

at Beaumaris (on Tramway Parade), but none of these had the distinction of being owned by the citizens as a company, such as the East Brighton hall did.

The presence of this and many other smaller halls was creating a greater degree of civic pride amongst the local people, and, from this pride, progress associations began to show themselves. Miss Lillian White, in her memoirs, told of the first Moorabbin progress group and a man named Clayton who was fairly "vocal" in his lack of desire to retain "all these Brightons" in the Shire of Moorabbin. Said Clayton, "The name of the shire is Moorabbin; we have a Moorabbin Shire Hall, and the Shire Hall is in South Brighton. I move that the council be asked to change the name of South Brighton to that of Moorabbin." Soon afterwards the request was answered, and Percival White, the blacksmith, Barrie Gregg, the hotelkeeper, and Dr. Fleming Joyce, along with the other business and professional people of the day, pulled down the "South Brighton" signs and replaced them with "Moorabbin."

"New Brighton" had gone by the board almost as soon as it was named by Foote in his Brighton survey of 1852. John King had already named it Kingslands, then, in later years, part of the area (because of the number of Irish settlers) gained the title of "Irish Town". With King's death in 1896 both names disappeared and Brighton crept back in again, and it became more commonly known as East Brighton. Another part of King's original estate known as King's Town (the site of the old King's Town Common School) had changed its name to Heatherton in 1880, all because there was another "King's Town" in Victoria and a lot of Heather growing in the area, and Mrs. Hotton, wife of the postmaster of the time, who was asked to select a new name, liked "Heatherton" best.

Forty years had passed since Moorabbin had separated from Brighton, but still a much greater portion of the shire carried the name of (East) Brighton than was desired by a large number of Moorabbin residents. East Brighton was in fact the greatest part of Moorabbin, and people wondered why, when the name was changed from Brighton East, it was simply reversed instead of being replaced. The biggest confusion was the East Bentlyigh station, on the Mordialloc line.

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