

New Venture in District's Business Life

Morton Arcade Opens on Tuesday

ONE of the most significant advances in the business life of Sunshine will occur on Tuesday next when the modern Morton Arcade in Hampshire Road is opened.

The Arcade is indicative of the progress which the district has made and of the faith which the owner, Mr. Colin C. Morton, has in the district's future.

Comprising ten shops and three professional offices, the two-story arcade will greatly improve shopping facilities in Sunshine and provide a great stimulus to business.

It has been erected in about six months by Mr. Chas Morton, brother of the owner.

Total cost is approximately £25000.

Before the building was commenced, an old shop and a dwelling which formerly stood on the site were demolished. A temporary shop was erected on a vacant block in Hampshire Road to accommodate the tenant of the demolished shop while the arcade was built.

The speed at which the arcade was erected and its general appearance aroused considerable interest.

About forty men were employed in its construction.

On Tuesday next at 2.30 p.m. the Mayor of Sunshine (Cr. H. Skinner) will officially declare the arcade open.

A social evening was held at the arcade last Tuesday when Mr. Morton entertained the men who had worked on the building and others who had helped in its construction.

Those present included representatives from the local council, architects, tradesmen, business associates and legal advisers. Dr. G. Jeffree formerly of Sunshine was a guest.

Mr. T. R. Barclay acted as master of ceremonies and toasts were proposed by Mr. G. Heilbronn (the Council), Mr. C. Morton (the Tradesmen) and Mr. C. Abson (the Host).

Shops in the arcade will be tenanted by a chemist (Mr. G.

Heilbronn), a fruiterer (Mr. F. Lopes), a men's wear store (Mr. B. Muller), a milk bar (Mr. Vic. Graham), a butcher (R. J. Gilbertson Pty. Ltd.), a jeweller (Friths of Footscray), a frock shop (Mr. R. Buckley), a children's wear shop (Mrs. Lubell), and Nevin's pet meat shop.

Upstairs will be a milliner (Miss Marguerite O'Brien), a photographer (Mr. R. Iliff), and a solicitor and accountant.