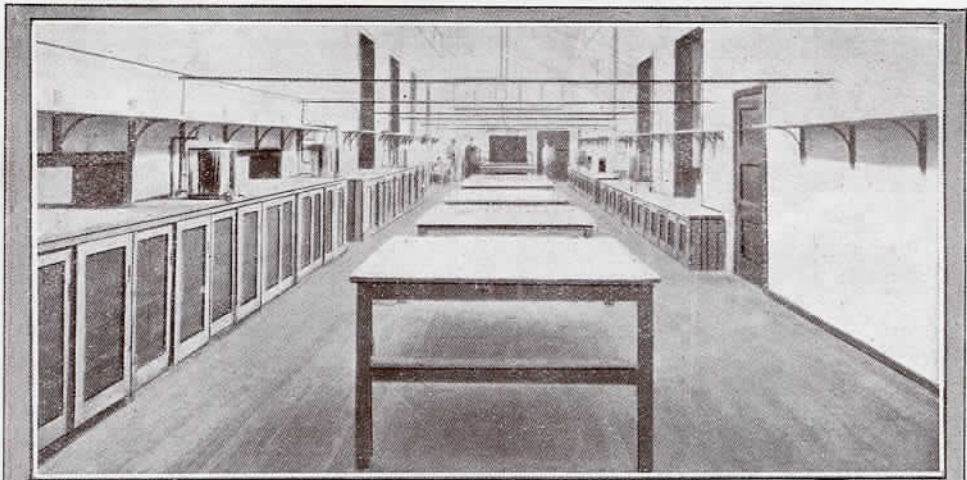


Interior of Poultry Pavilion.



Interior of Pigeon House.





**Top View—Kitchen in Royal Luncheon Rooms.  
Centre View—Agricultural Hall. Erected 1915.  
Bottom View—Main Grandstand. Erected 1915.**

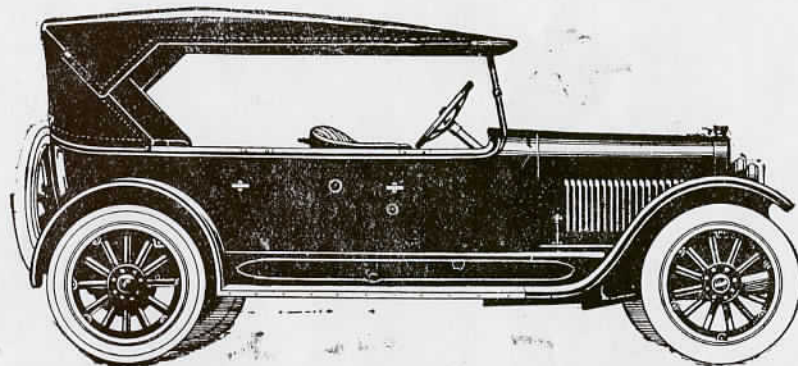
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*Buick*

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The Buick principles which have placed it foremost in the motor world characterise the 1921 Model as they have distinguished the Buicks of the last twenty years.

Power and dependability are perhaps most prominent among Buick's characteristics, and added to the splendid service value that these of course mean is a distinctive beauty. The graceful, sturdy lines and the handsome, convenient appointments indeed merit the pride Buick owners invariably express of their possession.

**SEE THE BUICK AT THE SHOW.** In our roomy stand are displayed the chassis and various bodies

Examine carefully the Buick, and manifold reasons why you should make it YOUR choice will present themselves in practical eloquence of Buick value.

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*On the corner of McCracken Avenue and McGregor St. at the Show you'll see the "Buick"*

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In 1913 the Council deemed it advisable that the Society's chief executive officer should reside at the Show Grounds, and a suitable residence was then built for the Secretary at the city end of the property.

Since 1913 over £97,000 has been expended in carrying out improvements, and the Royal Agricultural Society of Victoria now holds the distinction of having one of the most beautiful and best appointed Show Grounds in the world, and the stock pavilions and other buildings are always maintained at an exceptionally high standard. The maintenance of the property in 1920 cost nearly £4000.

