

Other Names	N/A	
Street Address	34 Main Street	Proserpine
Title Details/ GPS Coordinates	1RP720627	(E: 665037 N: 7743273)

Historical Context

The Proserpine district was first settled by European pastoralists in the 1870s. One property, Glen Isla, was set aside for a 3000 acre sugar plantation in 1882. Although land was cleared by Pacific Islander and Chinese labour, and machinery and a mill was ordered for crushing, the Crystal Brook Sugar Company Limited was not successful. The land was subdivided under the auspices of the Crown Lands Act 1884 which provided for the resumption of larger pastoral runs and conversion to small selections. In the 1890s, part of the Glen Isla property was included in the Proserpine township. The township and district developed quickly after the establishment of the Proserpine Central Sugar Mill in 1897. The mill, which was financed under the provisions of the Sugar Works Guarantee Act 1893, was located in the centre of town, with frontage on Main and Mill Streets.

The mill drew workers and settlers to the region, and in the early 1900s, a number of hotels were established. The Prince of Wales Hotel was built in 1904 by T. Heron and C Cheffins for Mrs Elisabeth Simpson. According to local newspapers in 1905, the hotel provided accommodation, separate bathrooms for men and women and free stabling for horses. Between 1906 and 1940, there were approximately 14 different licensees.

In 1940 major alterations were carried out during Mr Bradshaw's licensee-ship. Local historians from the Proserpine Historical Museum believe that at this time the building's steps were removed, that the building was shifted towards the footpath and that the masonry façade was added. This remodeling of the building's façade at this time reflected a general trend to construct masonry facades in the district. This trend was both an expression of permanency and practical, particularly for an area vulnerable to extreme weather.

In 1954 a call for tenders to build further additions and extensions in concrete to the hotel was advertised in the Cairns Post, with plans that were drawn up by Cyril Christian Ruwald of Sydney. Ruwald was one of several architects who designed hotels for Sydney firm Tooth & Co during the 1930s and 1940s. He was influenced by European modernism and adapted the streamlined horizontal style associated with this form to hotel designs for a range of renovations in New South Wales and Queensland. Although specific details of the improvements and alterations that were made at the Palace Hotel in 1956 are unknown, it is likely that art deco and modernism inspired features can be associated with this period.

The Prince of Wales Hotel has continued operating as a hotel since this time. In 2003, licensees of the hotel, Errol and Karen Vaught, bought the shop next door. They demolished the shop and rebuilt the current bistro area and beer garden which has been open since 2004.

Physical Description

The Prince of Wales is located in Proserpine's commercial district on the southern side of Main Street. The two storey hotel has a masonry facade that conceals the roof. The facade has a stepped parapet with decorative features and lettering in the steam-lined horizontal style. The upper storey comprises a symmetrical row of sash-style windows, with a larger, four span window set in the centre. Each of the windows has its own cantilever sun hood. The cantilevered awning protrudes over the footpath. The lower storey facade still retains steam-lined horizontal style decorative features although the windows and doors have been substantially modified.

Integrity	Fair	Condition	Fair
Statutory Listings	No statutory listings		
Non-Statutory Listings	No non-statutory listings		
Inspection Date	15/02/2011		

References

Historical information provided by Proserpine Historical Museum.

David Scobie Architects, 2005. Proserpine Main Street Study & Datasheets.

http://www.powerhousemuseum.com/collection/database/theme,1021,Cyrl_Ruwald.

Cairns Post, Thursday 19 August 1954, p.10.

Heritage Significance

Criteria	Definition
A	<i>The place is important in demonstrating the evolution or pattern of the region's history.</i>
Statement	The Prince of Wales Hotel demonstrates the evolution of hotel premises in Proserpine's commercial precinct from the early twentieth century. Renovations completed during the mid 1950s also demonstrate post war confidence in the district's sugar industry and a willingness to invest in commercial businesses.
D	<i>The place is important in demonstrating the principal characteristics of a particular class of cultural places important to the region.</i>
Statement	The decorative stream-lined horizontal features on the Prince of Wales Hotel masonry facade are a good example of the work of C. C. Ruwald, an influential architect who worked on numerous hotel renovations in Queensland and New South Wales between 1930s and 1950s.

