

City of Subiaco - Local Government Inventory Place Record

Name	Edmund Read's Newsagency (fmr)
Address	54 Nicholson Road, Shenton Park
Lot Number	
Photograph (January 2014)	
Construction Date	1905
Architectural Style	Federation Free Classical
Historical Notes	<p>This is one of the oldest surviving corner stores in the City of Subiaco, having been established as a newsagency and stationery shop by 1906.</p> <p>A review of the Post Office Directories at five yearly intervals provides the following information about the occupation and use of the shop until the mid-twentieth century:</p> <p>1906: Newsagent & stationer, Edmund W Read 1910: 52 – Bootmaker, Henry P Stacey (1st listed in 1907) 54 – Newsagent & stationer, Edmund W Read 1915: 52 – Dressmaker, Miss A Goldring 54 – Newsagent, Charles J Mitchell In 1919, the shop at #52 was advertised for rent: <i>LOCK-UP SHOP, counter, shelving, electric light, good opening for ham and beef, dairy, produce, shoemaker, tailor, dressmaker, etc.. rent 10s. 52 Nicholson-rd., Subiaco.</i> 1920: 52 – Store, F A Fagan 54 – Newsagent, James H Dennis 1925: 52 – Confectioner & cool drinks, Mrs M Clark 54 – Newsagent, F F A Jeskie 1930: 52 – Mixed business, William H Carter 54 – Newsagent, William Watt</p> <p>At that time the business owned by William Clarence Golding Watt was listed as one of three newsagencies in Subiaco: <i>Three newsagencies are conveniently situated. In Nicholson-road is W.</i></p>

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	<p><i>Watt's newsagency and the Coghlan-road Newsagency serves the other end of the district. In the main shopping area of Rokeby-road Road is situated Merritt's newsagency.</i></p> <p>1935: 52 – Mixed business, Mrs E M Perry 54 – Newsagent, William Watt</p> <p>In 1936 the owner of the property (as opposed to the owners of the two businesses) was recorded in a newspaper report as Mr W A Vellacott of Riverdale.</p> <p>1940: 52 – Mixed business, Mrs E M Perry 54 – Newsagent, William Watt</p> <p>Mrs Perry offered the mixed business at 52 Nicholson Road for sale in 1944: <i>PROFITABLE Mixed Business, small lock-up shop, present owner retiring after 12 years, health reasons. Apply 52 Nicholson-rd, Subiaco. No agents.</i></p> <p>1945: 52 – Mixed business, Mrs E M Perry 54 – Newsagent, William Watt</p> <p>1949: 52 – Vivienne Ladies Hairdresser 54 – Newsagent, William Watt</p> <p>#54 was still operating as a newsagency in 1953 (the year in which William Watt died, aged 48 years): <i>AUTHORISED Newsagency, lease available, 6 or 12 months, compact round. Experienced man preferred. Apply in writing to Manager, c/o Watt's Newsagency, 54 Nicholson-rd., Subiaco.</i></p>
Physical Description	<p>54 Nicholson Road was designed as a corner store and residence, with a second, smaller shop attached on the eastern side. Key elements include the:</p> <ul style="list-style-type: none"> • Splayed corner. • Flat parapet, with one bay over the splayed corner and two bays facing each street frontage. These bays are framed by flat pilasters. The two end pilasters are each capped by a traditional stucco urn with fruit. The other pilasters are capped by small cup finials. • Zero setback for the shops, along both street boundaries. <p>Partly rendered façade, with painted brick above door height (originally tuck-pointed).</p> <ul style="list-style-type: none"> • Low-waisted four-panel door to the corner entry, with a stained glass highlight over. Note: the door to the second shop (#52) has been removed, but the spacing of the window mullions suggests that this was located on the western side of the shopfront. • Large display windows to each street frontage. The corner store (#54) had windows overlooking both streets. The second smaller shop (#52) had a large display window overlooking Nicholson Road. The current windows each have a large pane of glass to the display area, with stained glass highlights over. • Former residence attached at the rear (along the Coolgardie Street frontage) • Bracketed concave awning, extending over the corner entrance and the display windows.

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	<p>The readily available evidence (including a glimpse of the verandah in a newspaper photograph dated March 1936) indicates that this was previously a raked verandah set on timber post. The height at which the verandah met the wall was lower than present, springing from the projecting brick course.</p> <ul style="list-style-type: none"> • Attached residence facing Coolgardie Street. <p>This was extended to the north with a two-storey addition in the late 1990s, but the relationship between the original house and shop is still clearly evident.</p>
Associations	
Statement of Significance	Refer to <i>Heritage assessment of Corner Stores in Subiaco</i> Prepared by Annette Green, Greenward Consulting for the City of Subiaco, June 2015.
Level of Significance/ Contribution	<p>Considerable Significance (within the context of the City of Subiaco).</p> <p>Although it has undergone some modifications, 54 Nicholson Road remains as good representative example of a traditional, early twentieth century corner store with an attached residence.</p>
Listings	Local Government Inventory – adopted 24 November 2015
Main Sources / References	<i>Heritage assessment of Corner Stores in Subiaco</i> Prepared by Annette Green, Greenward Consulting for the City of Subiaco, June 2015.