



LUNA PARK

Brisbane LIMITED

P.O. BOX 1970 X, BRISBANE
TELEGRAMS AND CABLES
"ESLICK," BRISBANE
PHONE B 4562

MONTPELIER ROAD
BOWEN HILLS
BRISBANE, Q'LAND.

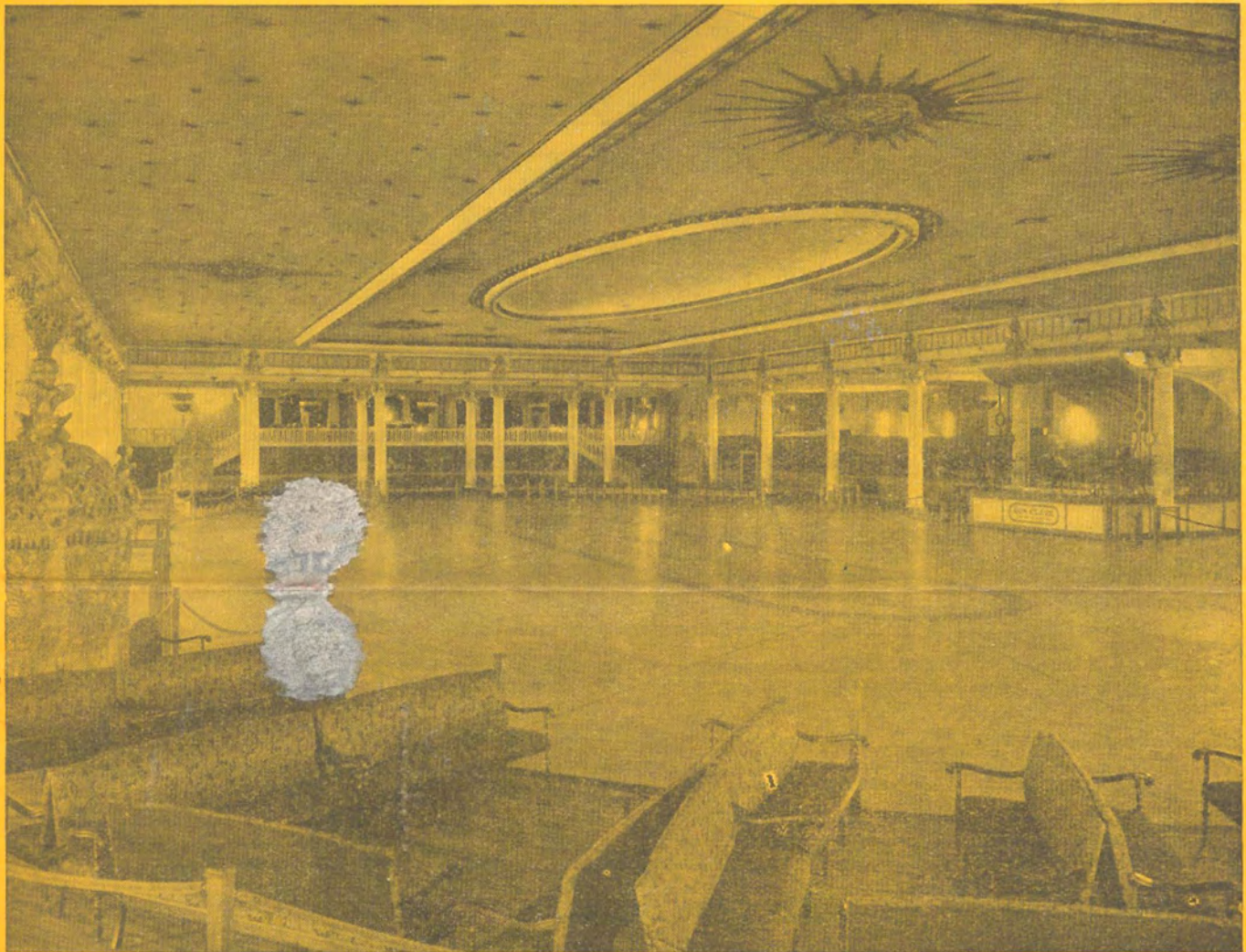
SOUVENIR

from the

Royal National Show Brisbane — 1939

DIRECTORS:

