

CITY OF MORELAND HERITAGE REVIEW

THEMATIC HISTORY



VOLUME 1

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35 Little Bourke Street
Melbourne 3000

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This report is Volume 1 of a set, comprising:

Volume 1	Thematic History
Volume 2 Part I	Building Citations: Datasheets A-K
Volume 2 Part II	Building Citations: Datasheets L-Z
Volume 3	Heritage Overlay Precincts
Volume 4	Heritage Overlay Guide
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1.0 INTRODUCTION

1.1 Location and Boundaries

The City of Moreland, some 46 square kilometres in area, is located to the north of Melbourne. Its boundaries are from the Western Ring Road in Glenroy and Fawkner in the north to Brunswick Road, Brunswick in the south, and from the Moonee Ponds Creek in Oak Park and Coonan's Hill in the west, across to the Merri Creek in Fawkner and Brunswick East (separated by Elizabeth Street between the two suburbs) in the east (Fig. 1). It comprises in full the former municipalities of Brunswick and Coburg, together with a substantial southern portion of the former City of Broadmeadows. It shares borders with the new municipalities of Darebin to the east, Yarra and Melbourne to the south, Moonee Valley to the west and Hume to the north. The City of Moreland is bisected north-south by Sydney Road/Hume Highway.

1.2 Extent and Sources

Those areas which now combine to form the City of Moreland have developed historically as separate local government areas, townships, and communities, with quite different patterns of economic and social development, particularly those of Glenroy, Fawkner and Oak Park as compared to Brunswick and Coburg. While the themes of historical development (Fig. 4) were broadly similar across large areas of Moreland, this has not always been reflected in the built environment and landscape across the district.

This overview history attempts to describe the broad patterns of development across Moreland after European settlement, and to illustrate the way in which these patterns are reflected in the urban character and heritage of the municipality. To a large extent it relies upon the work undertaken by Timothy Hubbard P/L in *City of Coburg Conservation and Streetscape Study* (1991) and Context P/L in their study *Keeping Brunswick's Heritage* (1990). The history of the former City of Broadmeadows, *Broadmeadows A Forgotten History*, by Andrew Lemon (1982) was invaluable in providing the principal historical source for that area.

1.3 Geology

The Moreland district comprises predominantly basalt plains formed during the Quaternary period, the last 2,000,000 years. Between Glenroy and Fawkner there is a deep area of marine and non-marine sands, clays, ferruginous sandstones and gravels at the Tertiary level, which was formed over 190,000,000 years ago. Around the former City of Coburg the geology deviates between Harding and Bell Streets, south of Pentridge Prison, where it is mudstone, siltstone and sandstone at the Silurian level, formed over 430,000,000 years ago. The former City of Brunswick comprises Quaternary level basalt plains to the east, while to the west is a large area of both marine and non-marine sands, clays, ferruginous sandstones and gravels at Tertiary level and mudstone, siltstone and sandstone at Silurian level. The many natural clay deposits in this area attracted the brickmaking industry to Brunswick in the mid-19th century. Along the Moonee Ponds Creek is a combination of alluvial terraces (Quaternary level), basalt (Tertiary level) and marine and non-marine sands, clays, ferruginous sandstones and gravels at the Tertiary level, while along the Merri Creek there are sporadic areas of alluvial terraces, mud flats, beach and estuarine deposits at the Quaternary level (Figs 2 & 3).

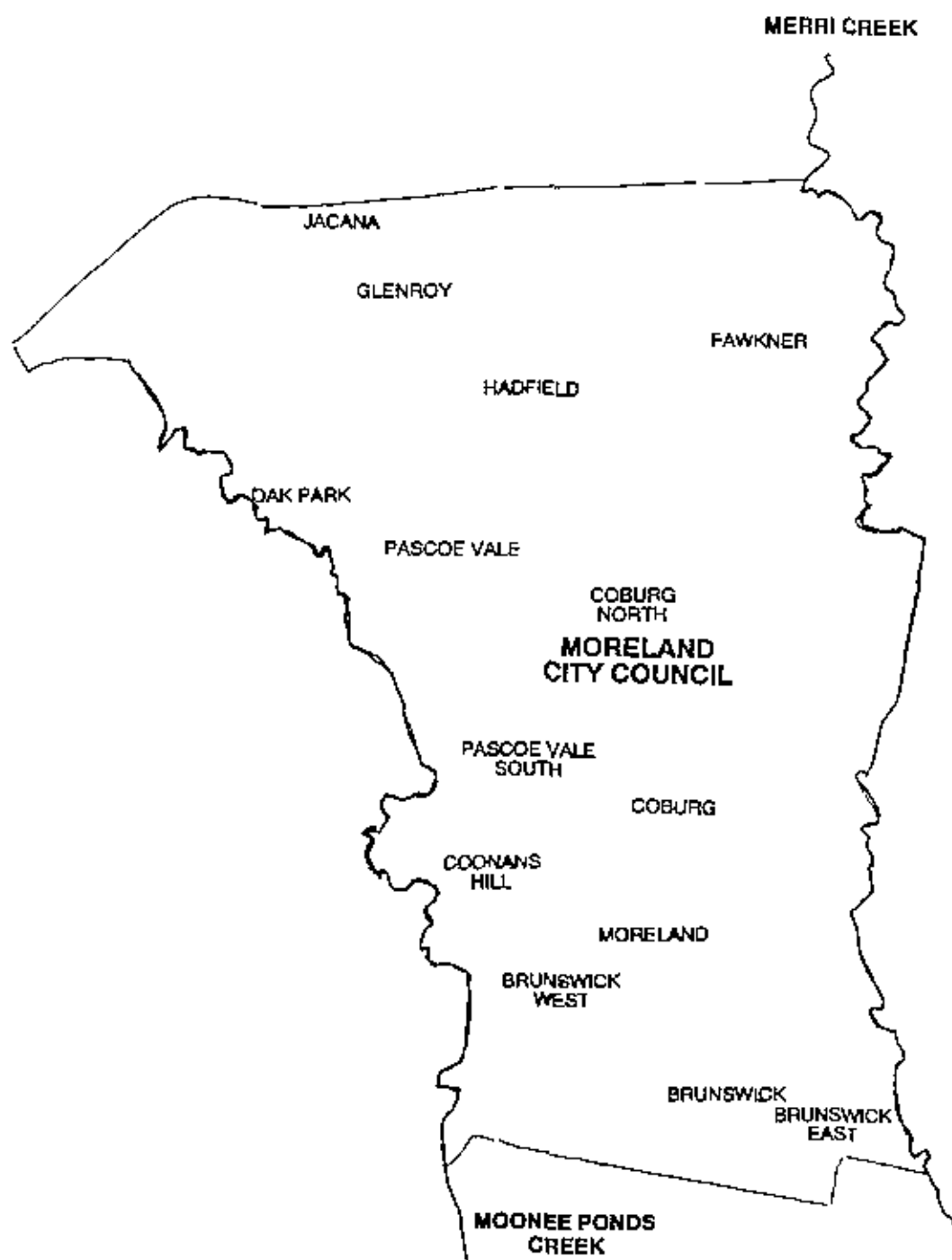


Figure 1 Study area, showing the location of the principal watercourses

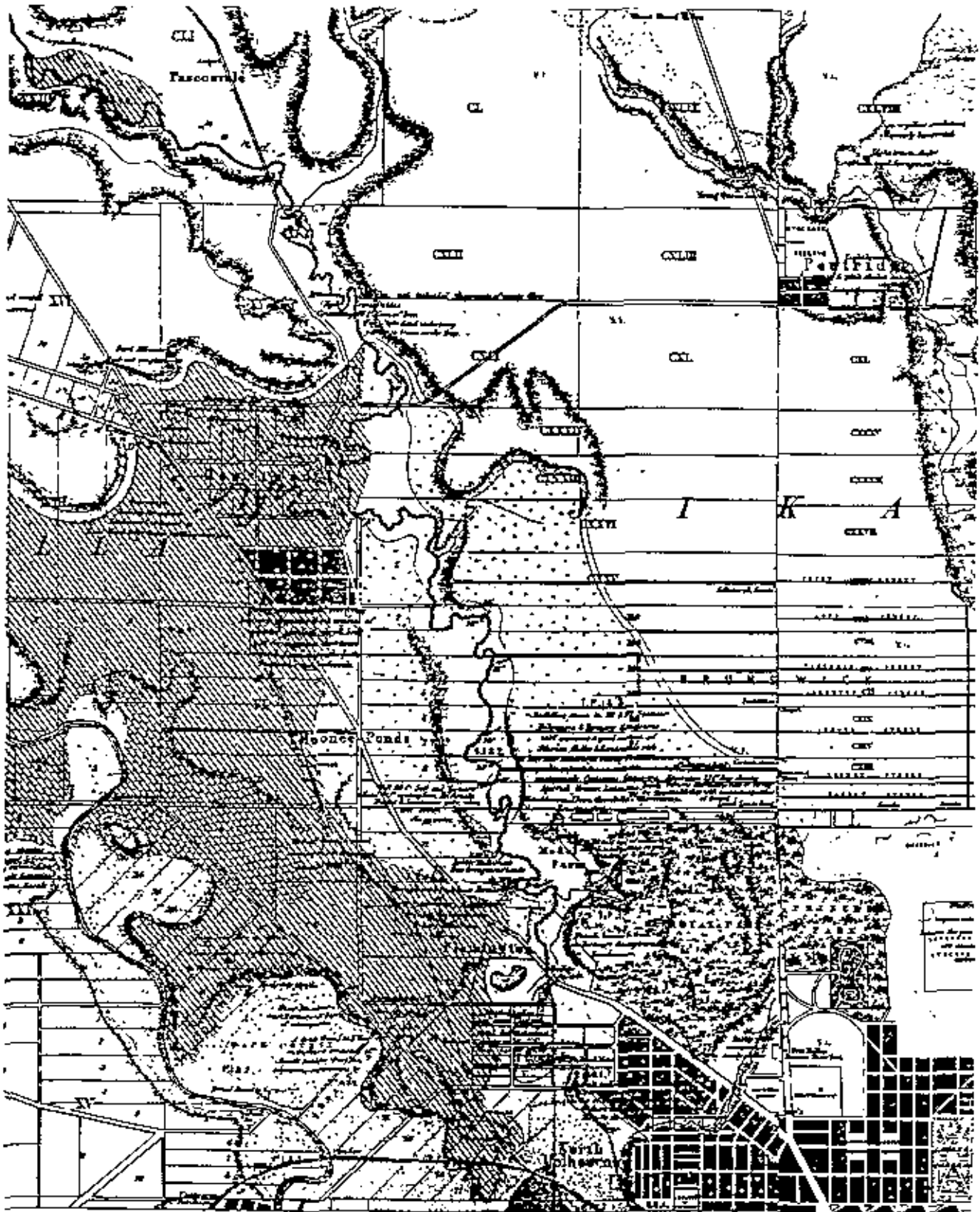


Figure 2 Geological Survey, including a portion of the present City of Moreland, 1860. Close dots indicate a level of sand; sparse dots indicate a level of clay and hatching indicates older volcanic materials such as basalt and lava. Royal Park, in the bottom right corner, is shown by vegetation.



Figure 3 Geological Survey, showing the present City of Moreland, 1950. The crossed arrows note the many clay pits in the area, particularly around Brunswick.

1.4 Australian Heritage Commission: Historic Themes

- 1.0 Tracing the evolution of a continents special environments**
 - 1.1 Tracing climatic and topographical change
 - 1.2 Tracing the emergence of and development of Australian plants and animals.
 - 1.3 Assessing scientifically diverse environments
 - 1.4 Appreciating the natural wonders of Australia
- 2.0 Peopling the continent**
 - 2.1 Recovering the experience of Australia's earliest inhabitants
 - 2.2 Appreciating how Aboriginal people adapted themselves to diverse regions before regular contact with other parts of the world
 - 2.3 Coming to Australia as a punishment
 - 2.4 Migrating
 - 2.5 Promoting settlement on the land through selection and group settlement
 - 2.6 Fighting for the land
- 3.0 Developing local, regional and national economies**
 - 3.1 Exploring the coastline
 - 3.2 Surveying the continent and assessing its potential
 - 3.3 Exploiting natural resources
 - 3.4 Developing primary production
 - 3.5 Recruiting labour
 - 3.6 Establishing lines and networks of communication
 - 3.7 Moving goods and people
 - 3.8 Farming for export under Australian conditions
 - 3.9 Integrating Aboriginal people into the cash economy
 - 3.10 Altering the environment for economic development
 - 3.11 Feeding people
 - 3.12 Developing an Australian manufacturing capacity
 - 3.13 Developing an Australian engineering and construction industry
 - 3.14 Developing economic links outside Australia
 - 3.15 Struggling with remoteness, hardship and failure
 - 3.16 Inventing devices to cope with special Australian problems
 - 3.17 Financing Australia
 - 3.18 Marketing and retailing
 - 3.19 Informing Australians
 - 3.20 Entertaining for profit
 - 3.21 Lodging people
 - 3.22 Catering for tourists
 - 3.23 Selling companionship and sexual services
 - 3.24 Adorning Australians
 - 3.25 Treating what ails Australians
- 4.0 Buildings, settlements, towns and cities**
 - 4.1 Planning urban settlement
 - 4.2 Supplying urban services (power, transport, fire prevention, roads, water, lights & sewerage)
 - 4.3 Developing urban institutions
 - 4.4 Living with slums, outcasts and homelessness
 - 4.5 Making towns to serve rural Australia
 - 4.6 Remembering significant phases in the development of towns and suburbs (

- 5.0 Working**
 - 5.1 Working in harsh conditions
 - 5.2 Organising workers and work places
 - 5.3 Caring for workers dependent children
 - 5.4 Working in offices
 - 5.5 Trying to make crime pay
 - 5.6 Working in the home
 - 5.7 Surviving as Aboriginal people in a white dominated economy

- 6.0 Educating**
 - 6.1 Forming associations, libraries and institutes for self-education
 - 6.2 Establishing schools
 - 6.3 Training people for workplace skills
 - 6.4 Building a system of higher education
 - 6.5 Educating people in remote places
 - 6.6 Educating people in two cultures

- 7.0 Governing**
 - 7.1 Governing Australia as a province of the British Empire
 - 7.2 Developing institutions of self-government and democracy
 - 7.3 Federating Australia
 - 7.4 Governing Australia's colonial possessions
 - 7.5 Developing administrative structures and authorities

- 8.0 Developing cultural institutions and ways of life**
 - 8.1 Organising recreation
 - 8.2 Going to the beach
 - 8.3 Going on holiday
 - 8.4 Eating and drinking
 - 8.5 Forming associations
 - 8.6 Worshipping
 - 8.7 Honouring achievement
 - 8.8 Remembering the fallen
 - 8.9 Commemorating significant events and people
 - 8.10 Pursuing excellence in the arts and sciences
 - 8.11 Making Australian folklore
 - 8.12 Living in and around Australian homes

- 9.0 Marking the phases of life**
 - 9.1 Bringing the babies into the world
 - 9.2 Bringing up the children
 - 9.3 Growing up
 - 9.4 Forming families and partnerships
 - 9.5 Growing old
 - 9.6 Mourning the dead
 - 9.7 Disposing of dead bodies

