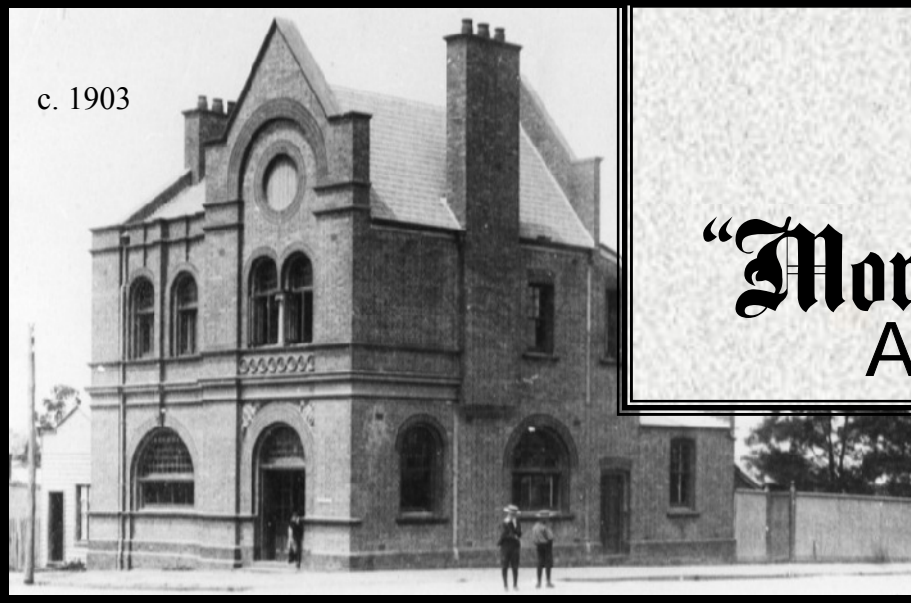


Morwell Historical Society Inc.

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The "Morwell Post" August 2010

Vol. 27 No.4

Secretary: Elsie McMaster
2 Harold Street Morwell
Tel: 5134 1149

Compiled by: Stephen Hellings

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Items for publication in the "Post" are always welcome; please forward your contributions to either Elsie or myself. S. H.
(P.O. Box 1163 Morwell 3840)

Another Morwell Landmark Bites the Dust!!!



"The Post"

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The Bills Horse Trough-Hazelwood Road Morwell June 2010





David McInnes

Graeme Cornell



Ericsson Pty. Ltd. - 1967

L. M. Ericsson Pty. Ltd.- manufacturers of communications equipment - established their Morwell production plant in the old “La Mode” building (Winifred and Church Streets) in August 1967.

Extensions to the plant were completed in 1970.

Ericsson’s closed their Morwell facility in 1988.



Morwell production facility - 1967

Morwell Advertiser

1st. October 1915

“OFF TO THE WAR”



The call for volunteers for the front, has been well responded to as far as this district is concerned, and on Wednesday afternoon three more recruits in the persons of Privates **Chas. Dusting**, **Tim Mackey** and **Alf Bruce**, were bid farewell, prior to their departure for the front, in Mr **J. B. Hoyle's** office, Morwell, in the presence of a gathering of friends and representative townsmen, and presented with tokens of appreciation and esteem.

Mr **Aherin**, President of local Patriotic Committee, said it was gratifying to see that at a time when our nation was in an extreme crisis that our manhood was asserting itself. For months past the position has been extremely critical, and it required a real man to face it. It would seem that whilst men were in the bush and other places the call came to them. They saw the danger and were ready to take their share.

He hoped that the gathering would be some gratification to the men present who were going to the front, as they were assembled to let them know they were proud of them, and to wish them good luck and a safe return. He hoped they would be able to share in the glory of downing the most accursed nation in the world - Germany - which was responsible for the war and the sacrifice of millions of lives.

Cr **McDonald** in presenting each of the departing soldiers with card, wallet and pipe, said it was resolved not to allow any local resident to go to the front without presenting him with some small token of appreciation. He hoped the gifts he had to present would prove of some use and serve to remind each recipient of their friends at home. He trusted they would all return safe and sound after the war.