T. H. ESLICK
Managing Director
W. K. McLUCKIE
Acting-Chairman
T. M. AHERN
LLOYD BRIND
JOHN DIXON



A PICTURE OF THE MOST PALATIAL BALLROOM IN AUSTRALIA, WHICH WILL OPEN TO THE PUBLIC FOR THE CHRISTMAS SEASON—1939, AS ONE UNIT ONLY OF THE ULTRA MODERN LUNA PARK—BRISBANE

THERE'S MONEY IN MULTITUDES

A Few Facts About Amusement Parks

LUNA PARK, MELBOURNE

DESIGNED AND BUILT BY T. H. ESLICK, OPENED 1912.

Dividend figures as Quoted from The Sydney Stock Exchange Official Gazette.

1934	-	-	-	20%
1935	-	-	-	20%
1936	-	-	-	20%
1937	-	-	-	20%
1938	-	-	-	20%
1939	-	-	-	25%

LUNA PARK, SYDNEY

Quoted from the "Sydney Morning Herald" of 1st December, 1937

"Luna Park (N.S.W.) Ltd. report a profit of £12,128 after making provision for taxation and setting aside £11,458 for depreciation"

THE NEW ZEALAND AND SOUTH SEAS EXHIBITION, DUNEDIN—1925-26

AMUSEMENT PARK SECTION ONLY

Quoted from the Official Report—Brisbane Library
—Reference No. 606,931

Gross Receipts	-	-	-	£69,441
Cost of Construction	-	-	£29,831	
Cost of Operation	-	-	9,376	
Nett Profit	-	-	30,234	
			£69,441	£69,441

Opinions on the Site of Luna Park — Brisbane

Reprinted from "The Telegraph," (June 13 and July 2, 1938).

"Peculiarly well adapted for the purpose—seen from all parts of the city."—Hon. John Dash, Minister for Transport.

"Easily accessible by tram or train."—Sir Edward Macartney.

"The site chosen is an admirable one."—Archbishop Duhig.

"The finest site in Australia."—A. Faulkner, Esq., President Chamber of Commerce, Brisbane.

"Centrally situated and easily accessible from all parts."—E. R. Cuppaidge, Esq., President Constitutional Club.

"The site chosen is an excellent one for the purpose."—P. J. O'Shea, Esq., Chairman, Q.T.C.

"The site is without doubt the finest in Australia, the panorama alone being worth the admission."—M. P. Campbell, Esq. (Campbell Bros. Pty. Ltd.).

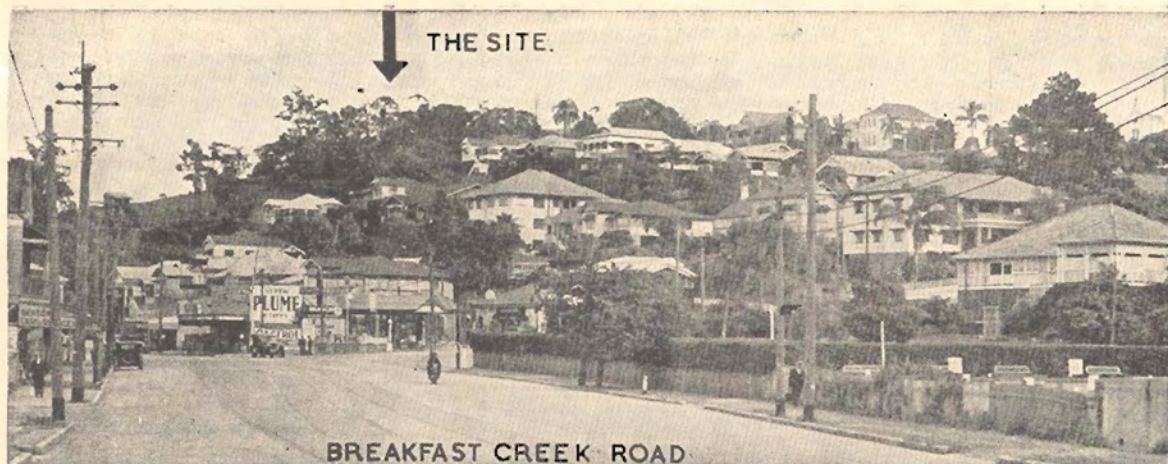
"The site is an exceptionally fine one, giving as it does a fine view of the City from all angles."—Alderman L. M. Luckins.