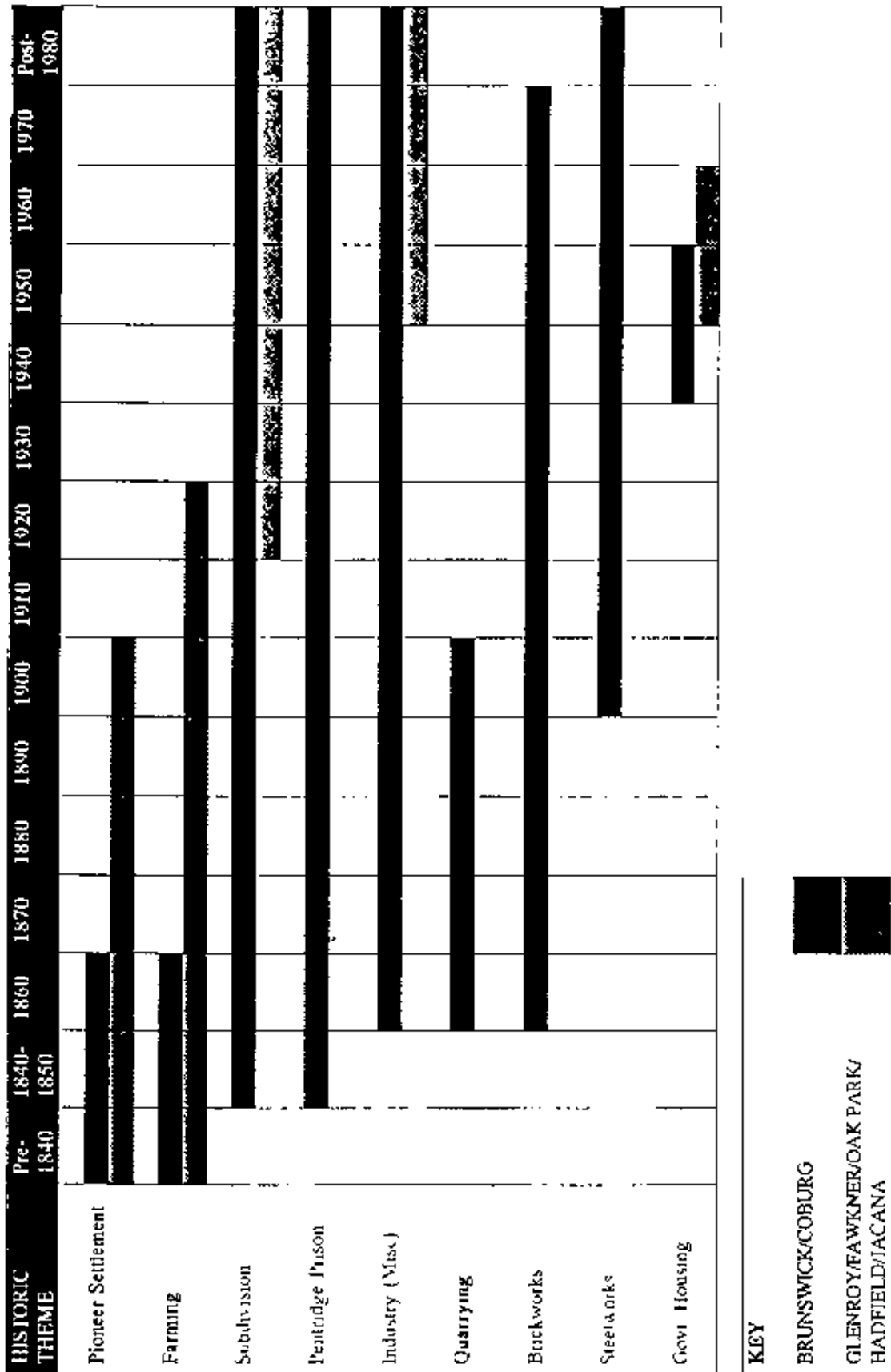


Figure 4 Bar chart, showing the principal historic events shaping the City of Moreland

2.0 SURVEY, SETTLEMENT AND SUBDIVISION

2.1 Survey, Sale and Settlement

What is now the City of Moreland encompasses land formerly within the Parishes of Will Will Rook and Jika Jika.

The Parish of Will Will Rook¹

After being formally acquired by the government, the first sale of land in the Parish of Will Will Rook, which bordered the Parish of Jika Jika to the north, comprised 11 of the 15 portions surveyed in 1837 by Robert Hoddle (Fig. 5). The sales, part of the first sale of land in Port Phillip, were held on 12 September 1838 in Sydney, together with portions in the Parishes of Keelbundoora and Woollert, to the east and north of Will Will Rook respectively. The land was beyond the five mile (8 km) radius from Melbourne, which governed settlement around Melbourne, allowing the blocks to be smaller, from 640 to 1,189 acres (262.5 to 487.5 hectares).² The majority of the available land was purchased by Sydney speculators,³ John Terry Hughes and John Hosking, who bought one third of the available lots between them, intending ultimately to sell the land, but initially leasing it to farmers

Other sections remained unsold until 1850, when John Pascoe Fawcner, who had also purchased a substantial tract of land in the first sales at Jika Jika, purchased Section 2 and subdivided it into a village known as Box Forest, which later became Fawcner. At Box Forest more than half of the original purchasers bought land with the intention of later subdividing.⁴

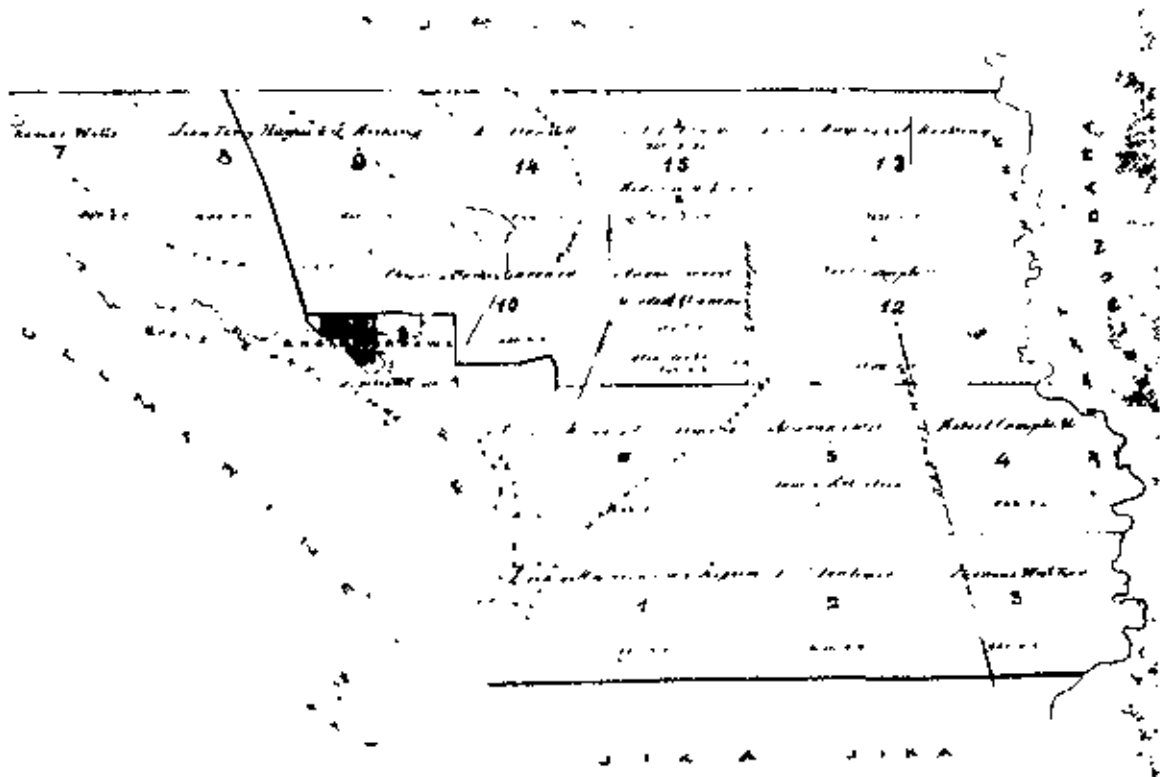


Figure 5 The Parish of Will Will Rook c 1850. Hughes and Hosking purchased allotments 1, 6, 8, 9 and 13. Source. *Broadmeadows: A Forgotten History, A Lemon*

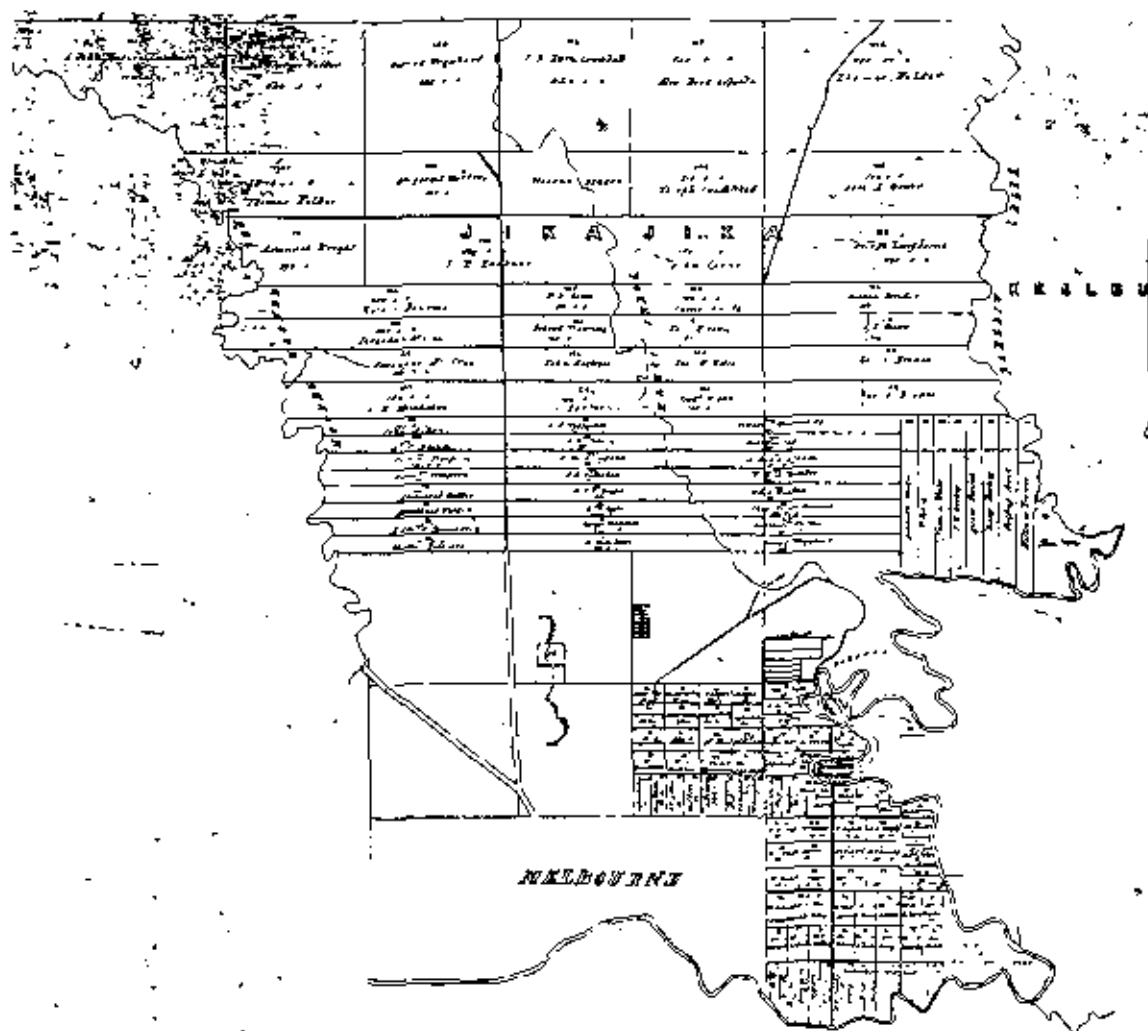


Figure 6 The Parish of Jika Jika in 1856 Source: State Library of Victoria (Map Room)

In the Glenroy area, a high proportion of the settlers were Scottish, Glenroy itself being named after the village Glen Roy in Scotland. Prominent names in the district included the Camerons, Kennedys and McDougalls. Whereas at neighbouring Jika Jika, land was subdivided after sale, at Will Will Rook the owners and tenants were mostly a mixture of speculators and farmers.

The Parish of Jika Jika

The Parish of Jika Jika extended north from the Yarra, to what is now Boundary Road, Coburg, and is bordered by the Moonee Ponds Creek to the west and the Darebin Creek and Yarra River to the east and bisected north-south by the Merri Creek (Fig. 6). After the initial survey was completed by Assistant Surveyor Darke, Robert Hoddle laid out Jika Jika in 1837-39, as with his other surveys, according to four main principles:

- each parish was to be laid out into sections or strip portions fronting water,
- each parish should comprise either a square mile town reserve or a half-square mile village reserve,
- water courses should be within the parish rather than comprising boundaries;
- natural boundaries should be adhered to wherever possible.⁵

A village reserve, Pentridge, now the site of Pentridge Prison, was set aside to the north of the parish. The land was divided into square mile blocks and although there were no strip allotments in the initial 1837 survey, by the 1839 survey these had been introduced. It was originally intended to survey the village and erect a church,⁶ however it was the farm lots which were first subdivided and sold in the second Port Phillip land sales on 13 February 1839, where the purchasers were again predominantly Sydney investors.⁷

The land was generally subdivided almost immediately following sale, as favourable reports to Sydney increased the demand for allotments. Resale continued until the early 1840s, at which time the village reserve was already surrounded by 21 gentlemen farmers, 6 labourers and their families.⁸ An economic recession prevented the Crown putting more land on the market and sales temporarily halted.⁹

George Urquhart set a precedent for the area, purchasing Portion 14⁹ then dividing it into 25 acre (10 hectare) lots for resale.¹⁰ Rather than viewing his prospective purchasers as farmers, Urquhart aimed to sell to gentlemen who would be able to commute to and from Melbourne. Similarly, John Pascoe Fawcner, who had purchased land in both Jika Jika and the neighbouring parish of Will Will Rook, attempted to create a village, Pascoeville, later Pascoe Vale, where he subdivided his land following the government system of hierarchy, allowing for a village as well as areas for cultivation. Advertising in 1839-40 declared that Fawcner's land was 'a place where fancy and elegance of taste will create a paradise',¹¹ while

the ROMANTIC, RUSTIC and SYLVAN scenery of Casuarinae Vale, will be much heightened by the beautiful village of PASCOE to which it leads, and which is about being laid out under the superintendence of a gentlemen whose acute judgement and correct taste in these matters is admitted.¹²

Initially Fawcner was one of only two people to build at his village. The other was Edward Butler, who built the Young Queen Inn on the Pascoe Vale Road to Broadmeadows in 1839. Nevertheless, Fawcner pursued his dream of constructing his perfect village, reserving sites for a church, market place and police office at Pascoeville, while planting orchards, gardens and nurseries at his own property, which was claimed on advertising posters to be a part of the village.¹³ Even the lease to his father declared that the leasee, John Fawcner,

shall and will fell cut grub up and otherwise destroy and remove all the native indigenous trees wood scrub and underwood whatsoever growing or to grow upon any said land or any part thereof except fruit trees or such trees as are or shall be marked for ornament hedgerows or boundary marks.¹⁴

Fawcner's own house, Belle Vue Park, or Grand View Park, was located between Pascoe Vale Road and Moonee Ponds Creek in what is now Oak Park. It was noted for its plastered interior, unusual in the area at that time, French windows which opened onto a long verandah, large iron gates and many outbuildings.¹⁵ Fawcner lived in the house from 1840 to 1855, when he moved to Collingwood, still visiting the farm on weekends until his death in 1869. The house survives, in much altered form, at 7 Oak Park Court, Oak Park, while the former stables building is now 9 Oak Park Court.