Mr **Dickson** said he was quite sure the young men were not going to the front because they liked war, but in order to defend their country and preserve the privileges and liberties they enjoyed under British rule. He hoped they would be able to pot a good many Germans. Any nation that prepared for war as Germany had done for the past thirty years was a menace and should be put under. He trusted that the men to whom they were now bidding farewell would be spared to return after victory.

Mr **Witt** said he was pleased to see so many ready to fight for right and liberty. He hoped those to whom they were now saying goodbye would return soon after the war, early next year.

Mr **Hoyle** said that the manhood of the Australian nation had been born on the 25th April at Gallipoli, and he felt sure that the very high standard set by those at the front would be worthily maintained by the lads now going. It was not a capitalistic war as he had heard some say. They were fighting for national and individual liberties. During the last few days the prospects were much brighter and he believed it was the beginning of the end. He hoped they would return safe after the war.

Messrs **Evans, Hoy** and **Watson** also spoke and wished the departing soldiers good luck and a safe return.

In responding Private **Chas. Dusting** said they were not heroes. They knew very little about soldiering but at the same time they were prepared to do their best and hoped they would not be found wanting when put to the test. Private **Mackey** in returning thanks said they were anxious to join those at the front. It would be a great meeting. He hoped they would be able to render good service and be able to come back after the war. Private **Bruce** said the tokens received would always remind them of the good old hands they left behind in Morwell, and he hoped they would be able to return after the war still smoking the pipe.

Private **Mackey** was also handed a wallet and pipe for Private **Paul Jones** who returned to camp on Tuesday evening.



All three men sailed on the "Palermo" from Melbourne on 29th October 1915 S.H.

Morwell Advertiser and Gazette

Thursday, May 31st 1945



The La Mode Industries Come to Town

INAUGURAL BALL A TRIUMPH

WITH ONE MAGNIFICENT GESTURE, LA MODE INDUSTRIES HAVE ESTABLISHED THE RIGHT TO TAKE THEIR APPOINTED POSITION IN THE COMMUNITY LIFE OF MORWELL, BY PLACING THEIR NEW FACTORY BUILDING AT THE DISPOSAL OF THE HOSPITAL COMMITTEE FOR THE INAUGURAL BALL, THE HOSPITAL BUILDING FUND WILL BENEFIT BY CONSIDERABLY MORE THAN £600, A SUM THAT WOULD HAVE TAKEN MUCH LABOR AND TIME TO ACQUIRE THROUGH THE ORDINARY PROCESSES OF ENTERTAINMENT AND COLLECTION.

SOME SIX MONTHS ago the Company expressed the desire to place its new factory, on completion, at the disposal of the committee of the Morwell Hospital for the holding of a ball to augment the building fund for a new hospital. It was immediately recognised that the opportunity was available for planning a function on a scale never previously contemplated in Gippsland. At that time it was thought that the factory would have been completed in March, but the delays inseparable from building construction in the present period necessitated a postponement to Friday night last, May 25th.

About the middle of April, Mr. Rosback, Managing Director of La Mode, in company with the factory architect (Mr. Alsop) and publicity expert (Mr. Haysom) came to Morwell to set in train the organisation of the function, and met the hospital committee in conference. When the company's plans were outlined it was apparent that no reasonable expense was to be spared in making the ball a memorable success. Every conceivable angle of preparatory organisation was explored, and arrangements made to set the plan in motion forthwith. It was fortunate that those present had the capacity to grasp the possibilities of the occasion and exploit them to the maximum.

When transport plans were laid to cover areas as far afield as permissible under transport regulations, Mr. Hyland, who was present, immediately offered his services in ironing out any difficulties that might arise, and there is no doubt that the success of the ball was due in no small measure to the wide transport coverage he was instrumental in having approved. Mr. Rosback was strongly of opinion that a big advertising campaign should be adopted, and promised that the company would co-operate to the extent of carrying half the expense. Here again, the organisation struck the right note, since the publicity aroused almost as much interest in the more distant centres as in Morwell and its immediate neighbours.