"Mr. Esllick has shown his usually very keen and far-sighted judgment in selecting such a site as Montpelier."—O. J. Lansdowne, Esq., McWhirters Ltd.

"The location on Montpelier Heights is an excellent one from every point of view."—J. C. Lamont, Esq., General President A.W.U.

THERE'S MONEY IN MULTITUDES

The Value of the Site is in its Accessibility—Elevation—Nature of the Ground—and Adaptability to the Purpose



Montpelier is a beautifully wooded hill, rising gradually to one hundred and fifty feet above street level and situated close to Bowen Hills Railway Station, with frontages to Breakfast Creek Road, and Cowlishaw Street.

Terraced many years ago to form the extensive lawns and gardens of a stately family mansion, it carries a varied collection of rare trees.

Its highest plateau commands a breath-taking panorama of the City, the Brisbane River in its winding course, and all the beauties of the surrounding countryside—a view rarely equalled and not to be excelled.

The Pleasure Resort to be erected at Montpelier, Bowen Hills, is to be called Luna Park, after the two very successful Amusement Parks in Sydney and Melbourne.

Luna Park (Brisbane) will, however, be unique, for while embodying many of those attractions which have made modern Amusement Parks so highly successful in other countries, **it will include features specially created and adapted to meet Queensland conditions and tastes.**

It will present a brilliant picture of gleaming white architecture, stately promenade terraces, tree shaded lawns, dimly lit paths winding through natural gardens, a spacious Amusement court, brightly coloured flower beds, the whole crowned with a palatial ballroom, a lofty Observation Tower, and flooded with soft reflected light.

The admission to Luna Park will include free mechanical transportation from the street level on Breakfast Creek Road to the top or Ballroom plateau and free entertainment from time to time in the form of stage shows, aerial acts, fireworks, fancy dress carnivals, competitions, displays, fiestas, etc., with regular changes.

A modern Amusement Park is essentially democratic, and Luna Park (Brisbane) will never become the preserve of any special class for it will be designed to meet the needs of young and old; rich and poor; dreamer and man of action; nature lover, view seeker, picnicker, family man, dance enthusiast, music lover, the strenuous reveller as well as those who seek quiet entertainment.

Its policy will be to provide at all times varied entertainment at the lowest possible prices, thus bringing its pleasures within the reach of everyone.

Above all, it will be a friendly place, where the welcome at the gate is real, sincere and personal, where the Management accepts the full responsibility for making every visit worth while, and every hour spent as its guest a joyful one.

Luna Park will be the people's recognised playground and accepted by them as a Community-shared social centre of which they are proud.

Queensland is acknowledged by Australian showmen to be the most amusement-minded State in the Commonwealth.

Unlike Sydney, Brisbane has no beaches within easy reach of the City and therefore our people are dependent on other forms of recreation.

Their desire for open-air entertainment, whenever the opportunity offers, is demonstrated by reported attendances at:—
Agricultural Fair (360,000 last year), at Cricket Matches (30,000 in one day), at Football Matches (38,500 in one day), and at a recent night show put on by the Chinese residents, when the newspapers reported an aggregate attendance of 30,000.