Figure 7 An early settler's cottage in Phillipstown, c 1858. Source: Brunswick: One History Many Voices, H Penrose (ed)

Much of the district was sold as a 'Paradise on Earth', developing a line of rhetoric which would serve land agents well nearly a half-century later in the 1880s Land Boom. In 1840, land in Moreland Road, West Brunswick was described in advertising as

The Land of Promise! A Paradise in miniature, verily, verily! Talent resuscitated! A Home for the Chosen People! The Most Perfect Sites of Rural Beauty to be found in Great Australia! Aesthetic Nature's Celestial Rendezvous! The Fairy Land of Marvellous Melbourne! 140 feet above sea-level, and commanding view of City, Sea and Mountain, almost oppressive of their Magnificence! Sale in picturesque bungalow! Refreshments ad libitum!¹⁶

Many early owners of land in Jika Jika were interested in speculating rather than farming and some of the area was sub-divided haphazardly rather than conforming to a set government grid layout. Villages were allocated in the subdivisions. Phillipstown in the late 1840s, situated around Union Street, Brunswick (Fig. 7) where brickmakers such as Thomas Manallack later founded works. Sweethope was proposed by landowners Stewart and Brown, to be located on land to the west of Sydney Road on Albion Street, while the Wigglesworth estate, proposed by Frederick Dubkett in 1858, was to bound the south side of Sweethope. Neither Wigglesworth and Sweethope were realised.¹⁷

The original Pentridge village was not surveyed until 1848, following the grant of 8 roads (2 acres or 1 hectare) of land to the Wesleyan Church. Then, in 1849, the first 4 blocks of the village were surveyed, bounded by what is now Bell Street, Drummond Street, Lyon Street and Sydney Road, intersected by Crow Street and Urquhart Street.¹⁸

2.2 Subdivision and the Land Boom

As with other settlements, the subdivision of Jika Jika followed major transport routes Sydney Road and the Coburg Railway Line. In both Jika Jika and Will Will Rook, Sydney Road had become established early as a focus of commercial and community life, with shops, churches, hotels and the Mechanics Institute already built along the street by the late 1860s. Brunswick's first hotels—the Retreat Inn, Edinburgh Castle Hotel, Brunswick Hotel and Sarah Sands—were built on Sydney Road between 1842 and 1854, providing a stopping point for travellers. Henry Search opened a retail butchery on the south-west corner of Albert Street and Sydney Road in 1850, reputedly Brunswick's first retail shop. During the 1850s a thriving community was also being created in Phillipstown, with its own hotels—The Phillipstown and the Butchers Arms.

After the Land Boom in the 1880s, a time where money could be made quickly, land subdivision increased dramatically as larger plots were offered as suburban allotments. Advertising was creative and lyrical, enticing people to buy a lifestyle, or again, typically, a piece of heaven. At the 'Moorabinda' Estate in Brunswick the convenience of public transport—the trams in Sydney Road, the quality of the allotments as 'villa sites' and the infrastructure already provided—all the streets metalled and channelled, footpaths asphalted and rights-of-way pitched—were all emphasised.¹⁹

The eloquence of earlier (1840s) subdivision propaganda was matched by the advertising for land in the 1880s. Agents were given to poetry at the opportunities they believed they were offering. La Rose Park was advertised (in part) thus:

From Eden of old the first lovers,
Were ejected for folly and sin,
Here happy and prudent young couples,
An Eden more lasting may win.
The terms are simply astounding,
Which Munro And Baillieu give;
Then pay down your fifty bright shillings,
And go to La Rose Park and live ...²⁰

On the posters of La Rose Park Estate it was declared that the purchasers would have no need for hospitals or 'Dr Cure' as 'fresh air, charming scenery and drainage almost ideally perfect are nature's prophylactic medicines dispensed daily, hourly, and almost minutely throughout the whole of LA ROSE'.²¹ Terms such as 'almost' and 'natural' seemed to qualify many a claim while La Rose's drainage was 'almost' perfect.²² Moreland Township Estate's drainage was 'naturally perfect';²³ tramways which had not been built would 'naturally' increase the value of the land in the Bell St Reserve No. 2 Estate;²⁴ while the Service Street Estate was 'almost opposite' the railway station.²⁵ Some claims, however, seemed to have very little to do with the truth. The Balmoral Estate was apparently serviced by trams every few minutes,²⁶ the Railway Station Estate had 'perfect drainage',²⁷ as did the Bell St Reserve No. 2 Estate,²⁸ Rosedale Estate was 'surrounded by Four Railway Stations' (Coburg, Moreland, Pascoe Vale & Essendon);²⁹ the Strankville Estate was offering to sell land at 'nominal remunerative Prices';³⁰ while the Moreland Township Estate, which claimed 'expansive and charming views', was opposite the Curing Factory.³¹

Housing estates were plentiful after the contract was let to build the Coburg Railway in 1881, predominantly close to the stations. Four early estates were known as Hudson's Paddock (1882), Blair's Paddock (1883), Pigdon's Paddock (1883) and Baxter's Paddock (1884), however the developers soon realised the advertising potential of a pretty name and stately associations and later estates included Maybank Estate (1884), Bellevue Park (1885),

Balmoral Estate (1886), La Rose and Mayfield Estates (1887), Bay View Estate (1888) and View Hill Estate (1888). Others were more practically named, such as Deans Paddock and the Railway Estate, Bell St Reserve No. 2 Estate (1888) and Tramway Estate (1888). There were endless subdivisions during the Land Boom period; between 1882 and 1982 there were 80 estates, with 31 in 1888 alone, partially due to the new Pascoe Vale Railway Station (1887).³² With the bust in the early 1890s, many estates remained unsold and some estates, such as Hopetoun, Railway Station and Young Queen, were converted back into farming allotments.³³

In 1882 Montague C Dare purchased a 16 hectare farm in Coburg from Jean Rennie, which he named Moreland Park. T J Crouch, of the architectural partnership Crouch & Wilson, sub-divided 12 hectares of the land into 147 residential lots (19m x 48m) with shop allotments on Sydney Road. The subdivision was bounded by The Grove (formerly Moreland Grove), The Avenue, Sydney Road and Nicholson Street. Buyers were offered a choice of 5 three bedroom designs, some of which were illustrated on the advertising poster with drawings by William Tibbits. Many of the houses survive including the pair of semi-detached 'mansionettes', Koorah and Kalumna (Nos. 23 and 25), Oak Hill (No. 45) and Waratah (No. 47), all in The Grove, Coburg (see The Grove Heritage Overlay Precinct).

Glenroy Farm, which covered most of Glenroy, Broadmeadows and Westmeadows, was originally owned by the Kennedy brothers, Duncan and Donald. After Donald's death in 1864 the land passed through successive owners until a syndicate under the name of the Glenroy Land Co. purchased the property in 1886. The Glenroy Estate (Fig. 8) took the farms' name and was known in advertising as 'the Toorak of the North'.³⁴ The *Essendon Chronicle* noted that

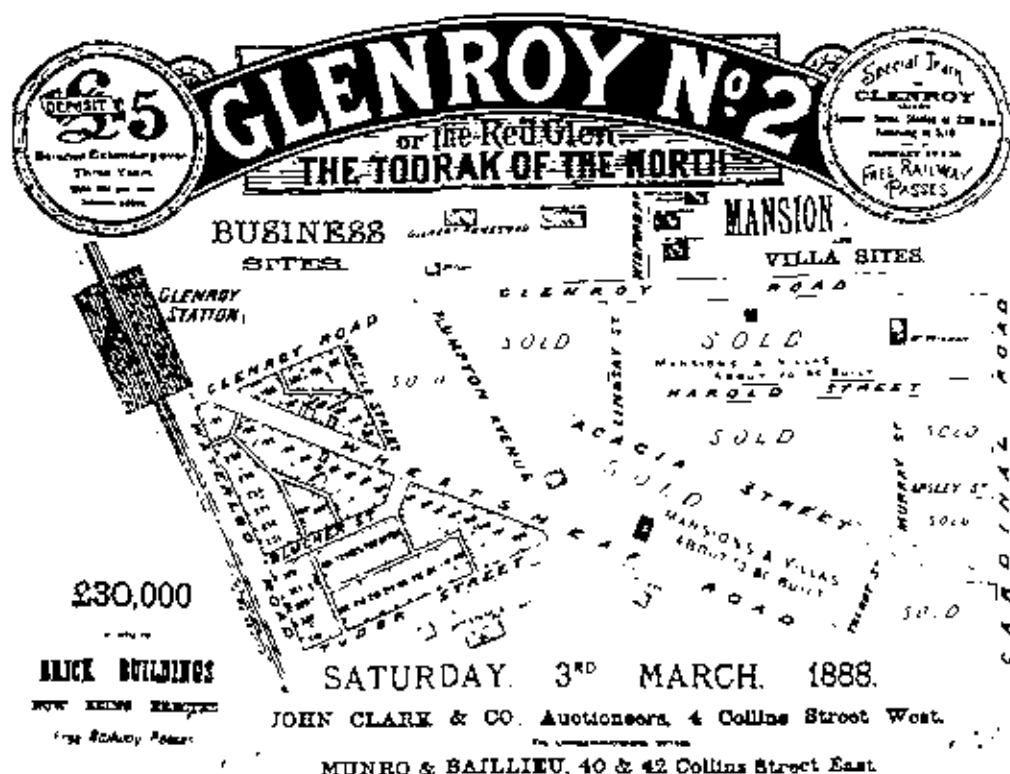


Figure 8 Glenroy Estate, 1888. Source: Broadmeadows: A Forgotten History, A Lemon

DEANERY PARK, COBURG.

Coburg.
Coburg.

Tram
Terminus.

Railway Station

ON THE ESTATE

Patterson
and Sons,
WILL SELL

100
ALLOTMENTS.

BUSINESS
Mansion Sites
SATURDAY, OCTOBER 27,
1888.



THE DEAN.

COBURG.

Saturday Oct. 27, 1888

ON THE GROUND

Railway Station

ON THE GROUND

COBURG

Special Train.
Free Passes

Saturday, October 27

TERMS - EXCEPTION

SURE PROFIT

Must be the Outcome of any
change in The Estate

Remember!

Deanery Park

DEANERY PARK, COBURG, WILL BE SOLD BY

Messrs. Patterson and Sons,

Figure 9 Deanery Park, Coburg, 1888 Source Land Boom and Bust, M Cannon

We understand that a powerful syndicate is paying the government to build a station at Glenroy . . . and is further about to erect a number of houses there. When this is an accomplished fact, there will be sufficient traffic to warrant the government, with a local subsidy, in running light trains from Glenroy to Essendon

... Should these remarks bear fruit, we doubt not a stimulus will be given to the pretty but salubrious district lying between Essendon and Broadmeadows, at present but little known . . .³⁵

The company's principles built mansions on the estate to promote sales, as well as three two-storey shops on Wheatsheaf Road, a butcher, baker and general store. Roads were metalled for the first time and the government was paid to build a railway station. The Glenroy Estate Co. was formed by a second group of speculators who planned to profit on the success of the first subdivision, advertising

The pleasantest spot to be found within half-an-hour's journey of the city is undoubtedly the hamlet—destined at no distant day, to become a fashionable and popular suburb—of Glenroy ... Once past Newmarket the traveller is soon entranced by a delightful panorama of cosy cottages, snug farm houses, palatial mansions, surrounded by corpse [sic] and hedge, by garden and orchard, and varied by breaks of hill and dale, belts of indigenous [sic] timber, and ever-running pellucid watercourses.³⁶

As with other land companies trading during the boom period, the Coburg and Campbellfield Land Co. relied upon the railway line to maintain interest and high prices for their land. The company, founded in 1888, declared their investment to be the safest for three reasons.

- it is now universally admitted that land is the safest and surest investment;
- those persons have been most easily and certainly enriched who have invested their money in freehold land in the city and suburbs of Melbourne; and
- a deposit in the savings bank will earn its careful owner 4 per cent per annum, while investors in land, through the medium of Land Companies, have been making for years vast profits ranging from 20 to 100 per cent.³⁷

After the recession hit in the early 1890s many land companies were left with most of their land unsold. The Coburg Reserve Estate Co. ceased sales at Fawkner after only a couple of weeks, while the Glenroy Land Co. went into liquidation in 1890, having sold only a portion of their land, and for most of which they had received only the deposit.³⁸

2.3 Roads and Bridges

In 1840 D. M. Kemp surveyed 'the New-line of Road From Melbourne to Sydney' (scale unknown) which ran through Ika Ika, crossing the land of John Pascoe Fawkner, George Seals Walters, George Urquhart, Thomas Walker, Robert Campbell Jnr. and Neil Campbell near the Will Will Rook border. Houses were noted on the land of Urquhart and Walter's, on the Merri Creek.³⁹ B. Cooke recalled that

The Sydney-road having been surveyed and roughly formed, drains were dug on each side, and soon became almost impassable. The forming of the road interfered with the natural drainage to the Merri Creek, the result being that after a heavy fall of rain a swamp of water was held back. I have seen almost a lake from Hope-street to Union-street, on a site where now stand the Town hall, hotels, business places and houses.⁴⁰



Figure 10 Central Brunswick, cnr Sydney Road & Albert Streets, 1860. Source: State Library of Victoria (Pictoria)



Figure 11 A bridge over the Merri Creek at Coburg c. 1906. Source: State Library of Victoria (Pictoria)

In 1850, a road from Pentridge to Kulkallo, 15 miles (24 km) north, was gazetted, however no funds were put aside for its construction. When the penal colony was established at Pentridge in the same year, convicts were sent out to work on the road, including creating a drain to remove excess water to the Mern Creek. This was of little help and the drain, which in after years became almost a gully, was formed eastward, along Albert Street, and this to some extent overcame the difficulty. When the surface of the road was broken, wheels would sometimes stick up into the bed of axles. Bullock-teams, wagons, and drays stuck in the mud, and it was no uncommon thing to see twelve or fourteen horses put on to help a wagon out of the bog, the foot of Lobb's Hill being a very bad place. Teams generally travelled in company for mutual help and protection.⁴¹

As the population of the area grew, buoyed by the successful quarrying (bluestone) and brickmaking industries, the pressure for good roads escalated. In 1852 the road was described to a group of travellers as being 'execrable' and 'perfectly frightful'. The travellers were recommended to the 'Vale of the Plenty' which 'as it turned out, if the other ways were worse than it, they must have been very awful indeed'.⁴² By the mid-1860s much of Sydney Road had been improved with large dressed lengths of bluestone were laid as kerbing, bluestone pitcher spoon drains along each side, and wider asphalt footpaths.

In 1853 a suspension bridge was constructed with convict labour over the Mern Creek, close to the boundary of the Pentridge Stockade. It was swept away by floods in 1863, leaving only chains and a few pieces of timber,⁴³ and was apparently reinstated, as in 1879 it was said to be dangerous and in need of replacement.⁴⁴ A bridge was built at Bell Street in 1857, while the Newlands Bridge, also constructed by prison labour, was opened in 1865. Five years later another bridge built by the Penal Department was opened 450 metres to the east.