Seating accommodation, crockery and cutlery - the remaining problems of any magnitude - were solved with the assistance so readily offered by La Mode.

Although, after this meeting the general outline of the organisation was clear, there still remained the handling of an immense amount of detail essential to the smooth running of the function. The Hospital Committee met frequently and, with the co-operation of many citizens, hammered out the plans and allotted the jobs. Despite some of the shortcomings evident on Friday night, it is fair to say that by far the greatest majority were due to circumstances that could not have been readily conceived by any organisation.

Fortunately the road construction work in the vicinity and inside the Company's property was assisted by weather, and the progress consequently made, together with the fine conditions on Friday, made the approach to the building from the main gate clean and dry.

The dancing area of the operations room was specially prepared by sanding and was in excellent shape. A band of busy workers was on duty all day Friday carting seats, preparing the supper room and food, and generally putting the finishing touches to plans made weeks before.

Now to Friday night last. By 8.30 the darkness commenced to be probed from all roads leading to Morwell by countless points of light from headlights of cars arriving with the vanguard of visitors. With the factory building a blaze of illumination from its glassed walls, in the vicinity the throb of motors searching out parking accommodation, the excited murmur of voices, the suppressed feeling of anticipation of enjoyment of the unusual. La Mode Industries made its introduction to Morwell. For some two hours there seemed a never-ending stream of cars and buses arriving to deliver passengers. All preliminary estimates of parking space required were early found inadequate, and by the time the last vehicle had arrived, the parking area was spread over neighbouring streets in a radius of a quarter - of - a mile of the factory.

It is regretted that the concentrated influx of visitors could not be handled with the ticket selling facilities available. Heavily-laden buses arriving in quick succession, with some thirty to forty passengers each, added to the deliveries from countless cars, had the effect of causing a queue outside the main door that seemed to take hours to dissipate. The ball management are deeply concerned at the inconvenience caused to patrons in this regard.

Prior to the ball, there was a general feeling that whatever else might fail through uncontrolled circumstances, the enormous floor space of the operations room would comfortably handle the expected attendance. An early survey of the dancing area proved how groundless was this expectation. At no time, probably, was there less than two thousand people either dancing or looking on. Although freedom of movement to the dancers was restricted, there is no doubt but that these minor inconveniences were outweighed by the carnival spirit engendered by the brilliant illumination and the music of the two bands. For once time failed to drag as there were ample opportunities provided for action.

In addition to the reinforced Rio Orchestra, which gave of its usual high standard, the Graeme Bell orchestra from Melbourne Palais Royale provided music of a standard in keeping with the function. Although a loud speaker system had been installed to spread the music over the whole of the dancing arena, the saw-tooth roof construction impeded the free flow of the waves to the detriment of dancers in the northern section of the building.

The same difficulties encountered by the bands detracted from the floor show brought from the Metropole by the La Mode management. Miss Pauline Gatrack, who played the leading role in "The Rats of Tobruk" was unable to get her songs over in the way their merit deserved, while the exhibition of jitterbug by the Australian Champions, Mr. Parker and Miss Minns, was not seen to advantage on account of the crowded conditions on the floor.

Among the visitors present, were, Mr. Hyland, M.L.A., representatives of La Mode Industries in Mr. Reid (Chairman of Directors), Miss Reid, Mr. Rosback (Managing Director) and Mrs. Rosback, Mr. Bennett (Sales Manager), Mr. Bradley (Production Manager), Mr. Alexander (Secretary) and Mrs. Alexander, Messrs Willis, Walker, McClain, McMurtrie, Bush and Taylor and Misses Burton, Coghlan, Mudie and Earl.

Buses came from Sale East and West R.A.A.F. Stations, Sale, Toongabbie, Cowwarr, Glengarry, Traralgon, Brown Coal Mine, Yallourn, Moe, Hernes Oak, Mirboo, Trafalgar, Boolarra, Yinnar, Thorpdale, Leongatha and Warragul. While private cars brought visitors from other distant centres not covered in the bus network.