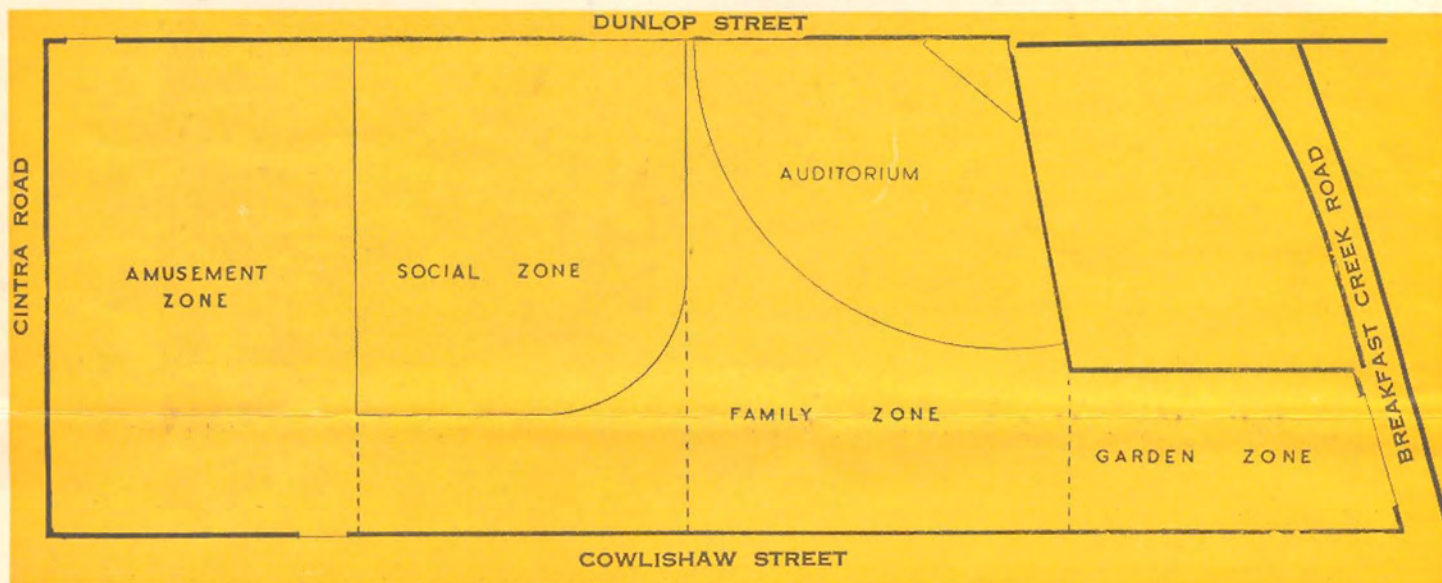
Although the city has well-patronised racing, cricket, football and similar fixtures, there is an almost entire lack of evening outdoor recreation, **notwithstanding that Brisbane's ideal climate makes such open-air entertainment desirable and an all-the-year-around programme possible.**

A recognised, suitable open-air rallying point for the social activities of any community is highly desirable, and productive of cultural development. **In this direction alone Luna Park, Brisbane, will adequately meet a long-felt want.**

THERE'S MONEY IN MULTITUDES

More About Luna Park – Brisbane

The term "Park" as applied to the average Amusement Park consisting entirely of buildings crudely connected by stretches of concrete streets—is an abuse of the word, but Luna Park, Brisbane, is to be built on ground that is now, to all intents and purposes, a real Park, with spreading trees, shady paths, and terraced lawns, mellowed into natural beauty by age. No expenditure on the Company's part could produce this effect in one year or ten and the entertainment features built by the Company will be deftly woven into this natural background without sacrificing the larger trees, and without spoiling the rare natural beauty.



THE GENERAL PLAN

Luna Park can be considered as divided into four zones, as shown in the above sketch, each at a different level.

GARDEN ZONE.

Rising from Breakfast Creek Road and comprising winding paths, shrubs, trees, flower gardens, caves, grottoes, rustic bridges, waterfalls and rustic seats.

This Garden Zone will be illuminated at night by soft concealed lighting, while the song of birds, the call of animals, the hum of insects and other sounds common to the Australian bush will be intermittently broadcast in low tones from the wooded sections.

FAMILY ZONE

This zone will be above the street level and below the Ballroom Plateau level.

It will have as its two main features the Family Picnic Ground and the Open Air Auditorium.

The use of the Family Picnic Ground, tree-shaded, equipped with rustic tables for meals, rustic seats, open-air cooking facilities, cold and boiling water, and family loges, will be free to all patrons. There will be a camp store for those who have not brought their food with them, or have forgotten the salt.

The Auditorium, designed as an Amphitheatre on the lines of the famous Hollywood Bowl, will have seating capacity for four thousand and standing room for another three thousand.