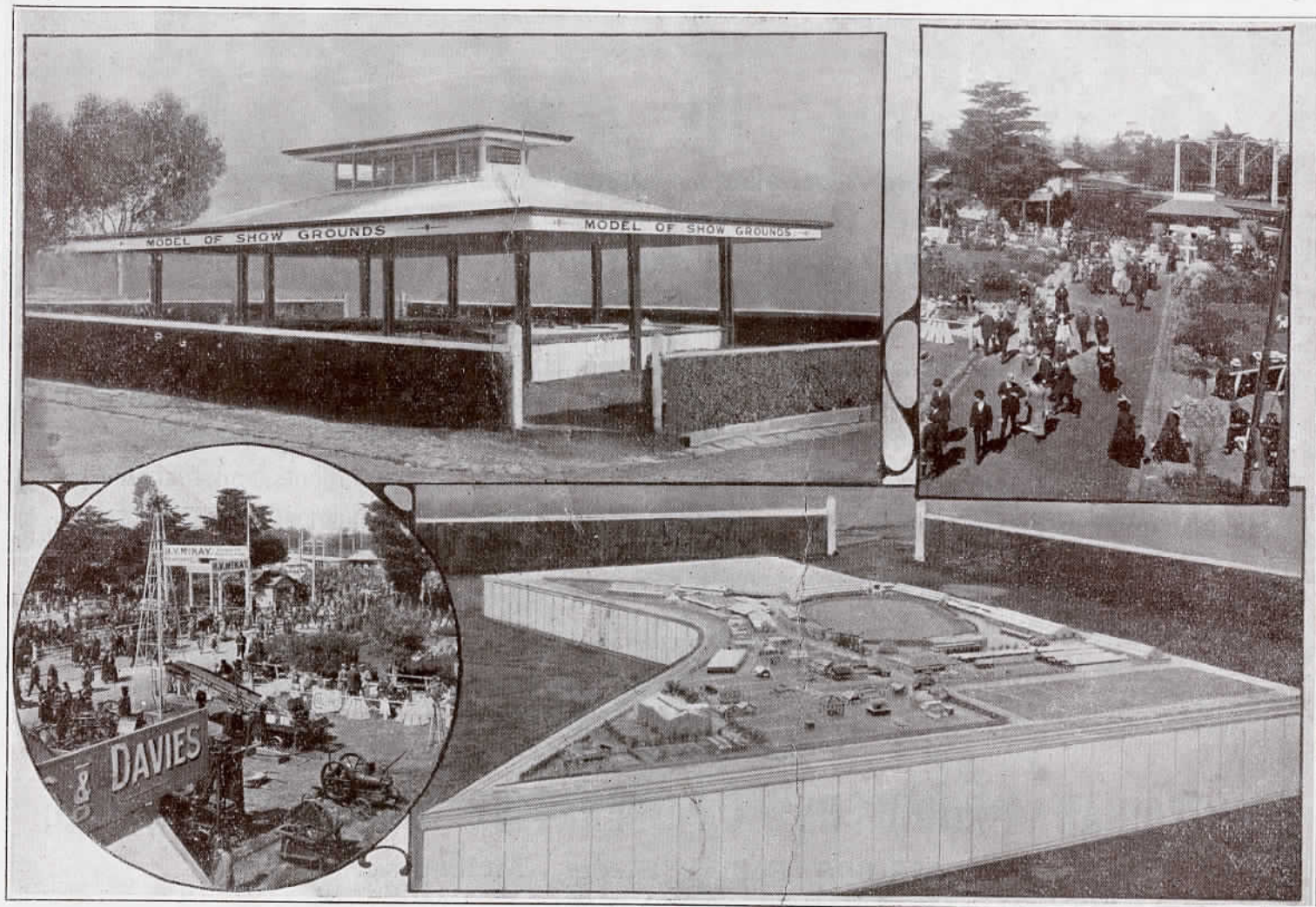
Stock for the Society's Annual Exhibitions is brought direct to the grounds and discharged at a special siding adjacent to the stock pavilions. Passengers are conveyed to the grounds by electric trains that are capable of transporting between forty and fifty thousand people in an hour. Barriers and assembling enclosures are provided at the exit gates. These reduce to a minimum the crushing that is unavoidable when large crowds have to be dealt with in a limited space of time. An electric tram service also passes the main entrance to the grounds.

