

J55. Various advertising and travel

A number of entrepreneurs were engaged in transporting people to the caves, or providing accommodation for them, and the fame of Jenolan was such that it was noted in places far away. So this file will include a great variety of cards, many of which were single cards rather than part of any series.

J55.1. HYDRO-MAJESTIC HOTEL [1904]

F Colour half-tone

J55.1.1 Starting for the Caves, Medlow Bath/Hydro, Blue Mountains, N.S.W. H

F B & W Half-tone picture



J55.1.2 A party about to start for the caves - from Hydro-Majestic, Medlow Bath, Australia H

J55.1.3 Motor for Jenolan Caves leaving Hydro Medlow Bath, Australia H

J55.1.4 [Party of visitors in Hydro-majestic car on limestone bridge at Jenolan] H

F B & W half-tone published by Hall & Co., Sydney

J55.1.5 a On the Road/ Medlow Bath – Jenolan Caves H [pm. 25 Nov 1904]

J55.2. HOTEL IMPERIAL, MT. VICTORIA

F Half-tone view in H format.

J55.2.1 Motor Cars and Coaches leave Hotel Imperial daily for Jenolan Caves at 10 a.m.

Return fares, 30s. and 25s./A.E. EBERHARD, Proprietor Sydney Office / Telephone T. COOK & SON, MARTIN PLACE ('Mount Victoria/N.S.W.' is also superimposed on picture)

J55.2.2 Hotel Imperial, Mt. Victoria, N.S.W. / Coaches run daily to Jenolan Caves and Blue Mountain Scenery. All Trains Met (Mail by advice). / Agents : T.Cook and Son, Hunter St., Sydney. Proprietor : A.E. Eberhard.

J55.3 GRAND HOTEL, MT. VICTORIA

- J55.3.1 View of one of Cooper's Jenolan Cave Coaches, which run daily to Caves, &c. H
(View, which depicts coach and four, is printed in half-tone, occupies only about half of card and is located in lower L.H.)
- J55.3.2 Cooper's Grand Hotel and Coach Line/to/Jenolan Caves/Telephone 3578 Central/ 10 Mt. Victoria V (Pictures show the Hotel itself and a Coach (s.n.a. above) as two pictures, separated by printing; in sepia half-tone)
- J55.3.3 The Grand Hotel/ One of the Coaches/ Gem of the West/Mystery Formations H (Four line sketches on card; Also names Cooper's Jenolan Caves Booking Office, 108 Pitt St., Sydney)
- J55.3.4 Victoria Pass, Mount Victoria, en route to Jenolan Caves - from Grand Hotel, Mount Victoria H (half-tone view in sepia with wide margin in white, title in lower margin) [pm.10 Jan.1907]
(This may well be the Hotel referred to by the sender of Jenolan 87.1434 above.)
- J55.3.4 Dining Hall, Grand Hotel, Mount Victoria, N.S.W. H
Ender says, "Am sending you a view of the room in which we had lunch and dinner today – We have come to a lovely spot and it is just so peaceful . . .

J55.4. COOPER'S COACH LINE [1906]

- F Hand-coloured real photo, which may or may not have been published as advertising. Probably also from the Grand Hotel.
- J55.4.1 Jenolan Caves, N.S.W. H (depicts coach and four about to enter the Grand Arch from the Eastern end; coach is similar to that shown on the Cooper's Hotel advertising cards (see 5 above) and has lettering on back which reads 'Coopers') [pm. 11 Jun.1906]

J55.5. H.R. NEATE SERIES

- F Half-tone photoprint of office with text below; broad R.H. margin.
- J55.5.1 H.R. Neate,/House, Land & Estate Agent/ Opposite Station Auctioneer and Valuator / Blackheath Telephone - Blackheath 6 H
(In the photograph, the words 'Motor Cars to Jenolan Caves' are painted across the front of the office) [pm. 18 Oct.1913]

J55.6. MARSDEN'S MOTOR GARAGE

- J55.6.1 Marsden's Motor Garage, Katoomba. Tel. 185K
With advertising for trips to Jenolan on back.

J55.7 DAY'S MOTOR HIRE AND TOURIST SERVICE

- J55.7.1 White de Luxe Tourist Car H

J55.8. ROYAL HARTLEY MOTOR HOUSE, HARTLEY

F Photographic half-tone surrounded by printing, and with two cars which have apparently been superimposed on print ; simple divided back

J55.8.1 Superior Home/ Health Resort/ Fresh Milk/ Cool Climate/Good Shooting /
Petrol for Motor Cars Kept/ Coaches or Motors to Jenolan Caves Daily/ Rail
to Mt.Victoria/Telephone/ For particulars, apply R. McGarry. H

J55.9. FACSIMILE (2005)

J55.9.1 No title or provenance. Shows series of cars parked outside inquiry office for Jenolan Caves, obviously in Katoomba. H

J55.10 AT SOUTH MELBOURNE ...

F Colour print

J55.10.1 Beaconsfield (sic) Parade and Gardens H [ms.17 Aug.1908] Depicts
South Melbourne Baths: close examination shows an immense
billboard advertisement for Jenolan Caves.

J55.11. AND AT ALBURY ...

Pu Collins Bros. & Co.

J55.11.1 (Street-scene, Albury, N.S.W.) H [pm. 25 Oct.1907]
Depicts the shop of F.L. Vines and the message on the back is signed F.L.
Vines; the card is clearly intended as advertising for Vines. However, the shop
(Greengrocer, Tobacco, Seedsman, The Boys still eat Watermelons at Vines,
Light Refreshments all round F.L. Vines Superior Ice Cream 3d., F.L. Vines
Cold Summer Drinks 3d., Penny Ice Cream, Ice Cream and Biscuit Cups one
penny) obviously had a refreshment room entitled 'Jenolan Caves.' A sign
beside the door indicates 'To the caves'; the door itself is marked 'Jenolan
Caves' and above the door is 'Refreshment Caves.' It is an interesting symbol
of the fame of Jenolan at that time.