Figure 12 The east side of Sydney Road, Coburg, 1913. Source: Coburg Memories, Coburg Historical Society

As each proprietor divided his land according to his own ideas, no general system of streets or schemes of drainage was considered and one simple and self-evident plan was adopted – namely to run a road down the centre of the block from the Sydney road to the Merri Creek or the Moonee Ponds. To this very independent subdivision we are indebted for the inconvenient street arrangements of Brunswick.⁵¹

In the early 20th century, Sydney Road was transformed as motor cars and cycles appeared in ever increasing numbers, particularly during World War Two when a stream of traffic travelled to and from the Broadmeadows army camp.⁵² In 1906 the council decided that all new building on the road should be of brick, so as to create 'a handsome business thoroughfare'.⁵³ The road was travelled by

Conveyances of all descriptions, from Springless carts to the flash Alberts, and later, cumbersome 'buses, transport[ing] individuals at a figure commensurate with the spirit of the times, and the speed of the vehicles'.⁵⁴

Better roads were not always perceived to be an improvement. In 1913, Captain Coad complained of 'weekenders and campers' who were 'an intolerable and growing nuisance on Saturdays and holidays, dozens of campers and skullawags [sic] set up their temporary abodes on the roads, cut down fences, and when remonstrated with, gave impudence or offered to fight'.⁵⁵ North of Coburg the land remained decidedly rural and astonishingly it wasn't until after 1958 that the majority of unsealed roads in Glenroy, Fawkner, Oak Park and Hadfield were finished, funded by a road scheme initiated by the local council in 1955.⁵⁶

By 1929 Sydney Road, Brunswick had become one of the most congested roads in the metropolitan area. It was recorded that the number of vehicles using it in a 12 hour period was 7,619, while in Coburg it varied from 3,923 at Moreland Road to 2,481 north of Bell Street.⁵⁷ A new arterial road, leading to the vicinity of the Broadmeadows Military Camp, was proposed by the Metropolitan Town Planning Commission, together with a new by-pass route for access from the Hume Highway to Melbourne. The arterial road was to deviate from the new Sydney Road by-pass along Derby Street towards what is now the intersection of Lyking Street, cutting diagonally north-westwards across Pascoe Vale, into Justin Avenue, Glenroy. The route did not eventuate but the Sydney Road by-pass was completed.

The Sydney Road by-pass was originally to run by Melville Road, proceeding in a diagonal line north of Woodlands Avenue, (now also called Melville Road), and was provided in the subdivision layout of the 1920s specifically to accommodate this scheme. The route went via Reynard Street, and the junction of Imperial Avenue (now also Melville Road), which the Coburg Council widened to 80 feet (24.2m) as far as Bell Street. From here it apparently followed what is now Turner Street, then a short diagonal cut to link with Derby Road at the level of O'Hea Street, thereby running the full length of Derby Road, which was also widened by the council to 80 feet, and on into Broadmeadows Shire.⁵⁸

3.0 LIVING IN THE COMMUNITY

3.1 The First Houses

After the gold rush in the 1850s, the rapidly expanding population of the Moreland district, bisected by Sydney Road, the major route to the goldfields, required permanent housing. The population increased twenty-fold in the following decades, from 146 in 1846 to 3,000 in 1865.¹ Many early permanent houses, replacing the first crude dwellings, were prefabricated and were brought over from England with the new settlers. By 1865, there were a total of 312 houses in the village of Pentridge, including 95 built of local bluestone. The remaining were constructed of brick (20), wood (153), paling (24), wattle-and-daub (6), slab (4) and papier mâché (3). The papier mâché houses, manufactured in England by C F Bielefeld and supposedly waterproof, were brought to Melbourne and are known to have been erected in East Melbourne and Geelong, as well as Coburg.² 'Several' of the 7 remaining, according to R Broome, were of corrugated iron.³

Despite Brunswick's expansive brickmaking industry, the majority of houses built in the district were timber-framed, popular because they were quick to build and the materials were light and easy to handle. While most houses were small, some larger houses were built, particularly on Lobbis Hill, Brunswick (Blyth, Stewart and adjoining streets) and on some larger remaining sites. Owners of successful industrial enterprises also built larger houses. Alfred Cornwall's house in Saxon Street overlooked his pottery in Phoenix Street. Slobom, a shirt manufacturer who started his business in Brunswick, built a large house in Brunswick Road next door to that of James Stroud a prominent brickmaker.⁴ In Coburg, apart from the larger houses in the Moreland Estate and those scattered along the railway line, most housing comprised modest detached cottages. At least one row of grand two-storey terraces was built in Hudson Street, one of which was occupied by the 1898 Shire President Abel Greenwood.⁵ Most houses, however, were detached.



Figure 14 A Victorian house and outbuildings on the site of the Coburg Housing Estate, c.1945. Source: State Library of Victoria (Pictorial)

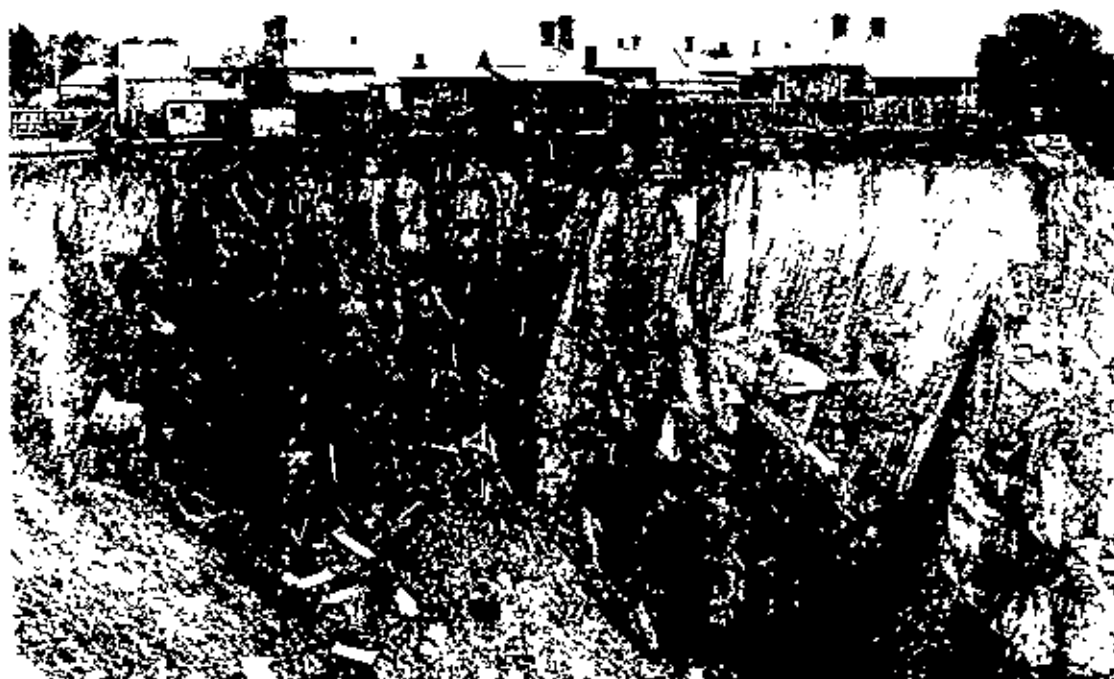


Figure 15 Housing along the Glew Pit, Hodgson Street, Brunswick (date unknown)
Source: Brunswick One History, Many Voices, H Portrose (ed)

Typically houses were built near industrial centres, in Moreland these being predominantly the brickworks (Fig. 15). In Brunswick, Albert Street was the central brickmaking district and workers lived nearby in Prentice, Talbot and adjoining streets.⁶ The major brickworks, such as Hoffmann's Patent Steam Brick Co, held large areas of land and often provided employee housing. In the case of Hoffman's, land was acquired in the Land Boom and employee housing was provided in Munro Street and a manager's house was located in Victoria Street.

3.2 Prefabricated Housing

There are two extant examples of early prefabricated housing in Brunswick. A group of 4 iron cottages in Brunswick Road were imported by architect James Blackburn in 1854; these have recently been restored, while one has been demolished. The other example is the two-storey Lyndhurst Hall erected at the north end of Nicholson Street in c 1855 by Edward de Carle, a property speculator, agent and auctioneer. Lyndhurst Hall was relocated in the c 1870 to Walhalla Street, Pascoe Vale South⁷ and is thought to be one of the houses originally imported, probably from Switzerland, for erection on Lieutenant Governor La Trobe's land in Johnston.⁸ It is also probable that a number of the timber and corrugated iron buildings erected within the Pentridge jail complex were also prefabricated.

Later (1940s) examples of railway prefabricated houses can be found at 2 and 4 Brindley Street, 15, 21, 22, 23, 24, 25, 26, 30 and 32 Dale Avenue, and others in Lorson Avenue.⁹ The railway pretabs were part of an order for 1,500 houses placed with W V Simms, Sons and Cooke Ltd of Nottingham, England in 1949 as part of 'Operation Snail'.¹⁰ Most of the material in these houses apparently originated in Scandinavia and special permits were required from the MMBW and Coburg City Council to enable the unconventional construction and non-standard fittings to be used.¹¹ The only other

example of prefabrication is the Myer house, one of which is located at the corner of Moreland Road and Johnson Street in Pascoe Vale South. Myer houses were prefabricated by the Commonwealth Aircraft Corporation Pty Ltd at Fisherman's Bend for the Myer Emporium Ltd. The house in Pascoe Vale is an example of the 'A L' model, with two bedrooms, dining and living rooms and provision for the addition of an extra bedroom, with a side entry into the hall.

3.3 The Consolidation of the Suburbs

In the 1880s, following the Land Boom and the subsequent rush of subdivision, the number of domestic dwellings in Brunswick and Coburg increased dramatically, while at Glenroy and Fawkner, which were farther from Melbourne, the land remained mostly agricultural. In Coburg, the housing stock grew from 398 to 1 278 dwellings, the majority of which were weatherboard freestanding houses, comprising 3 to 6 rooms.¹² The area still remained predominantly rural in appearance (Figs 14 & 16) and was described in the *Victorian Municipal Directory* of 1890 as

a very pretty suburb with country lanes and charming little valleys ... The district is strictly dairy and poultry farming, with cultivated paddocks and farm houses, giving it an English rural appearance.¹³

Important architects such as T J Crouch, William Salway, John Beswicke and Lloyd Tayler designed houses in Brunswick and Coburg, many of which remain (see individual datasheets). Waugh and Co. designed a substantial brick villa in Moreland Road (1886). William Salway built a villa in Hudson Street (1887-8) for J T Vincent. John Beswicke designed a wooden villa in Rose Street, on the La Rose estate, in 1888, while Lloyd Tayler designed two villas in Disraeli Grove, Pascoe Vale South.¹⁴

A small number of designs were influenced by American architecture, such as the 'American Cottage', 21 Station Street (1885, see individual datasheet), which was built in Oregon in the Carpenter Gothic style for American immigrant A T Thompson, and which may have been prefabricated in America. The extension of the Woodlands Hotel, formerly the Nugget and Woolpack, in 1891, was claimed at the time to be one of the earliest and best Melbourne examples of the American Romanesque style.¹⁵

Between 1865 and the 1880s, the population of Brunswick had tripled to over 14,000 reaching 24,000 by just after the turn of the century,¹⁶ however, building virtually ceased in the 1890s after the depression hit. A small number of houses were erected but these were the exception.

By the early 20th century, building activity had resumed, focused along the mile corridor either side of Sydney Road, which separated the suburbs from the farming land beyond.¹⁷ Private development resumed somewhat haltingly with the reported housing boom in Moreland in 1909, and the subdivision of the Glencairn estate in 1912.¹⁸ The most prominent local builder during this period was the Scottish joiner Robert Irvine, who arrived in Coburg c 1911. His work included the Nicholson Street tram sheds in 1915, 178 War Service houses on the La Rose Estate (1880s), as well as a number of other major projects. By the later 1920s he employed 45 carpenters and owned his own joinery shop.¹⁹

In 1919 Captain D S Bain bought the 32 hectare Station Heights Estate, which he renamed Merlynston, subdividing into 200 blocks. Here Bain created a (second) 'Look of the North' with individually designed brick houses.²⁰ The estate was advertised in 1922 as a model suburb, in which only houses of approved design would be permitted.²¹

The land was said to be the cheapest in the district.²² At the same time, Pascoe Vale was being promoted as the 'future Garden suburb of the north', photographed with green fields merely scattered with houses (Fig. 16).²³ Mrs Findlayson, a local resident, recalled that,

While all this activity was going on, the railway was coming along, and it went as far as Fawkner cemetery. There wasn't even a station called Merlynston. You just picked up a red flag and waved it, and it pulled up for you.

It was the second world war that opened up Pascoe Vale. It was just fields, undulating fields of onion grass, with nice little flowers in the Summertime.²⁴

Sporadic train services, inefficient (or non-existent) 'essential' services such as sewerage, electricity and water and the lack of sealed roads meant that the settlement rate in Glenroy and Fawkner remained low until after World War One. Between 1907 and 1914 approximately 20 houses were erected in Glenroy, and fewer in Fawkner and Pascoe Vale. The price of housing blocks fell, and as result, people bought, with the intention of moving onto the land in the future.²⁵ The houses erected in this period were also cheaper and the image of the suburb deteriorated, falling far short of original expectations. In the following years the Glenroy State School (1908), the Glenroy Progress Association (1913) and the Northern Golf Club (c 1913) opened. The golf club in particular was considered to be an 'incentive to settlement on the part of desirable residents'.²⁶

In 1925 the Broadmeadows Council approved the construction of the Sylvania Estate, comprising 100 small houses, at Fawkner. They decided that 'as healthy, convenient homes they are immeasurably ahead of thousands [of] hovels called "homes" in the inner suburbs'.²⁷ The area was considered to be a pleasant place to live. Charles Mutton, a local resident, recalled