Perhaps the most distant visitor was an R.A.A.F. officer, who had landed in Australia early Friday morning, breakfasted in Brisbane, lunched in Sydney, dined in Melbourne and came on to Morwell for the ball.

The latest figure of gross takings, which is not yet final, is £708/9/6, made up of door receipts and donations, £647/4/- : sale of drinks, £51/4/6/: cloak room receipts, £10/1/-. The attendance checked on ticket rolls was 2,485.

The Secretary wishes to announce that the following articles were found in the hall: - Dress ornaments (2), one georgette scarf and one woollen scarf, while a lady's chrome watch with white band and one Air Force souvenir badge were reported lost.

None of this success could have been achieved without the hard grind inevitably associated with a venture of such magnitude. At the head of the band of gallant workers was Mr. L. B. Trigg, without whose organising ability and tireless service the function could not have run so smoothly. He has the satisfaction of knowing that the foundations of his making were well and truly laid. The whole of the Hospital Committee, under their president, Cr. M. Walker, pulled their weight, both in the preparatory stages and on Friday night.

Perhaps the most concentrated display of tireless service was provided by the ladies who handled the supper. For weeks before they had combed the district for promises of support in the provision of food, and the response was most gratifying. All day Friday they laboured on the preparations for the evening, and finally stood up undefeated till around 2 a.m., when the last guest had been satisfied. To them were never the bright spots, the excitement and the thrill, but a sense of deep satisfaction for a work well and faithfully done.

Some reflections are permissible after the excitement has died down. The first is that the outstanding success of this remarkable event, probably without parallel in the country life of this State, should give a death blow to the inferiority complex of so many, who thrive on the pernicious doctrine that "no effort of such a nature is worthwhile because it's certain to be a failure". Secondly, it is a complete vindication of community work and of what it is capable.

Thirdly, with stimulating initiative and leadership such as provided by the La Mode directorate and the Hospital Committee the public will respond for any worthy cause. After all we are only as big as we think we are.

From Our Morwell Fact File:



Helping Hand Association

The Morwell Auxiliary of the Latrobe Valley Branch was formed at a public meeting called by the Shire President Mr. Les Hare in November 1957. The Office Bearers elected at that meeting were:

President: Mr. **Dennis Quinn**

Vice - President: Mrs. **Gibson**

Secretary: Mr. **W. Land**

Treasurer: Mr. **W. Mathison**

The Auxiliary's first opportunity shop opened on 18th. October 1958 in premises located within Gude's Arcade which was situated on the Princes Highway.

Good Neighbour Council

The decision to create a branch of the Good Neighbour Council in Morwell was taken at a public meeting held on Monday, March 31st. 1952.

A further public meeting to officially establish the branch was held in the Town Hall Supper Room on Monday, 30th. June 1952. The meeting, which had been convened by Mr. **A. Holden**, elected Mr. **Stan Winchester** as the inaugural President. Mr. **Stan Frew** became Vice-President and Mr. **A. Holden** Secretary on a pro-tem basis.

The Committee consisted of Mesdames: **Mahoney**, **Lees** and **Jeffrey**, Messrs: **B. Gluck** and **F. Amman**.

Membership fees were set at five shillings for organisations, and two shillings for individuals.

Morwell Advertiser and Gazette

28th. May 1942

Firemen Enjoy a Social Night



During the past two years the ranks of the Morwell Fire Brigade have been so depleted through enlistments in the A.I.F., and compulsory call up, that it has been necessary to continually enrol and train new men. In addition to this it was essential that the strength of the Brigade be doubled to that of pre war time.

However the Brigade is functioning very satisfactorily at present, and are well prepared in case of any major emergency. An Auxiliary Brigade of 20 lads, under the age of 18 years has also been formed and the efficiency of these chaps is of a high standard.

On Tuesday evening last week a "Pie Night" was held in the Fire Station. The main reason of same was to present trophies to the lads for various competitions they had competed for.

The winners were:

Most consistent Fireman (trophies donated by Mr. Ed. Rayner) Jack Keily^{1st}, Ron Phair^{2nd}, Max Vary^{3rd}.