SOCIAL ZONE

The Social Zone above the Family Zone—will include The Cloudland Ballroom, capable of accommodating two thousand dancers and an equal number of spectators, with a special spring dance floor, private alcoves, with upholstered seating, dressing rooms, cloak rooms, smoke rooms, telephone booths, etc., and the best Dance Orchestra in Australia.

Adjoining the Ballroom will be the Cloudland Cafe—the largest open-air cafe in Australia, with views of the whole surrounding country available from every table.

Prices will be at city rates, the food of the best quality, and the service efficient, courteous and friendly.

In this zone will be found the entrance to the Tower of Dreams, planned to rise 300 feet above sea level, with three floors at the top reached by a fast lift, a Camera Obscura, similar to the one now enjoying so much popularity on the top of the great Sydney Harbour Bridge, will occupy the top floor.

This Ballroom Plateau will be reached from the arrival platform of the Alpine Railway, by the "Bridge of Joys"—with its softly lighted, decoratively balustraded promenade, as wide as a street, hung in the air, and giving a view of the whole Park.

AMUSEMENT ZONE

At a lower level than the Social Zone, the Amusement Zone will be reached by a wide, brilliantly lighted street, to be known as the "Corso."

With the Scenic Railway as its principal feature, this zone will offer many of the latest amusement devices from Europe and America, as well as those already known in Australia, such as The Fun Factory, Flying Boats, Tilt-a-Whirl, Rocket Planes, Octopus, Gee Whiz, Over-the-falls, Merry-go-round, Miniature Motor Car Track, etc.

THERE'S MONEY IN MULTITUDES

A WORD OR TWO FROM T. H. ESLICK, MANAGING DIRECTOR, LUNA PARK.

I believe in this enterprise—entirely. Some people—not understanding the amusement business is a truly profitable one—raise the following objections and questions. I give them here briefly—with my answers to them also in brief:—

DO AMUSEMENT PARKS PAY ?

See Page 2 of this leaflet.

DO THEY LAST ?

Here are just a few of the older Amusement Parks I have built, or been connected with in many parts of the world, which are operating successfully to-day.

Coney Island—New York—prospering for	58	years		
Belle Vue—Manchester—England	”	”	52	years
Tivoli Gardens—Copenhagen	”	”	51	years
Luna Park—Paris	”	”	29	years
Riverview Park—Chicago	”	”	28	years
Luna Park, Melbourne—Australia	”	”	26	years



IS BRISBANE BIG ENOUGH ?

Population, 318,430. Within 25 miles, 365,455. In the State—1,000,000. Out of Town Visitors, annually, 200,000. Theatres in Brisbane—58—cost over £1,000,000, weekly attendances 183,000—annually 9½ million.

Unlike a Theatre, the attendance at a modern Amusement Park is not limited by seats, or shows, therefore Luna Park, Brisbane, will be capable of catering to **THE TOTAL ATTENDANCES OF ALL THESE 58 THEATRES**—subject to one overhead charge as against 58 for the Theatres—and at **ONE-TWENTIETH OF THE CAPITAL OUTLAY.**

Luna Park will operate under the same conditions as do these Picture Theatres, inasmuch as it will present **A CHANGE OF PROGRAMME EVERY WEEK.**

In Brisbane our beaches are not close to us; we have few counter attractions, and with the finest climate in the World **WE SADLY LACK OPEN-AIR ENTERTAINMENT, MORE PARTICULARLY IN THE EVENINGS,** when our people are free to play.

For these reasons, even allowing for the fact that Brisbane's population is slightly less than one-third of Sydney's or Melbourne's—we can confidently expect a much greater ratio of Amusement Park patronage to population, than they enjoy.

Luna Park, Brisbane, will combine the best features of all Amusement Parks woven into a purely Australian setting, suited to Australian tastes, and built in probably the finest location in Brisbane from which to view the City, the River and the Country generally. We take the most beautiful spot in Brisbane (once privately owned and therefore closed to you), throw it wide open so that you and everyone else can share its beauties, materially increase the natural beauty of five out of its six and a-half acres, and do it without destroying its sylvan character.

Continued over leaf.

THERE'S MONEY IN MULTITUDES

"A WORD OR TWO"—Continued.

Probably your conception of a modern Amusement Park is an assembly of sensational rides and freakish devices, enclosed by a corrugated iron fence.