The Society conducts a large motor park adjacent to the main entrance gates. Rest rooms and a well appointed cloak room are provided on the grounds. A creche has been established for the convenience of mothers with young children. A complete fire service has been installed, and firemen are on duty in the grounds both day and night.

Every corner of the Show Grounds is linked up with the administrative offices by telephone, and numerous public telephones are also provided. All postal and telegraphic business can be transacted in a centrally situated post and telegraph office. A casualty room, at which a doctor and trained nurses are continuously on duty, is provided on the grounds, as well as an efficient veterinary service for the attention of the stock.



Superintendents' and Veterinary Surgeon's Offices. Erected 1919.



Model of Show Grounds. Scale: 1 inch=8 feet.

**3 MAGIC  
LETTERS**



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**589-605 Collins Street, Melbourne.**

**25 BRANCHES AND 350 AGENTS THROUGHOUT THE STATE.**

At night the roads about the grounds and stock pavilions are brilliantly lighted by electricity. For the convenience of the public and exhibitors a complete model has been provided which shows at a glance the lay-out and contour of the grounds and the relative positions of all the buildings.

A large picnic lawn has been laid out at the rear of the Government Pavilion. Here from a kiosk, and at several other parts of the grounds, hot water is provided free of charge.

The total amount spent to date in the purchase of land and property for the extension of the Show Grounds is £19,561. This is exclusive of the value of the crown grants comprising nearly 33 acres. The total amount spent to date in buildings and improvements is over £178,000.

Besides holding its Annual Shows the Society conducts a Horse Parade and Cattle Sale and a Farm Competition every year, and Field Trials of Implements at irregular intervals, and in addition publishes The Draught Horse Stud Book of Australia, The Flock Book for British Breeds of Sheep in Australia, and the Shorthorn Herd Book of Australia.

The secretarial work of the Victorian Chamber of Agriculture and the Victorian Branches of The Australasian Jersey Herd Society and the Friesian Cattle Club of Australia is conducted by the Society's staff, as well as that associated with the compilation and publication of The Commonwealth Clydesdale Stud Book, The Ayrshire Cattle Herd Book of Australasia, The Victorian Milking Shorthorn Herd Book and The Red Polled Cattle Herd Book.

The following table shows at a glance the progress of the Royal Agricultural Society since its establishment in 1871.—

# KEEN'S MUSTARD



"MUSTARD PLEASE!"