Figure 16 Pascoe Vale in c 1915. Source: Coburg Memories, Coburg Historical

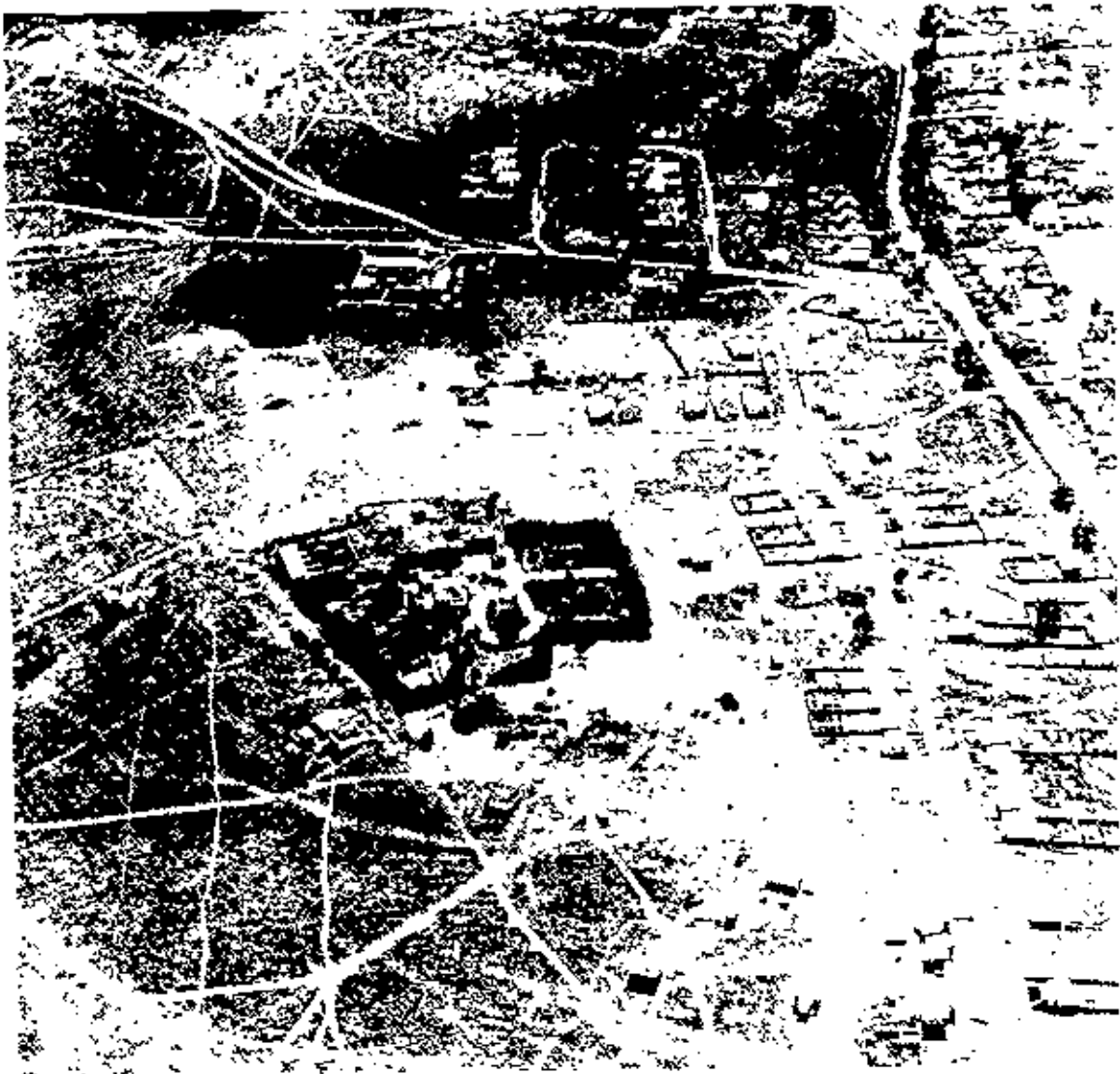


Figure 17 The subdivision of Oak Park, the Fowler's property, in 1934 – the old homestead is in the centre of the picture. Source: Broadmeadows: A Forgotten History: A Lesson

There was community spirit around Fowler and Glenroy and it should be said by co-operation between people. The co-operation is people looking after people. There was communal spirit among the people. Our world was different and I would prefer to live in the world of the horse drawn vehicle. I prefer the world that I have lived in. My opportunities were struggle, struggle all the time, there were no opportunities like there are today. I got to be able to go to the football match and a penny for a bag of peanuts.²⁴

After World War Two, more land in Glenroy and Oak Park was subdivided, including the remainder of Fowler's homestead and an area bounding the Fowler Cemetery, rest (1909). In 1946 Australian National Airways purchased land in Glenroy West to construct a model village of 275 homes for the use of their employees.

Reinforced concrete, which was being used widely in Melbourne in the early 20th century, was not used in Coburg until 1922, for Walker's Store in Sydney Road.²⁹ There were many experiments with other cement products, including a villa of roughcast and hardwood in 1923 designed by F J and C L Ruck.³⁰ Soon after builders started erecting homes in brick veneer. One of the earliest examples was the house built for Maurice Blackburn, when he moved to Coburg after winning the federal seat of Bourke in 1934 by Joe Clift, reputed to be the inventor of the system.³¹

In the 1950s many older houses were rebuilt and modernised, when the fashion for cleaner, modern design led to the stripping of the elaborate decoration from many Victorian houses. Migration increased after World War Two and led to a great demand for housing with consequent shortages occurring in many areas. New migrants shared houses with other families through necessity and brought their own culture, language and perceptions to a largely working class community.

In Glenroy and Fawkner in the 1950s land was still being developed. A local resident, Mr Reddan, recalled that

I bought my block of land for £200 in 1952. When I bought this block it was just paddocks and everything was barren. There was no gas, no electricity, no water, nothing. The easiest way to get up here was by horse. In the Hadfield area, about 1955 or 56 we had a road scheme built in the west of West Street ... What I remember about Hadfield was mud ... Hadfield was flat and barren with no trees.³²

3.4 Government Housing and Credit Foncier

After World War One the State Savings Bank was responsible for a greater component of housing development, its department making over 300 loans for houses and shops by 30 June 1918 at a cost of over £68,000.³³ By 1934 the State Savings Bank's Credit Foncier housing loans in Coburg amounted to 436, totalling about £262,000 (Fig. 18).

In 1919, the War Service Homes Commission acquired 12 hectares of land west of Reynolds Parade, which had previously been a part of the popular La Rose Estate (see the Gallipoli Parade Heritage Overlay Precinct). Houses were built slowly and sold then to returned servicemen, at a low interest rate. The streets in the area were named after the first AIF Campaigns: Helopolis, Gallipoli, Peronne, Somali, Gexitch, Moascar and Lemnos. By 1930, several hundred houses had been built, however 100 blocks were still vacant at the end of the decade. The commission also built 32 houses in Glenora Avenue in 1920, 24 in Glengyle Street, 34 immediately west of Merlynston Station and 70 elsewhere in the suburb.³⁴

In 1940 the newly-created Housing Commission of Victoria bought the 25.5 hectares of what was to become the Elizabeth Street or Spring Meadows Estate, East Coburg, where they intended to build 370 houses. By 1944 the Commission had also purchased the Newlands, Rostyn and Dunville estates in the Elizabeth Street area to make a total of 71 hectares. Over the next 5 years a number of houses were built, mostly of brick veneer, as well as a small shopping centre, recreational areas, roadways and drainage.³⁵ The Newlands Estate Shopping Centre in Elizabeth Street (cnr Murray Road) was the first to be built by the Commission, and consisted of eight shops with dwellings attached, estate administrative offices, and medical and dental clinics.³⁶ The commission built 113 houses after 1940 to the south of Fawkner.³⁷ By mid-1950 the Commission had built 714 houses in Coburg, however, only seven more were completed in the following year.³⁸



Figure 18 Housing commission house at Curtin Avenue, Coburg, 1947. Source: State Library of Victoria (Picture Collection)

As the rest of the area had always been, the housing estates were short of water, sealed roads and sewerage.

The Commission's estates in Coburg were virtually complete in 1953, with the number of buildings being

COBURG HOUSING COMMISSION UNITS IN 1953³⁹	
ESTATE	1953
Donville	81
Newlands	308
Roslyn	90
Springmeadows	201
Eric Street	Nil
Nicholson St (Coburg East)	Nil
Total	720

In addition, by 1954 there were 49 Commission flats in Coburg.⁴⁰

After World War Two the Commonwealth Government, faced with a national housing shortage and a surplus of munitions factories, sponsored the factory building of metal henges. The Beaufort Home (Fig. 19) was designed in 1946 by the technical staff of the Beaufort Division of the Department of Aircraft Production, and was developed through the Victorian Housing Commission.⁴¹ The Commission had already decided in August 1945 to investigate in conjunction with the Commonwealth Experimental Building Station, the types of innovative building techniques which might help to meet the housing shortage. It was then that the Beaufort proposal was examined and selected.



Figure 19 A Beaufort House 27 Reynolds Parade, Pascoe Vale South, 1998
Source: Allom Lovell & Associates

from amongst others and the Beaufort Division was asked to proceed with the construction of a prototype. The project was financed by the Commonwealth Government through the Department of Works and Housing.⁴²

The architect responsible for the design was Arthur Baldwinson.⁴³ It was at first intended to use aluminium, but zincalume sheet was substituted as it was easier to obtain.⁴⁴ It was intended to build a prototype Beaufort House in the Treasury Gardens, and by June 1946 the Commission was planning to order 11,500 houses over a three year period.⁴⁵ A promotional brochure at issued at the time stated⁴⁶

The Beaufort Home is the culmination of intensive research in design, durability, insulation and equipment by the Beaufort Division of the Department of Aircraft Production in association with the Victorian State Housing Commission and the Commonwealth Department of Works and Housing through the Experimental Building Station. The project was financed by the Commonwealth.

The house is essentially of steel construction, comprising floor members, walls, roof structure and sheeting, and is mounted on concrete foundation stumps. Wooden flooring is used except in the bathroom which is covered with a special waterproof slab.

Wood is also used for doors and built-in wardrobes and cupboards.

Plaster ceilings are used and wall linings are of the same material, except in the bathroom and laundry, where Masonite has been chosen.

The Victorian Government gave its approval for the purchase of the first 5,000 two bedroom houses at a cost of £1,050 each, to be delivered over 3 years. It was proposed to develop a three bedroom house later, or if this proved infeasible, then to boost the number of conventionally constructed three bedroom houses so as to maintain the Commission's ratio of 60% of three bedroom houses.⁴⁷ However, metal was in such

short supply that the project was terminated by the Commonwealth Government in 1947.⁴⁸

There are at least 18 identified Beaufort Houses in Piscoe Vale South, located at

- 17 Fontaine Street
- 15 Gallipoli Street
- 19 Gallipoli Street
- 27 Gallipoli Street
- 31 Gallipoli Street
- 35 Gallipoli Street
- 16 Heliopolis Street
- 9 Le Cateau Street
- 13 Le Cateau Street
- 15 Le Cateau Street
- 17 Reynolds Parade
- 27 Reynolds Parade
- 15 Somali Street
- 21 Somali Street
- 5 Vaux Street
- 11 Vaux Street
- 15 Vaux Street
- 19 Vaux Street

In 1958-60 the Housing Commission also built a town of their creation at Jacana. The streets were named after Olympians; Hendrick Street (John Hendricks), Fraser Court (Dawn Fraser) and Lorraine Crescent (Lorraine Crapp).⁴⁹ The number of Housing Commission houses built in the area of the former City of Broadmeadows now in the City of Moreland between 1949 and 1960 were:⁵⁰

YEAR	HOUSES	LOCATION
1949-50	113	Fawkner
1953-54	10	Glenroy North
1954-55	191	Glenroy North
1955-56	580	Glenroy North
1956-57	510	Glenroy North
1957-58	428	Glenroy North, Jacana
1958-59	688	Jacana, Broadmeadows East
1959-60	530	Jacana, Broadmeadows East, Fawkner
1960-61	504	Broadmeadows East, Fawkner, Dallas

4.0 SERVICING THE SUBURBS

4.1 The Influence of Citizen Pressure Groups

The Fawkner and North Coburg Progress Association was formed in 1909 in response to what were seen to be *extremely poor conditions in the area*. In *Glenroy*, residents who were concerned about the manner in which the suburb was developing, formed their own association in 1913. Then in the 1920s, between the War and the Depression, when money was being spent *more easily*, *progress associations were prevalent, forming in Pascoe Vale, East Coburg, West Coburg and Merlynston*, as well as the Pascoe Vale Soldiers Progress Association¹. The associations, both alone and together, lobbied to gain improvements in *water and sewerage, electricity and street lights, recreation facilities, public transport and road and footpath construction and maintenance*. During the 1920s, the area, particularly Coburg, initiated many reforms concerning both town planning and slum clearance. Their influence was great, the Coburg Baptist Debating Society operating on a state level. Locally the Society banded with the Progress Association to pressure the Council into setting a minimum size for building allotments, a frontage of 40 feet (12.1m)². The Fawkner Ladies Welfare Committee was established in 1927 to help raise funds for those who needed, providing food, clothing and firewood. They sponsored work as the Depression deepened and provided food and dole money.³

4.2 The Essential Services: Water, Gas and Electricity

Essential community services to Coburg and Brunswick, particularly those associated with health, were established as early as possible. The Yan Yean Reservoir, Melbourne's first planned water supply system, opened in 1857, a diversion of the Plenty River which had been chosen for its purity, constancy, elevation and proximity to the city. The scheme was run by the Board of Commissioners of Sewers and Water Supply, itself only four years old. In 1890 the Sanitary Commission was established by the Melbourne City Council, the board of which included a representative from both Brunswick and Coburg. Each municipality was responsible for the construction of its own branch and reticulation sewers, an expensive exercise for both areas, as it cuts through bluestone bedrock.⁴ Initially in 1858 water from Yan Yean was piped along Sydney Road and sold to the public from stand pipes while nearby premises had reticulated water within the year. Properties beyond Sydney Road had to wait until 1880 for reticulation, when the expansion of the system reached the development further out. Sewerage was not installed for another three decades, as it had to wait on the metropolitan service to be laid in Brunswick around 1910, while those further out had to wait even longer. The first sewerage connection was to the Brunswick Mechanic's Institute.

Sanitation was a constant issue and, as one Melbourne Councillor noted, 'if typhoid or diphtheria broke out at Brunswick or Brighton it would be just as dangerous to the community at large if it originated in Collingwood to Collins Street'⁵. The Sanitary report of 1890 reported that

The Moonee Ponds Creek is a shallow tidal creek with sandy bed, covered thickly (a foot or two deep) with sewage sludge, and forming a main trunk outlet for sewerage from Brunswick .. [This] foul [creek is] bubbling with decomposition, and [it is] notorious for the insufferable stench which arises from [it]⁶

By the 1920s Brunswick, once an outlying suburb, had become a part of the inner suburbs, while Coburg was now seen as an outer suburb. Coburg's low population density made it

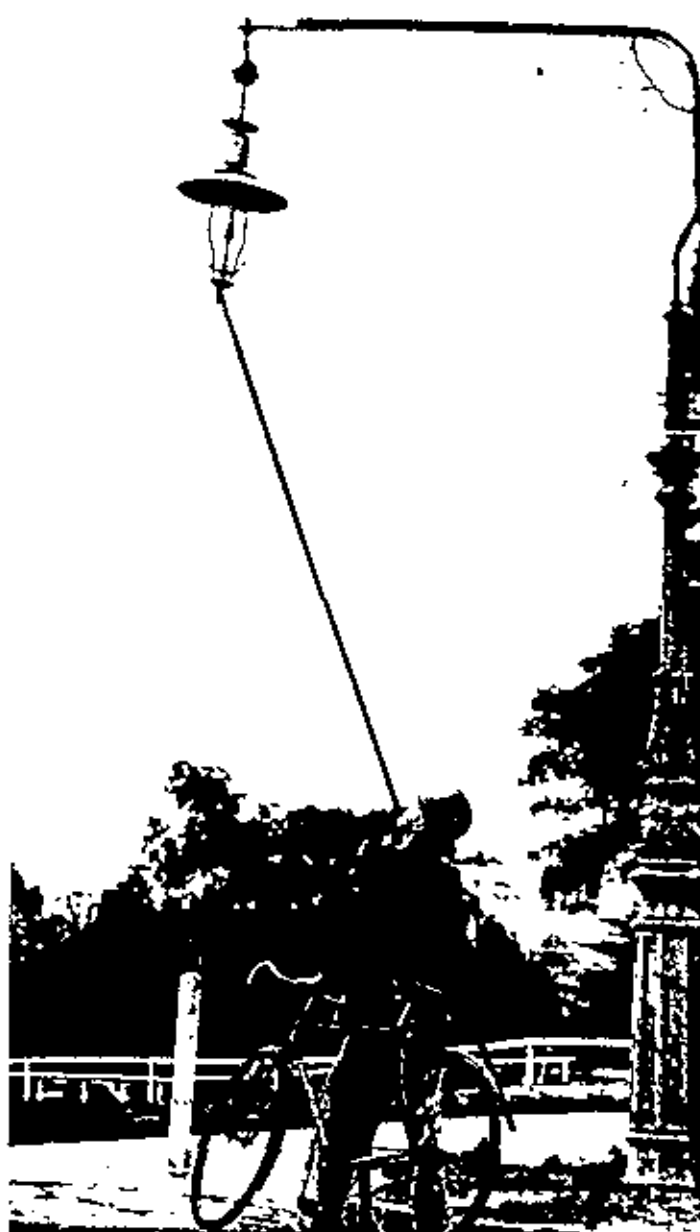


Figure 20 A gas lighter in Brunswick, c.1900 Source: Brunswick One History, Many Voices H Penrose (ed).

more expensive to sewer.⁷ In the 1920s Coburg, and the other then outlying suburbs including Box Hill, Camberwell, Oakleigh and Heidelberg, increased their proportion of Melbourne's population from a quarter to more than a third, doubling in size.⁸ The Melbourne Metropolitan Board of Works (MMBW) was criticised for favouring the wealthier eastern suburbs, Parliamentary Lemmon (Labor, Williamstown) complained that more money was spent in 'Malvern, Toorak and South Yarra than in Footscray, Williamstown, Brunswick and Coburg', noting that 'the nature of the land may have something to do with this – but the lives of the people in the Western are just as important as the lives of those in other districts in the metropolitan area'.⁹

Around Glenroy and Oak Park, residents were not so fortunate, having to rely on dam water, until the dams dried up, when water had to be carted from the MMBW standpipe at Fawkner Cemetery. In 1918, the lack of water was still an issue and a Parliamentary Committee

identified its lack as the primary reason for population stagnation.¹⁰ While a scheme had been discussed in 1913-14 by the Shire, work was halted by World War One, as well as the lack of funds. Finally work began in 1924, and proceeded relatively quickly.