If you have that picture in your mind—FORGET IT. I have no intention of building in Brisbane anything remotely resembling that kind of an Amusement Park, for out of a total area of 6½ acres only one and a-half will be given over to rides and other amusement devices of the kind commonly associated with an Amusement Park.

The remaining five acres will be artistically laid out, include a picnic ground under shady trees, with every facility for cheap and enjoyable family parties, a "Hollywood Bowl" or open air concert auditorium with seats for 4000 people, the largest open-air Cafe in Australia, the finest ballroom in the Southern Hemisphere, a lofty Observation Tower with fast lifts to carry you to the finest view of the surrounding countryside obtainable anywhere, and all this in a gracious, spacious setting of fountains, shaded walks, terraces, waterfalls, and the dignified, unusual atmosphere of an International Exhibition.

WILL I WANT MY CHILDREN TO GO THERE ?

That's how I like it—straight from the shoulder, and let the chips fall where they may.

On this point I am proud of my record, for I have stood firmly for discipline, courtesy, no intoxicants, no gambling, no "tainted" shows, or risqué entertainments, all my life, AND HAVE FOUND THAT IT PAYS.

In one part of this Prospectus you will find, reprinted from the "Telegraph," eighteen letters from leading and widely respected Brisbane men and women, who voluntarily and publicly stated their approval of the Luna Park project.

I do not believe that any one of them would have written a single word along these lines unless satisfied that properly regulated open-air entertainment was desirable, and that Luna Park, Brisbane, under my management would be properly conducted.

LUNA PARK WILL BE A FIT PLACE FOR YOUR CHILDREN AND MINE.

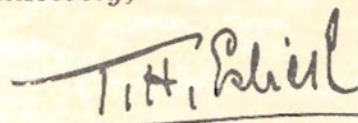
"IF LUNA PARK IS GOING TO BE SUCH A PROFITABLE UNDERTAKING, WHY ASK ME TO BUY SHARES, WHY NOT TAKE THE LOT YOURSELF ?"

Thanks for the compliment. I wish I could. I want as many Brisbane shareholders as possible. That is why I have made it easy to invest so small an amount as £25 (100 shares) in Luna Park. That is why the Company expects to pay its dividends half-yearly, and to declare its first dividend just six months after opening day.

Luna Park is to be a Queensland project, essentially for Queensland people, and I would be happy to see every share in Brisbane's premier pleasure place OWNED AND CONTROLLED BY THE PEOPLE OF THIS STATE.

I believe in this enterprise whole-heartedly, and I invite you to come along with me in all good faith.

Yours sincerely,



MANAGING DIRECTOR.

THERE'S MONEY IN MULTITUDES

Prominent Men Applaud Scheme for Luna Park

Tributes to Mr. T. H. Eslick

Men prominent in the business world, in the sporting sphere and in the community life of Brisbane have paid tribute to Mr. T. H. Eslick and his scheme for a Luna Park on Montpelier Heights, Bowen Hills. Every one of them commends the world-wide experience of Mr. Eslick as a Designer, Builder and Manager of Amusement Parks and welcomes the proposal as an asset to the city.

THE MINISTER FOR TRANSPORT (HON. JOHN DASH.)

An amusement park at Montpelier, Bowen Hills, on the lines proposed by Mr. Eslick, will prove a distinct asset to Brisbane. The Bowen Hills site is peculiarly well adapted for the purpose as it will be seen from all parts of the city.

SIR EDWARD MACARTNEY.

The proposal for providing an Amusement Park in Brisbane, such as exist in other cities, should be popular. Our climate lends itself to open air entertainment and in my view such a Park run on proper lines, would be an asset to the city.

MR. A. FAULKNER (PRESIDENT, CHAMBER OF COMMERCE).

In my opinion a modern Amusement Park on the lines of some of the great parks in other countries would be of great benefit to Brisbane, especially under the direction of Mr. T. H. Eslick, who can be relied on to give this city the very best. Brisbane can surely look forward to something of value to young and old.

MR. R. D. HUISE (STATE PRESIDENT R.S.S.I.L.A.).