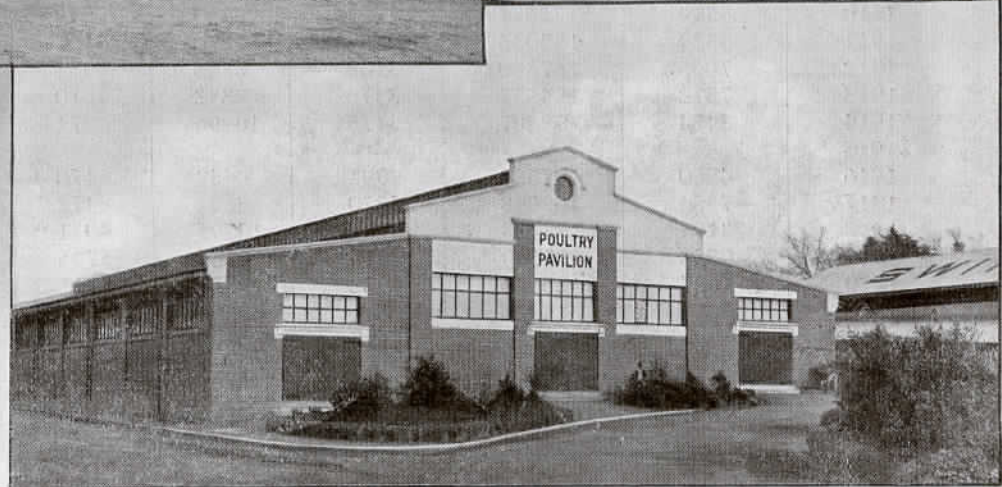
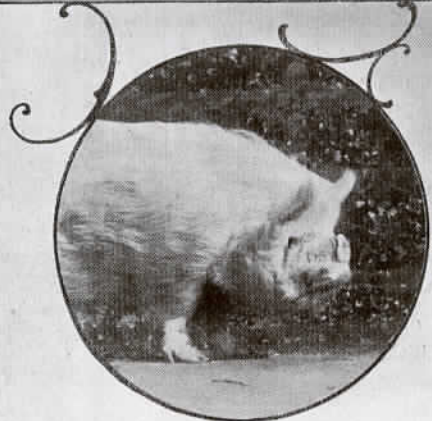
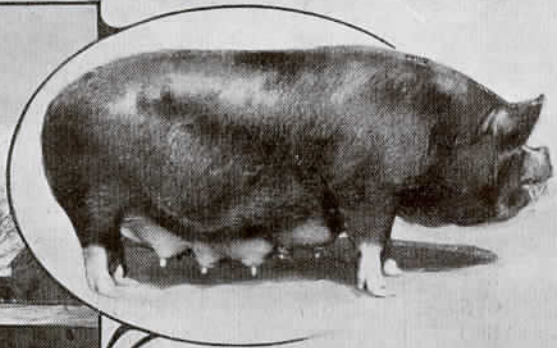
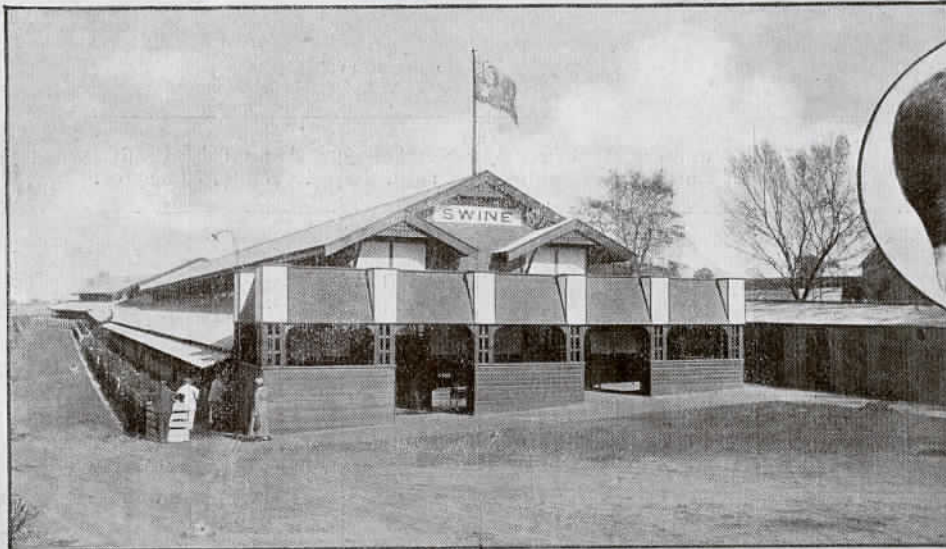
Table showing progress of the R.A.S. of Victoria.

Year.	Gate Receipts.	Attendances.	Entry Fees and Ground Rents.	Number of Entries.	Prizes Paid.	Membership.	Annual Revenue.	Profit on Show.
	£		£		£		£	£
1871	397	*9600	158	—	—	370	—	—
1875	617	*14000	32	1311	794	360	—	—
1880	698	*14500	77	1487	485	374	1831	—
1885	1557	*37050	291	2500	2281	562	5782	—
1890	2907	*70500	724	3583	2408	891	7813	—
1895	2089	*48230	736	4048	1441	643	5408	—
1900	3677	*86750	950	5053	1780	1190	7318	—
1905	3686	*86800	1361	5997	2224	1452	8442	—
1910	5899	*135377	1961	6610	2842	2003	12141	5557
1911	6629	153035	2887	7272	3487	2278	14522	6375
1912	7065	167390	3108	8536	3934	2429	16610	6504
1913	7312	184637	3476	9842	4610	2482	19494	7432
†1914	3454	99807	3175	10296	4974	2192	14458	1543
‡1915						1112	3116	—
1916	4630	107688	2991	8339	4170	2098	14214	2852
1917	7454	162098	3270	8691	4472	2266	18651	6266
1918	8191	173934	3781	10395	4921	2910	23537	5330
1919	9838	205539	3815	10166	5745	3246	26528	7204
1920	11627	186186	4932	9071	5911	3857	37668	8611