Gas lighting had been introduced early to Sydney Road by 1860, however it wasn't until 1890, with the establishment of the Brunswick Gas & Coke Company that street lighting was generally available in the area. The company was troubled by the 1890s Depression and in 1904 they sold out to the Metropolitan Gas Company.¹¹ Gas was replaced by electricity from 1912 when Brunswick and Coburg decided to purchase their electricity in bulk from the Melbourne City Council, following the lead set by Footscray (1911). Brunswick was connected by 1913. Coburg followed after the War, and also drew supplies from the City of Coburg. In 1916, the Brunswick Electricity Supply was incorporated.

Glenroy and surrounds had to wait. The newly formed State Electricity Commission (1919) constructed a transmission line from the Gippsland coal fields to Yarraville, straight through the City of Broadmeadows which was unable to provide power to the district but it wasn't until 1925 that the first eight homes in Glenroy, at a cost of £5,000, were connected.¹² The local newspaper reported that 'immediately all the street lights and the home services that had been connected, sprang to life, and the prevailing darkness was vanquished'.¹³ Gradually, the service extended to other homes in the district.

4.3 Public Transport

The first form of public transport were the Hansom cabs, which ran to Melbourne each morning, with some occasional daytime runs. The trip cost 2s 6d, and the cabby would not leave without a full vehicle (7 people), sometimes with a wait of up to half an hour.¹⁴ A rail link was first proposed in 1869, however a branch line from North Melbourne, through Royal Park to Coburg was not approved until 1881. After starting in 1882, the line was diverted through the zoo in response to public protest regarding Royal Park. The single line was opened two years later in 1884, 12 trains running daily between Coburg and Spencer Street Station. The service was extended to 15 trains and then a second track was added in 1888. Following public agitation the whole line was further extended to Somerton in 1889. The line encouraged settlement, allowing firewood, chaff and grain to be sent by rail north-east from Brunswick and Coburg.¹⁵ The railway between Coburg and Somerton, described afterwards as a 'white elephant',¹⁶ closed down in 1903. The line had been operating on a reduced service, as illustrated by the number of passengers from Fawkner Station, 1,441 in its final year of operation compared to 377,398 from Coburg.¹⁷ Trains continued to run to and from the Fawkner Cemetery, subsidised by the trustees.

In 1887, a cable tram was laid down Sydney Road to Moreland Road in 1887 by the Melbourne Tramway & Omnibus Company.¹⁸ The remainder of the service was carried out by the horse tram, which was antiquated, but connected with the efficient cable service at Moreland Road. Therefore it was able to compete successfully with a rail service which was inadequate in terms both of rolling stock and of timetabling.¹⁹

Around 1910 Coburg purchased a horse drawn tramway system, which was to run from North Coburg to the existing cable tram at Brunswick. It was proposed to convert the system to electricity, connecting it to Bell and Lygon Streets. The scheme was submitted to the Parliamentary Standing Committee on Railways (1912), but was rejected, due to the existing railway line within 200 yards of the proposed route. It was suggested that a one-man rail car would be more suitable. The reopening of the Somerton railway line was also rejected because of the electric tramway, which finally went through in 1921.²⁰ The Fawkner to Somerton railway was eventually reopened in 1928, but closed again in 1955.²¹

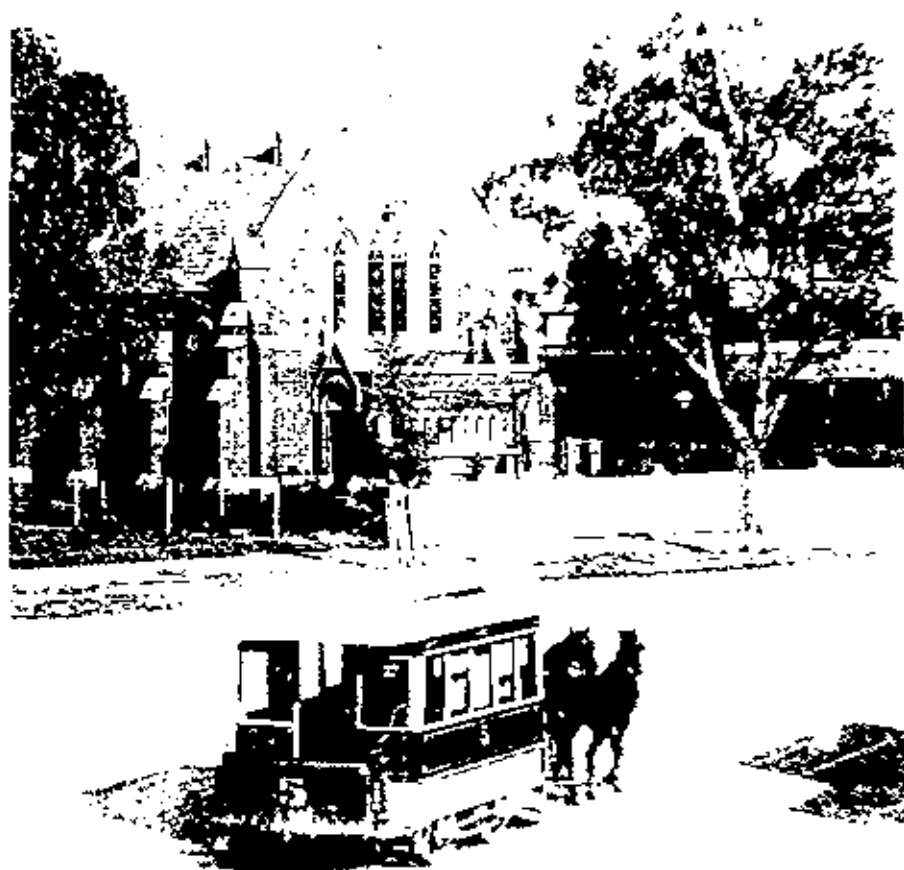


Figure 21 A horse down tram outside St Paul's, c 1900. Source: Coburg Between Two Creeks R Broome



Figure 22 Brunswick Railway Station, c 1900. Source: State Library of Victoria (Pictoria)

4.4 Churches and Schools

Rev. William Wakelield had laid the foundation stone for a small Wesleyan Chapel in Brunswick on 27 December 1841,²² then a bluestone Anglican Church was erected in 1849, followed by the permanent Wesleyan Church in 1849-50. The latter survives and is the oldest surviving Methodist Church in Victoria. The Roman Catholics also built in early 1850.

The area's first architects were generally those appointed by the colonial government or the church, to design schools and religious buildings for the burgeoning community. Many have since come to be regarded as historically significant. The Pentridge schoolhouse was designed by Robert Russell in 1849, Samuel Jackson designed St Paul's Roman Catholic Church in 1850-55,²³ Charles Vickers added the chancel to Trinity Church²⁴ and Sydney Smith built the Anglican parsonage in 1864²⁵ in addition to adding the spire to Trinity Church in 1866.²⁶ Thomas James Crouch designed many buildings in the area including both the National School and the Wesleyan Chapel at Pentridge in 1857,²⁷ His firm of Crouch and Wilson added a gallery to the chapel in 1865-6, making further additions in 1877.²⁸

Most early churches were also near Sydney Road—Christ Church (1858), Independent Church (1869), Presbyterian Church (1865). Architect-designed churches included the Holy Trinity church at the corner of Gyles Street and Pleasant Street, Pascoe Vale by Louis Williams;²⁹ and St Fidelis' Roman Catholic Church, presbytery and (probably) school, at 49 Clarendon Street, Moreland, by Fritsch & Fritsch in 1937-8.³⁰ The church was in the Romanesque style used by the architects elsewhere. Few Federation/Queen Anne style houses were erected, two of the small number of exceptions being Reed Henderson & Smart's alterations in 1885 and 1890 to the Rev. Dean O'Hea's Deanery and St Paul's Roman Catholic Church (1894) by the same firm, then Reed Smart & Tappin.³¹

Evander Melver was a particularly active architect in the northern and western suburbs. In 1863 he rebuilt the northern end of the transept of Trinity Church³² in addition to various other commissions in Coburg between 1883 and 1889, which included the Presbyterian



Figure 23 Coburg State School, c.1910. This was the site of the first National School in Coburg, erected in 1853. It was replaced by the two storey brick building in 1886. Source: Coburg Memories, Coburg Historical Society.

Church.³³ Melver, a Scotsman, appears to have emigrated to Melbourne in 1865.³⁴ Soon after his arrival he was engaged as the Surveyor, Clerk and Collector to the Broadmeadows District Road Board,³⁵ becoming its Secretary, Surveyor, Treasurer and Collector when the area became a shire in the 1880s.³⁶ He retained the position until his death in 1902.³⁷ Melver also served in a similar position (Town Surveyor and Engineer) for Brunswick, North Melbourne, Essendon and Flemington,³⁸ while continuing a successful architectural and surveying practice, including many bichrome brick churches and residences. Melver built a number of dwellings in Pascoe Vale in the 1870s and 1880s,³⁹ designed the new iron bridge over the Mern Creek (1880),⁴⁰ and villas in Moreland Road (1882 and 1887).⁴¹

A school operated in the early 1850s in the Anglican church in Coburg, replaced until a bluestone schoolhouse was built in 1859.⁴² The Roman Catholics built a weatherboard schoolhouse to accompany their church, erected in 1851, which was not replaced by a more permanent building until 1867, after numerous reports that it was in 'ruinous condition'.⁴³ The first National School to operate in the district was the Pascoe Vale National School (state funded) which opened in 1850. In March, 1853 a school closer to Pentridge Village operated from a tent, but was soon replaced by a modest weatherboard building and a permanent stone building 4 years later. A second building was added in 1862, following the *Common Schools Act* and the creation of a new Board of Education. After the State government introduced compulsory free schooling in 1872, a massive program of school building commenced. The Albert Street Primary School opened in 1877, incorporating Hayden's common school.⁴⁴ By 1907 in the whole town there were 10 private schools and 4 state schools.⁴⁵

Between 1907 and 1914 approximately 20 houses were erected in Glenroy, and fewer in Fawkner and Pascoe Vale. The price of housing blocks fell, and as result, people bought, with the intention of moving onto the land in the future. This in itself brought a renewed demand for services. A new school was erected in 1908 in Wheatshaf Road, Glenroy which included a garden in order that the boys may be taught basic agricultural skills, while the girls were taught sewing. In 1909 a new school was erected in Fawkner.⁴⁶

4.5 Entertainment: Night and Day

A number of buildings were erected for entertainment purposes as the population of the area increased. The first regular cinema was held in Penders Nail factory (since demolished), before a permanent cinema, The Lyric Theatre, was built in Sydney Road in 1912. A number of other cinemas were built in the following decade. Dances were held in any hall to be found including the Town Hall, specially built dance halls and church halls and local sheds and barns. The Glenroy Hall was previously William McCulloch's bull shed. When he sold his property the building was purchased by A E Gibson, who converted it into a hall. Dances were held there regularly and for 10 shillings the railways would charter special trains between Essendon and Broadmeadows. The hall also served as the Anglican and Presbyterian church on Sundays and the schoolroom during the week.⁴⁷ The Brunswick Mechanics Institute was built, sponsored by members of the community who supported the ideals of adult education espoused by the Mechanics Institute movement, together with other purpose built venues catering to specific sections of the community. The building, at 270 Sydney Road, is now a community centre.

As quarries and clayholes were filled parks were created, but, these were, and are, few and far between. The Fawkner Memorial Park was designed in 1906 by Charles Heath, and was based on a series of major and minor axes. The park, 284 acres (116.5 hectares), was served by the railway which stopped outside. Brunswick Park opened in 1908 to provide a sporting oval, croquet lawn and pleasure garden for local people. In 1929, the Metropolitan Town



Figure 24 Interior of the Pictura Cinema, Brunswick, 1935. Source: State Library of Victoria (Picture Collection)



Figure 25 Brunswick Park being laid out in the early 20th century. Source: Brunswick: One History, Many Voices. H Pentrose (ed)



Figure 26 Coburg Lake Reserve looking north. Source: Coburg Memories, Coburg Historical Society

Planning Commission suggested an 810 hectare park on the Murrumbidgee, from Abbotsford to Campbellfield, and including a 57 hectare lake.⁴⁸ The Coburg Lake Reserve was the official swimming hole and two concrete wading pools were erected nearby in 1928. In 1939, the Pascoe Vale baths were built, closed in 1958 from pollution. The new pool in Prospect Road opened 7 years later.⁴⁹

4.6 Pentridge Penitentiary: A Community Service

From January 1845, most prisoners were accommodated in the Melbourne Gaol, but until 1850 those convicted of serious offences were sent to penal establishments in New South Wales.⁵⁰ Faced with the inevitable separation of Port Phillip, plans were made for the removal of these prisoners from New South Wales back to Port Phillip. Despite numerous protests from local residents,⁵¹ a convict stockade was established at Pentridge village in August 1850. On 5 December 1850, 16 prisoners were marched to the site from the Melbourne Gaol to the new stockade.⁵²

The Government's intention was for the stockade to protect the populace from society's most dangerous criminals, while simultaneously providing the labour required to build and repair the Sydney Road connecting Pentridge with Melbourne. The stockade was to be portable, relocating along the road as required, a fact which may well have increased local fears of convicts escaping its flimsy walls to terrorise local residents. The nature of the buildings on the site and the way in which the Stockade operated meant that the chances of escape were much higher than in more conventional gaols.⁵³

The complex was greatly enlarged and more substantial buildings constructed over the following six years, with most of the buildings being constructed by prison labour. Pressure

buildings was built by contract labour, to plans and specifications provided by the Government's public works staff. The decision to use contract labour on the new prison complex was taken with a view to its completion in a shorter period than would be possible if convict labour only were employed.⁵⁶ By 1885, the Government had agreed to provide funds for a separate women's prison, to be constructed at the southern end of the Pentridge reserve.