An Amusement Park in Brisbane, as proposed by Mr. T. H. Eslick, I personally think, would be a great asset to our city. The capital cities in the south have similar Amusement Parks, which provide entertainment and amusement at moderate charges to the people. They are a distinct advantage and attraction to country people and tourists visiting the capital cities.

MR. T. M. AHERN (Chairman B.A.T.C.)

The movement on foot directed by Mr. T. H. Eslick to build an Amusement Park is to my mind just what Brisbane has been calling out for. Our climate lends itself better to outdoor recreation than that of any other State in the Commonwealth. Brisbane people deserve, and should have a modern out-door Amusement Resort, and tourists coming to Brisbane expect to be able to spend pleasant hours at such a place just as they do in

every other city of any importance all over the world.

MR. T. B. HUNTER (CHAIRMAN OF "THE TELEGRAPH" NEWSPAPER COMPANY LIMITED).

That Mr. Eslick has secured so excellent a site for his proposed Amusement Park is good news. The credentials which have been presented to him by people in high places throughout the world should be sufficient recommendation that he will do something worth while for Brisbane. We should be happy to welcome this man who so successfully designed, built and managed the magnificent Royal Indian Durbar Exhibition in Bombay in 1911.

MR. T. C. BEIRNE.

I find myself altogether in agreement with Mr. T. H. Eslick's proposal to erect a modern Amusement Park on Montpelier Heights, Bowen Hills. We need more open air amusement in Brisbane. Sydney and Melbourne, with a less favorable climate, have such open air entertainment—it is time Brisbane came into line with the other capitals. I also agree with Mr. Eslick's decision that the park shall always be open to the great masses of our people at the small price which all can afford. By all means let us have this centre of recreation.

MR. E. R. CUPPAIDGE (President The Constitutional Club):—

The proposal to establish an Amusement Park on the site selected by Mr. T. H. Eslick at Bowen Hills appears to me to be an admirable one. The park will be most centrally situated and easily accessible from all parts of the metropolis. Mr. Eslick is to be commended on his energy and initiative in providing Brisbane with a form of entertainment which has proved so popular in the other capital cities of the Commonwealth.

MR. M. P. CAMPBELL (Campbell Brothers Pty. Ltd.):—

I welcome Mr. T. H. Eslick's proposal to erect a modern Amusement Park on Montpelier Heights because our climate calls for more regular open air entertain-

ment, a form of entertainment entirely absent in Brisbane to-day, and because the site chosen is without doubt the finest in Australia for the purpose, the panorama alone being worth the admission charge. It will provide clean entertainment for young and old, and put Brisbane on a par with Sydney and Melbourne in this respect. I believe we now have a man in Brisbane whose international reputation ensures permanent success.

ALDERMAN L. W. LUCKINS: "I wish to congratulate Mr. T. H. Eslick for his enterprise in giving this city a most up-to-date Amusement Park. To have confidence in the city marks a progressive move that should be a very great benefit to tourists and the great number of Australians who visit this city yearly.

MR. O. J. LANSDOWNE (McWhirters Ltd.): "Mr. T. H. Eslick has shown his usual very keen and far-sighted judgment by selecting such a site as Montpelier for the proposed Amusement Park. And what an ideal location, commanding as it does wonderful panoramic views of the city, mountains, river and bay! Brisbane, with its ideal climate for out-door amusement and recreation, has been sadly lagging behind other cities, not only in the Commonwealth, but in other parts of the world, in providing facilities for such entertainment, and if the scheme as outlined in "The Telegraph" is completed, the residents of and visitors to our State should welcome it with open arms, as it certainly will be a great asset to our city."

MR. J. C. LAMONT (General President, A.W.U.): "In my opinion the proposal to construct and maintain a modern Amusement Park in this city will fill a long felt public want, and the location on Montpelier Heights is an excellent one from every point of view."

Mr. P. J. O'SHEA (Q.T.C. Chairman): "Referring to the proposed erection by Mr. T. H. Eslick of an Amusement Park at Bowen Hills, I am of opinion that the site chosen is an excellent one for the purpose. Our climate lends itself specially to open air entertainment as suggested. If the entertainment provided be kept of a wholesome and healthy nature, then the establishment of such a resort should be an asset to the pleasure loving folk of our city."