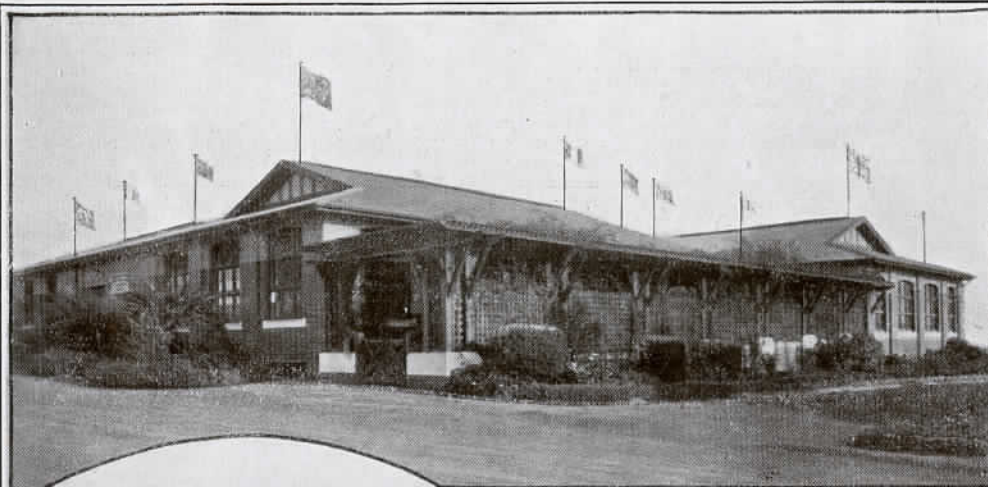
\*Estimated.

† Disastrous fire swept the Show Grounds on Official Opening Day of 1914 Show.

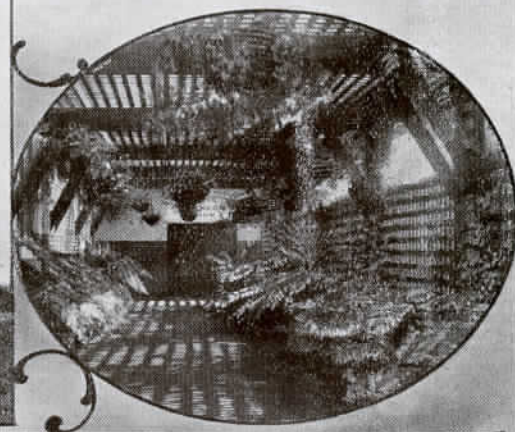
‡ No Show held in 1915 owing to Show Grounds being required for Military Purposes.



Royal Luncheon Rooms. Erected 1916.



Pergola Entrance to Council Luncheon Room.



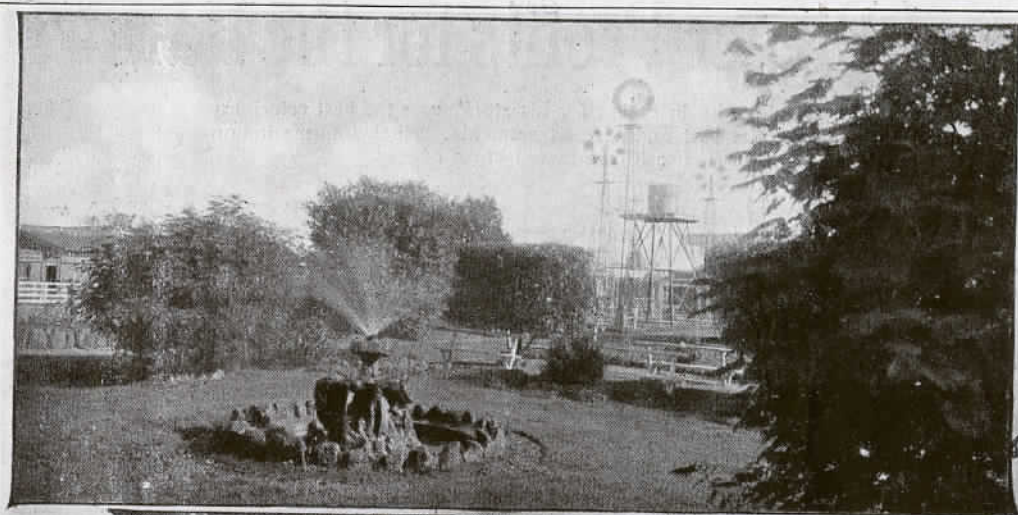
Alfresco Tea Room. Erected 1920.