In the early 20th century, extensive building works took place at the prison, mostly in connection with the closure of the Melbourne Gaol and the relocation of its prisoners to Pentridge in the early 1920s. This marked the establishment of a separate male facility at Pentridge, at the southern end of the site, where the Female Prison was located and marked the relocation of Melbourne's principal remand centre to Pentridge. In 1924, the new Metropolitan Prison at Coburg was opened at Pentridge. Almost immediately it was found to be too small to operate as the main remand centre for the metropolitan area. To the horror of many Coburg residents, following the closure of the Melbourne Gaol, Pentridge became the designated venue for all future hangings. Between 1932 and 1967, a total of ten prisoners were hanged at Pentridge.

In the period immediately after World War Two, there were renewed public discussions on the future of Pentridge. Many Coburg residents wanted to see the prison closed. Realising that any significant expenditure on the buildings would make closure less likely, the Coburg and Brunswick Councils joined forces with the local press. The Melbourne *Sun*, the newly formed Penal Association of Victoria, and the Psychological Association of Victoria lobbied the Government. Citing the evidence of ex-prisoners, Coburg Mayor, Robert Hutchison, claimed that

most of the animals in the Melbourne Zoological Gardens are housed under better conditions, at least their living enclosures are kept free from vermin and lice, and that the outmoded building and lack of educational and recreational facilities [at Pentridge] simply served to keep prisoners resentful and villainous.⁵⁷

In the 1960s a steady works programme at Pentridge was established. Almost all of the projects were carried out using prison labour under the supervision of the Public Works Department. In 1964, a programme to 'beautify the prison frontage' was begun. Carried out by prisoners, this project involved the construction of the crazy paving and sculptural features currently on the site. The demolition of the original cast iron picket fence and gates and stone gate piers is thought to have occurred earlier, possibly during World War Two.

Work began on the construction of the new high security unit at Pentridge, K Division Jika Jika, in 1978, and was completed in May 1980. When constructed it was the most modern maximum security facility in Australia. In the early 1980s, the management structure at Pentridge was altered with the establishment of two separate prisons, HM Metropolitan Reception Prison and HM Prison Pentridge. Four new prisons—Tarrangower, the Melbourne Remand Centre, Barwon Prison and Loddon Prison near Castlemaine—were constructed between 1987 and 1990, all of which were based on the unit management philosophy.

In December 1993, the Victorian Government confirmed its intention to close Pentridge and replace it with two new male prisons, each accommodating around 600 prisoners.⁵⁸ Women were housed at Tarrangower. In April 1995 the Office of Corrections ordered that the six main towers at Pentridge be closed, since most of the high security prisoners from the gaol had been relocated to Barwon Prison as part of the downgrading of Pentridge to a medium security prison.⁵⁹ Since its closure it has been open to the public and tours have been extremely popular.

5.0 LOCAL INDUSTRY

5.1 Farming

Although the first sale of land in the Parish of Jika Jika was aimed at farmers, it was predominately sold to speculators, while in the Parish of Will Will Rook the area remained agricultural until well into the 20th century. At Jika Jika, land which remained unsold was reconsolidated into farming allotments. Many early landholders such as James Simpson and Farquhar McCrae settled on their land temporarily before they moved on subdividing their estates into both housing and farming blocks.

One of the larger farms in the area, on the border between the two parishes, now Oak Park, belonged to John Pascoe Fawkner (Fig. 28). Fawkner erected for himself a homestead, Belle Vue Park which comprised stables, barn, blacksmith's shop, worker's cottages and a vast orchards, which, in 1848, included

The most extensive and choice collection of Fruit Trees, Vines, and Ornamental Trees and Shrubs, ever yet offered to the public, as the produce of or acclimatised in this colony.¹

The list included varieties of apples, pears, plums, cherries, grape vines, peaches, nectarines, apricots, figs, currants, mulberries, filberts, gooseberries, shrubs and bulbs.



Figure 28 Oak Park, the site of the former property of John Pascoe Fawkner, in 1903. Source, *The Australasian*

Lilbourne's farm was about 100 acres (41 hectares), now the site of Moreland Road, bounded by Sydney Road and the Merri Creek. The farm, which comprised grazing paddocks as well as orchards, a dairy and a bluestone farmhouse, was recalled as being 'covered with beautiful gum and box trees, abounding in parrots and other birds'.² In Coburg

a good deal of the district southwards to Brunswick-road was occupied by small farms growing hay for the Melbourne market, orchards and grazing paddocks. Of these the paddock occupied by the Baker family, dairymen, afterwards became the site of the Brunswick race-course, the stiff-water jump being across the drain in Albert-street, and the straight run home to the winning course about 200 feet north of, and parallel with, Blyth-street.³

Several piggeries and bacon curing works were established in Moreland Road in the early 1870s, one operated by Samuel Grimes and another by James Hutton. With these farms came associated industries such as tanning.

A large portion of Brunswick was used as grazing land from the 1850s to the Land Boom, when the land was subdivided for housing. Farmers included William Lobb, who grazed cattle on a farm near Stewart Street (originally Lobb's Lane) around 1843; John Daly, who established his Hill Farm in 1854 on the slopes of the Moonee Ponds Creek west of Margaret Terrace (now Pearson St), together with the dairy farms of Fred Cadman, George Liversidge and T Hentschell's Sweet Hope dairy farm centred around Albion Street. While many were buying or leasing land to cultivate, gentlemen farmers were moving into the area to erect mansions for themselves. The second wave of purchasers in Jika Jika were gentlemen from Melbourne, seeking a larger house block than they were able to buy in the inner city. However, when the Land Boom hit, the urge to profit was irresistible and men such as Michael Dawson, who had acquired an allotment on which he built a large mansion, subdivided in the 1880s, leading to the construction of Dawson Street and the demolition of the house.

Market gardens were located along the length of the Merri Creek, operated by Chinese gardeners such as Ah Long (or Ling) in the late 1880s, who rented land and a wood house in Harrison Street.⁴ Another early Chinese market garden in the area was that run by Quan Long in Stewart Street in 1885, which remained in operation until 1923.⁵

After the 1890s Depression, the government aimed to provide ordinary people with greater opportunities to buy small farms, believing that this would provide a healthier life and add wealth to the community by increasing agricultural production.⁶ It was not always a success and a scheme initiated in 1893 by F J Sincok, which aimed to create a village farming settlement on French Island for the Brunswick unemployed failed,⁷ as did many other schemes begun in that period. Early in the 20th century, two allotments were acquired in Brunswick as urban Closer Settlement Schemes. Both were later subdivided, and original houses remain on each, such as those in Allard Street and Cumming Street.⁸

In 1912, land in Pascoe Vale was sold under the banner of the 'Six of the richest farms in the long well-known and far-famed Broadmeadows district'.⁹ The description, in part, read:

Over seventy years ago the section was purchased from the Crown by the pioneering relative of the present owners, who, with the wide range of choice then before him, chose it as one of the best even then obtainable, and that he chose wisely is fully evidenced to-day by the opinion of recognised experts, who describe it as one of the RICHEST FARM BLOCKS IN BROADMEADOWS, and consequently one of the richest anywhere in the

Melbourne district.

The soils are volcanic, of the highest qualities, and the whole of the land has been cleared, and is now in first-class pasture and cultivation paddocks.

At one time it formed one of the largest hay-growing farms in the State, but by far the greater part has for some years been used solely for grazing purposes, and the whole, carefully farmed by dairymen and others, is now in first-rate heart.

THE SUBDIVISION into the comparatively small but handy and useful sized blocks above mentioned [106 acres (43.5 hectares)] placed a FIRST-CLASS AGRICULTURAL AND GRAZING FARM ready for immediate profitable use, within the reach of men of moderate means.¹⁰

Before and after World War One, farmers in Glenroy and Fawkner began running horse studs, which were seen as a logical extension of the racecourses at Flemington, Moonee Valley and Ascot. Small farmers also experimented with poultry and pigs.¹¹

This history theme has been kept alive by the CERES farm (Centre for the study of Environmental Research and Education Strategies) which was established in an old stone quarry in Stewart Street. Its purpose is to provide a farm experience for children and adults living in the inner suburbs, enabling them to participate in environmental and conservation oriented activities.

5.2 Brickmaking and Potteries

It was recognised early that Ika Ika was rich in deposits of clay and bluestone, both valuable building materials in the new colony. This had a substantial impact on the developing form of the area and its buildings, and large areas were quickly controlled by small and large industries established to exploit these resources.

The brickmaking and pottery industries, attracted by Brunswick's natural wealth of clay deposits, were dominant in the area to such an extent that it was a sort of 'little Staffordshire'¹² and by 1871 there were 44 brickworks and potteries.¹³ The firms expanded after the 1880s Land Boom to produce a larger range of products including architectural terracotta ware, decorative panels, drainage pipes, wall vents, footpath edging and domestic and decorative pottery ware.¹⁴ The major companies were Cornwells (est. 1861), Gillbrook's (est. 1862), Hoffman's, Ferris, Brunswick Potteries and the Victoria Art Pottery. Of these, only Hoffman's Brickworks survives nearly intact but non-operational.

Cornwell's Pottery (Fig. 29), also known as the Brunswick Pottery, was located at the corner of Phoenix and Albert Streets, and was initially a small-scale brick manufacturer. The business rapidly expanded and sculptor, Graham Ferry, was employed to model decorative products including architectural terracotta ornaments, flower pots, glazed earthenware and sanitary pipes. Ferry left the company after the 1880s Land Boom, during which time the company employed around 120 people,¹⁵ so that he could establish his own works. The pottery closed in 1964, at which time it was still a family business.¹⁶

Gillbrook Pottery was established in Brunswick Road, East Brunswick, by Luke Nolan, a former Staffordshire potter.¹⁷ Initially manufacturing pipes, the company expanded into architectural terracotta, pottery and decorative earthenware including Majolica and



Figure 20 Connell's Potteries, 1866. Source: State Library of Victoria (Pictoria)

Rockingham wares, and supplied sewerage pipes for the State Government¹⁸ following their relocation to the corner of Park and Hodgsons Streets, West Brunswick. The company closed in 1900.¹⁹

By the Land Boom, Hoffman's Brickworks had established themselves as the largest brick manufacturer in Victoria, diversifying its range of products to include terracotta pipes and sanitary ware, which were first manufactured by the company in 1886 to meet the demand created by the sewerage of Melbourne.²⁰ Pottery works ceased for a while in 1892 due to the economic depression,²¹ but by 1900 the company was manufacturing a wide range of products including pedestal pans, urns, bathroom basins, demi-johns, baking dishes, preserving jars and bottles, paving and garden edging tiles, greasetraps, fire bricks and drainage pipes.²² By 1902 the company's pottery works were the largest in the state.²³

In the early 20th century, the company also began making tessellated tiles, terracotta finials, gargoyles and chimney pots,²⁴ and produced household pottery wares from about 1912.²⁵ Products included Bristol glazed bread crocks, jars, tea pots and decorative or artistic pottery, canisters, ginger beer bottles, cordial containers and wine jars.²⁶ In 1916 Marseilles patterned roofing tiles ceased to be imported from France, and in the following year the Company commenced production to meet local demand.²⁷ In the 1930s the company's most popular pottery was its range of Melrose ware, and the 'Mel-rose' trademark was registered in 1932. Predominantly blue and green, Melrose ware featured distinctive Australian motifs such as moulded gumleats, kangaroos, koalas, possums and cicadas, and included vases, bowls and jugs. The drain-pipe division of the company ceased operation in 1962, and the other pottery works closed in 1969.

The Brunswick Brick and Pottery Works was established in 1864, formerly known as the

Brunswick Pottery, and managed by George Sweet. The company was situated at 94-100 Barkly Street, East Brunswick and the company's range of products included sewerage pipes, bricks, tiles, ornamental terracotta, garden and verandah tiles, pottery and crockery wares.²⁸

The Victoria Art Pottery company was established around 1901 at Albert Street, Brunswick, by William Ferry, and was solely concerned with the manufacture of decorative and domestic wares. The company was associated with Graham Ferry's pottery works, and produced Majolica jardinières, pedestals and vases, and continued until 1912 when it appears to have been taken over by Hoffman's Brickworks.²⁹ A small office building, constructed c 1887, survives at 310 Albert Street.

5.3 Quarrying

Basalt was quarried in the south of Brunswick as a building material. Wales quarry at the eastern end of Albert Street was opened by the Wales family c.1860s (Fig. 30). It was one of a number of quarries along Merri Creek where it was easier to quarry at the edge of the basalt flow. Most quarry sites have now been filled, and the Wales quarry (now Whetuns depot) is the only remaining Brunswick quarry where a section of the rock face remains exposed.

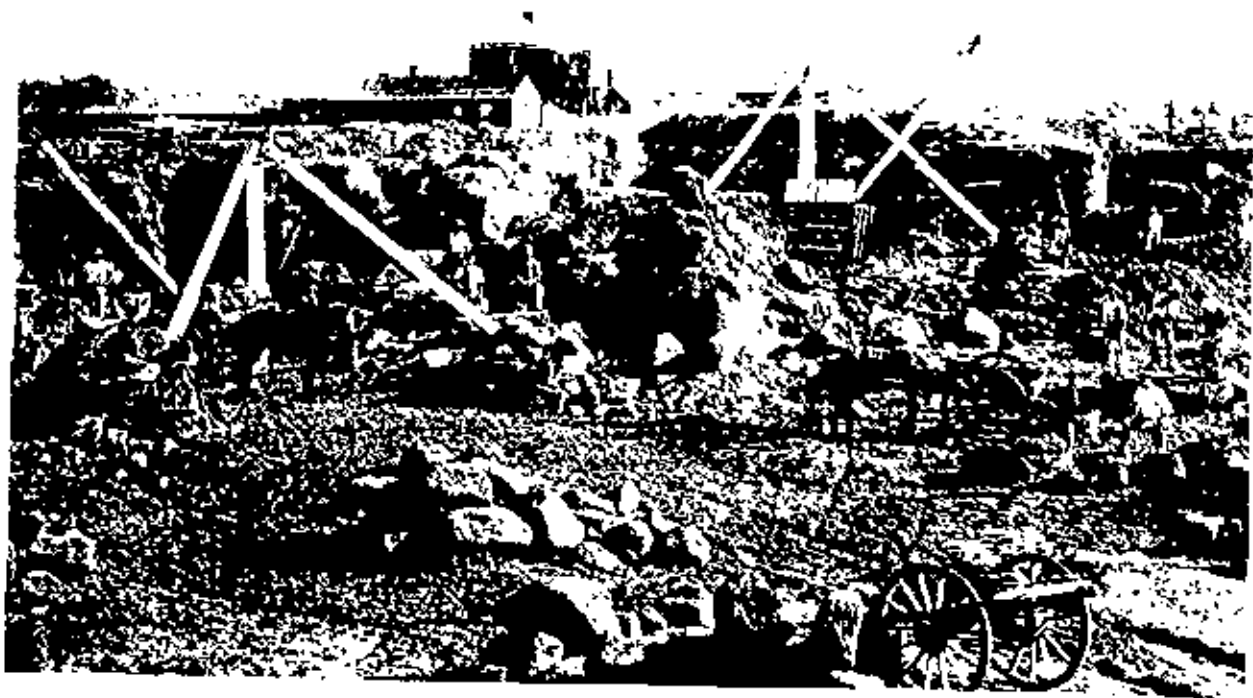


Figure 30 The Wales quarry in East Brunswick, date unknown. Source, Coburg: Between Two Creeks, R Broome

Quarrying in Coburg had replaced Brunswick as the epicentre by the 1890s. By 1865 there were 5 quarries operating in Coburg, which had increased to 41 by 1875. 19 in Reynard Street, 9 in Moore's Road, 5 near Nicholson and Harding Streets and 8 near Bell Street West and Sydney Road.³⁰ Together the companies employed 54 men and quarried 30,000 cubic yards of stone per annum. The number had declined to 24 in 1890 because of the Depression, however, those remaining had generally become larger operations, which employed a total of 85 men to quarry 50,000 cubic yards of stone.³¹ Robert Brown, who started business in Coburg in 1863, seems to have been a pioneer of the use of basalt for paving, but he expanded into general quarrying, and by 1888 owned several quarries in Brunswick and Coburg, and employed about two hundred men.³² By 1900, the number of quarries had dropped significantly, employing a total of only 36 men, quarrying 14,000 cubic yards of stone.³³

5.5 Other Industries

The extension of the railway into Brunswick and Coburg enabled the growth of many enterprises to build new factories and warehouses near the line. Early industries included the grain stores in Colebrook Street, former gas works (now Craig and Seely), Miers' Steam Biscuit and Aerated Bread Manufactory (Fig. 31), Downs Ropeworks in Tinning Street and Millers Ropeworks in Dawson Street, Peerless Silk Mills, and Lattner Hat Factory and many others.