If you are interested in this progressive enterprise we would like you to send for our Illustrated Coloured Prospectus, which will be posted to you Free of Charge.

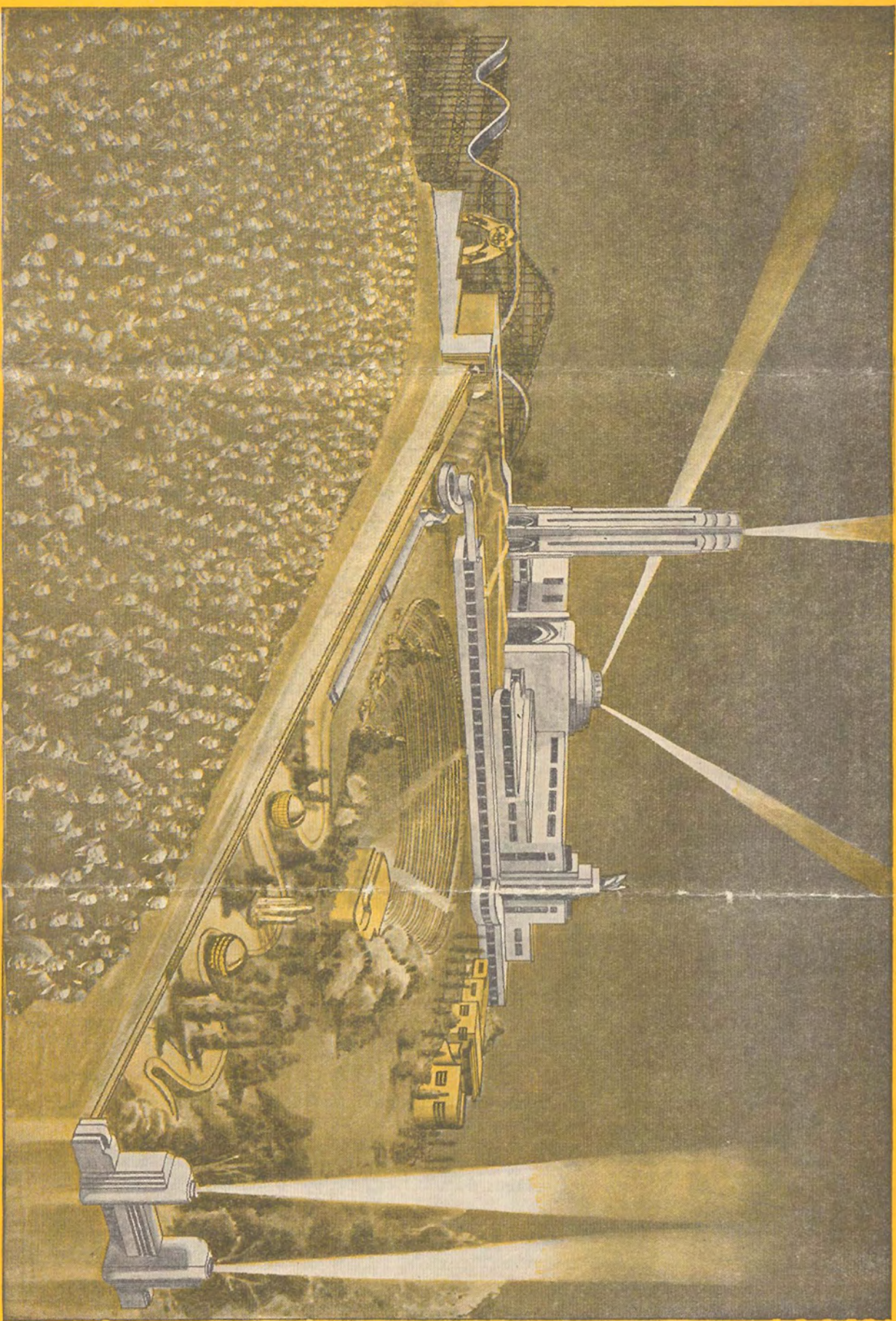
Just tear off this Coupon and post to—

Luna Park, Brisbane. G.P.O. Box 1970 X, Brisbane.

Please send me your Prospectus, post free, and without any obligation on my part.

Name

Address



An Artist's Conception of Brisbane's Luna Park