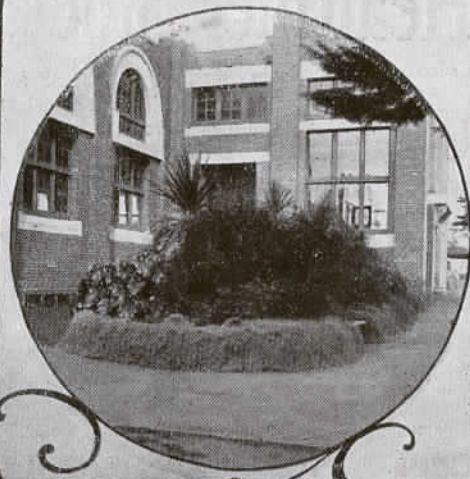
MR. T. WADE DAVIES.

Mr. T. Wade Davies is recognised as the leading authority on Taxation in Australia. The amount of tax which he saved his clients is said to amount to many thousands of pounds. He has associated with him Mr. E. P. Batson as his manager, and many patrons of the Society and business men have been relieved of their troubles by these gentlemen at 475 Collins Street, Melbourne. Both are ex-officers of the Federal Taxation Department.

Fountain Court.



A Restful Corner.



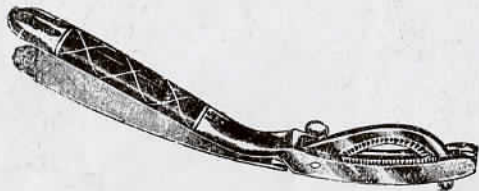
Side Entrance to Government Pavilion.

Lawn and Rockeries, near Railway Entrance.

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**G**REATER SUCCESS awaits the Farmer or Grazier who in caring for his stock, uses the best veterinary methods—the safest and simplest Instruments, the best and surest treatments. Much information on these matters may be obtained at Denyer's, the pioneer house in the manufacture of

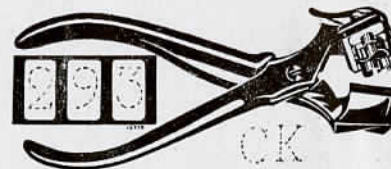
## Veterinary Instruments and Supplies



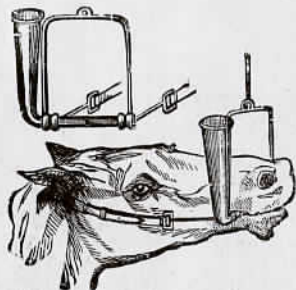
The "Eclipse" Emasculator, for castrating horses and colts, bulls, rams, etc., the only perfect castrator, easy to use, and makes hemorrhage impossible. 1917 model, nickel plated, 45/- each.



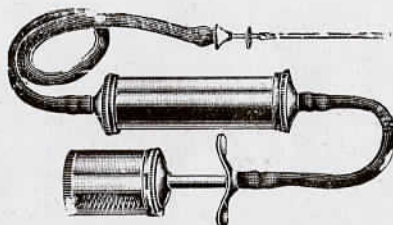
"Eclipse" Mouth Gag, for examining and operating on horses' teeth, with extra plates and bridle. Steel nickel plated, 50/- ea.



"Eclipse" Tattoo Forceps for tattoo marking the ears of horses, cattle, sheep and swine. Forceps complete with set of numbers 0 to 9, and supply of Indian ink powder, £4/10/-.



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"Eclipse" Milk Fever Outfit.—Sterilised Air Treatment for Milk Fever in Cows. Easy, simple, guaranteed. Full directions with every outfit. In neat box with patent metal air pump, 15/- each.

Sheep and Cattle Ear Marks, standard designs, 35/- to 55/-.

Sheep and Cattle Ear Marks, special designs made to order, 55/-.