Figure 31 Miers' Steam Biscuit and Aerated Bread Manufactory, 1864 Source: State Library of Victoria (Picture Collection)

The first steel foundry within the Moreland district, in Froth Street, Brunswick, was established by the Steel Company of Australia Pty Ltd (SCOA) in the early 20th century. At first the company produced steel by smelting pig iron, scrap steel and alloying elements in a *coppola* and transferring it to a converter. In 1933, after the company had been sold to the Martyn family, Will Moulding, the firm's chief electrical and mechanical engineer, suggested that an electric furnace be acquired to produce steel of finer tolerances. Moulding was given the go-ahead with two provisions, that he was able to both design and build the furnace. The furnace was operational by 1935 and the better grade of steel generated more orders for the firm, necessitating a second furnace.³⁵ The firm was further enlarged after during World War Two when they began manufacturing armaments, and a second factory was acquired in Sussex Street Pascoe Vale (Fig. 32). Land to the south of the factory was left to enable future subdivision. The factory was producing steel by 1942. After World War Two, the Brunswick factory closed and all equipment was moved to Pascoe Vale and the foundry adapted to again meet peacetime demands. Work was done for Victorian Railways, farm machinery, the MMBW and the Snowy Mountain Hydro-Electric Authority, which was one of the larger commissions.³⁶

After World War Two, the residential area built up around the steel foundry at Pascoe Vale, accompanied by the inevitable residential complaints. The problems were mainly caused by the electric furnaces. Such a large supply of electricity was required to melt the steel that *huge clouds of brown fumes emitted from the chimneys, were so thick that they 'needed a cutting compound to get it off the car duco'*.³⁶ The run off from the roof during a storm flooded neighbourhood yards, while noise from the hammers in the dressing yard was also a problem.³⁷ An allotment was donated to the residents, becoming Martyn Reserve, to pacify their complaints. The remainder of the land was subdivided in 1966, into light industrial allotments.

The foundry operated on shifts. The night shift was from 11pm to 6.30 am.

Typically, those on night shift worked to suit themselves, not stopping for a meal or tea break, but aiming to finish the set work in minimum time. They

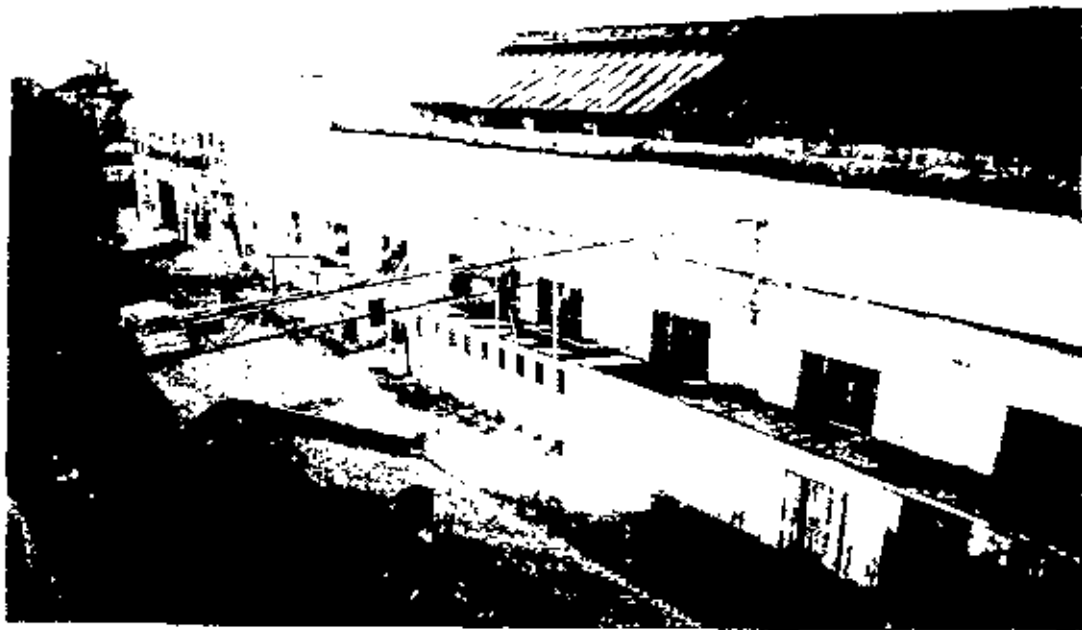


Figure 32 Steel Mill, Sussex Street, Pascoe Vale, 1993. The mill was demolished in 1996, after closing in 1990. Source: Coburg Memories. Laurie Burchell

would then lie down on the warm moulding sand and enjoy an hour or two of sleep, a very welcome interlude for those who had second jobs. The alarm clock was a Bristol Freighter that flew in low, overhead, towards Essendon at 5.45 am every day.³⁸

Production ceased at the foundry in 1990 when it was bought out by ANI Corporation Ltd.

The era of industrialisation began in earnest after World War One, the previous manufacturers being more or less dependent on other local activities. In May 1916 the Lincoln Knitting Company bought 5 hectares of land on Gaffney Street, Coburg upon which to establish a factory.³⁹ The firm did not open until 1919 but doubled its workforce in the first year of operation, from 500 to 1,000 employees.⁴⁰ The council noted in 1922 that

With the start of the Lincoln mills ... an entirely new phase of industrial life was introduced to the municipality. There had been various small factories and a fair amount of retail business of the ordinary suburban kind, but the Lincoln mills was the birth of a big industrial enterprise within the boundaries of the town. From its inception the industry has been a veritable growing concern.

The mills now occupy an area of twelve acres (5 hectares), and still there is expansion. As a natural consequence of their existence there is sprung up quite an industrial suburb within a suburb, for a very large number of the employees.⁴¹

The mills were 'for a number of years ... more or less the landmark in the district. When

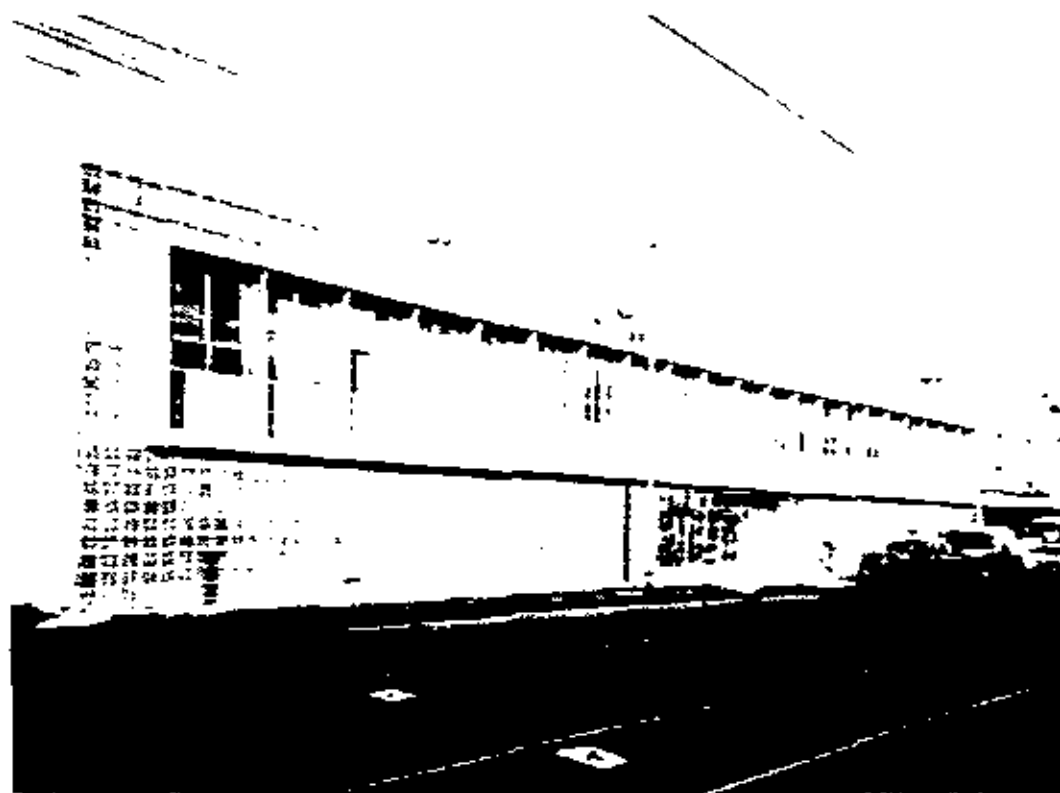


Figure 33 Leo Hemingway & Sons P/L, 330 Sydney Road, Brunswick. State Library of Victoria (Pictorial)

the wind came from the south you got smoke from the Lincoln Mills. It was from the first war right through to the second.⁴²

Other clothing and textile factories established early in the 20th century expanded rapidly becoming a major employer, particularly of women, particularly migrant women after World War Two. The factories, both large and small, were located primarily near Sydney Road and along Lygon Street, while many smaller enterprises were run from home.

The area was actively promoted to industry, stressing the cheap land, lower rates and cheap electricity from the municipal supply.⁴³ In 1920 the Moreland Knitting Mills were built in Moreland Road, and soon afterwards Belworth Hosiery was established in the old Lake Hall.⁴⁴

The mills caused problems with noxious fumes, which polluted the air and the Merri Creek.⁴⁵ In 1922 the Council defined 3 industrial areas, one between Gaffney and Sussex Streets, Shorts Road and the railway line, another just east of Batman Station, and a third, unrealised, bounded by Gaffney, Sussex and O'Hea Streets and Cumberland Road.⁴⁶

Other new industries in Gaffney Street included Rawling & Co. and the Invicta Manufacturing Co, both from 1922, Passfields, the Dawn Manufacturing Co, the Bullengarook slate finishing works, the Coburg Plasterboard Company, Green's Timber mill and others.⁴⁷ In 1923 Coburg was declared 'the most progressive Industrial Suburb in the Metropolitan Area', not in the least because it offered workers the opportunity 'of offering a home site convenient to their work in fine open health-giving surroundings'.⁴⁸ Most employees did live near their place of employment, however some did commute from Brunswick or Campbellfield.⁴⁹

By 1930, Brunswick, the self-declared 'chief manufacturing suburb in the state'⁵⁰, supported 300 factories which employed over 6,000 people and by 1935 it was believed that it was 'destined to become a far larger industrial city in the future'.⁵¹ Staley's were established in Edward Street in 1925, and expanded in 1929 becoming Holeproof; Beaucane opened in Sydney Road, North Coburg, in 1927; in 1930 Beau Monde Hosiery began in Moreland Road East, and by 1932 had expanded from 15 to 350 employees, who were provided with landscaped gardens, a lunch room and a nursing sister. Some employees left to operate their own firms, such as Harry Anderson, who set up with his own machines for knitting socks in 1930, establishing the Nightingale hosiery business which had grown to employ over a hundred people by 1940.⁵²

In the mid-20th century, further north industrial estates were established in Glenroy, such as R. K. Morgans in Pascoe Vale Road, and Leighton Constructions in the Moomba Park Estate in Fawkner in the 1960s.

The existing textile mills, foundries, diecasters and engineering and other firms, such as the Steel Company of Australia, W. E. Cash's Plumbing Supplies, David Galt & Co's wadding factory, and Spicer's paper products, were augmented by many new factories after the World War Two. Plants were established by Tibaldi Smallgoods in 1952, Golden Top Bakeries in 1957, J. Gadsden's can making division in Charles Street in 1957, Berger Paints in Charles Street in 1959, Armitage Shanks Potteries in 1959, John McIlwraith's Plumbing in 1961, the Davies and Baird steel foundry in 1962 and Mulvey's whitegoods warehouse and Hull's Engineering in 1965.

Kodak Australasia, who employed over 2,000 people, moved from Abbotsford in 1961, to establish its national headquarters in Elizabeth Street, Coburg. In 1970, the Australian Government Clothing factory was set up in Gaffney Street, employing up to 800.⁵³ A decade later the Lincoln Mills, oldest of the big industrial complexes, closed down, though

small textile firms continued to occupy the premises.⁵⁴ Kodak threatened to move out of the suburb when it lost some of its land to a Country Roads Board freeway reservation and the Council was pressurised by this threat into offering to rezone and swap land.⁵⁵

6.0 FOOTNOTES

Chapter 2

- 1 Pertaining only to the section of the Parish of Will Will Rook now in the City of Moreland
- 2 A Lemon, *Broadmeadows: A Forgotten History*, pp. 12-14
- 3 *Historical Records of Victoria. The Crown, the Land and the Squatter 1835-1840*, p. 376.
- 4 J Faulds, *A History of Box Forest and Glenroy in the 19th Century*, p. 37
- 5 Timothy Hubbard, *City of Coburg*, p. 10.
- 6 Hubbard op cit, p 19. Quoted from R Broome, *Coburg, Between Two Creeks*, p. 40
- 7 *Historical Records of Victoria. The Crown, the Land and the Squatter 1835-1840*, p. 377
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- 3 Timothy Hubbard, *City of Coburg Heritage Conservation and Streetscape Study*, p. 29. Quoted from R Broome, *Coburg: City of Creeks*, p. 64. Broome refers to Daniel Harding as one occupier of a papier mache dwelling, but he had moved to an iron one by 1875.
- 4 Context P/L, op. cit. pp. 14-15
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- 6 Context P/L, op. cit. p. 15.
- 7 Context P/L, op. cit. pp. 14-15. Hubbard, op. cit. p. 30. Quoted from the National Trust File, No. 4317. According to Context, 'Lyndhurst Hall was claimed to have been built on the original site in 1852' *Argus*, 13 November 1914, quoted in Richard Hain, *Quaint Bits of History*, 1922. However, Edward de Carle, the first owner, arrived in Australia only in 1853; *Australian Storekeepers Journal*, 31 May 1910, pp. 8-11
- 8 Hubbard, op. cit. p. 125. According to Hubbard, tenders were called, and application made in 1856, for erecting six imported houses on the land in Jolimont, which was being administered after La Trobe's departure by Alexander Smith.
- 9 Hubbard, op. cit. p. 31. Quoted from notes supplied by Cr Gavin and Laurie Burchell to the authors.
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- 24 "The Toorak of the North" Hadfield High School. [no page numbers]
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- 10 Lemon, op cit pp. 112-113
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