Two Men Marshall Event: (trophies donated by Cr. A. L. Hare) John Shaw and Max Vary.

One Man Marshall: (trophy donated by Mr. G. Evans) Max Vary.

Disabled Hose Event: (trophy donated by Mr. R. Watson) Bert Hewett.

In making the presentations, Captain Watson said the Brigade was fortunate in having so many young enthusiastic members. At the same time the lads were lucky to be in the Brigade. Young people must have company, and in the Brigade they had all the desirable company they required. They learnt a lot of things, and gained knowledge that was no load to carry, even if their services were never required.

They were taught discipline and had the benefit of a first class gymnasium instructor and the self satisfaction of knowing they were doing something for the benefit of the community in which they lived.

He congratulated the winners and trusted they would grow up good citizens and firemen, and command the respect of everyone.

Information Page:

Remaining Meetings for 2010

2 p.m. @ 44 Buckley Street Morwell

August 18

September 15

October 20

November 17

Please note that there are no meetings held in December or January each year

Membership Fees:

per Annum

Single \$17.00

Double/Family \$20.00

(payable March each year)

Local History On-Line

Our Internet address is:

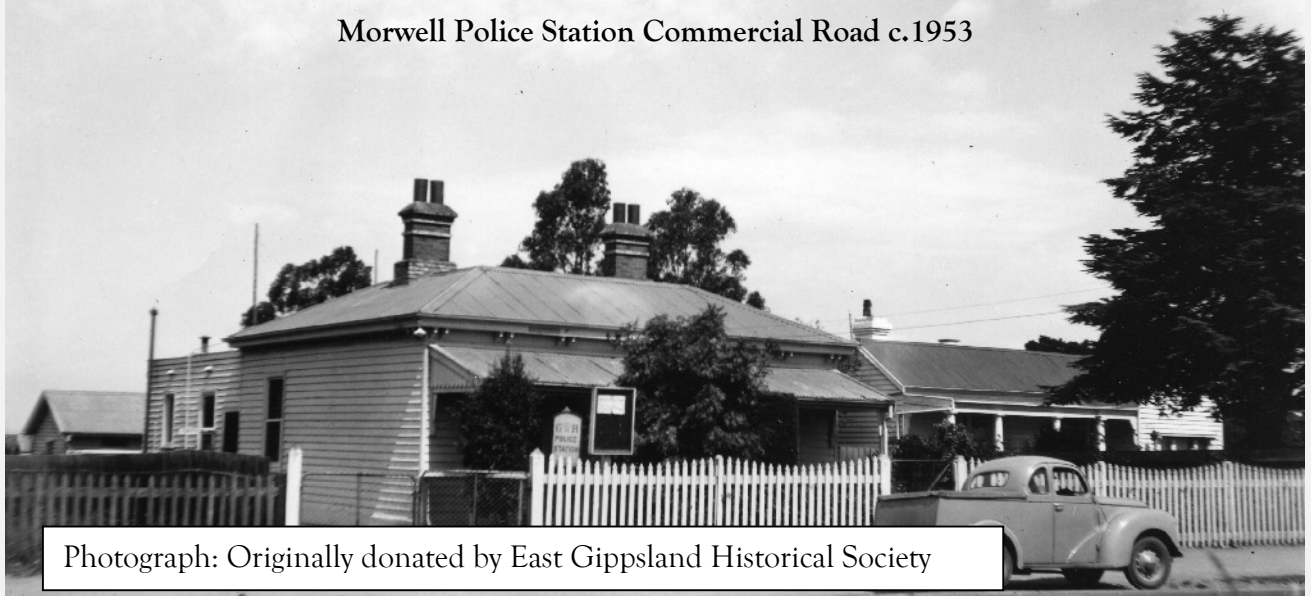
www.morwellhistoricalsociety.org.au

Please deliver me to:



Photograph of the Month:

Morwell Police Station Commercial Road c.1953



Photograph: Originally donated by East Gippsland Historical Society