### Denyer's Veterinary Catalogue

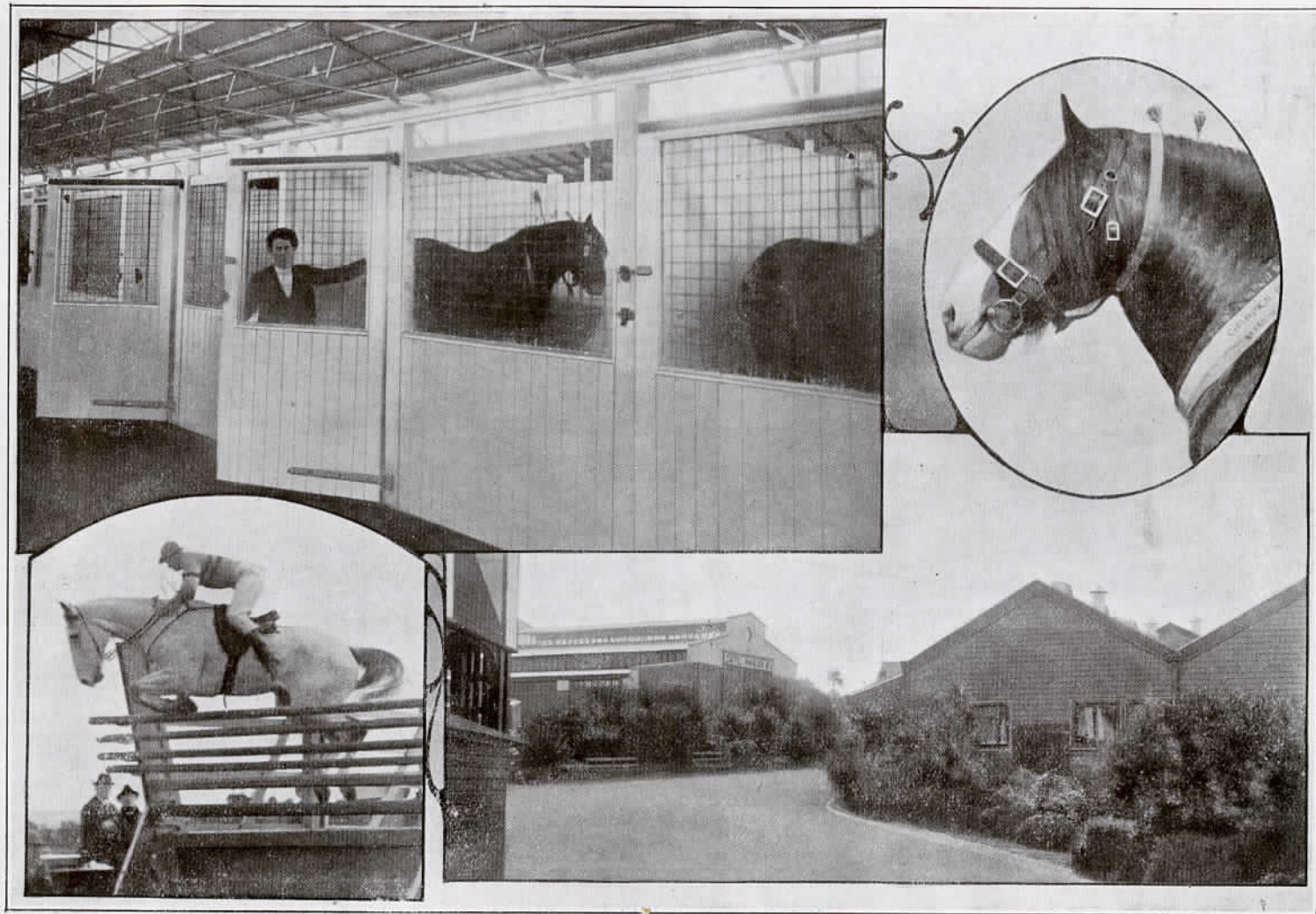
Offers valuable hints on the treatment of most Veterinary Complaints, useful suggestion on Stock breeding, etc., etc.

A COPY IS POST FREE ON REQUEST.

# DENYER'S

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4 doors from Lonsdale Street  
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Interior of Horse Pavilion. Erected 1914.



Rockeries near Swine Pavilion.

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VICTORIA.



YE OLDE BREW

# CARLTON ALE



ON DRAUGHT & BOTTLED