

# MORWELL HISTORICAL SOCIETY NEWSLETTER

published monthly, except December

Meetings: 3rd Tuesday of the month at 7.30 pm  
in St. Andrews Presbyterian Church Hall

Vol. 6 No. 7

JULY 1990

WELCOME TO THE JULY NEWSLETTER.

Several weeks ago, well known resident of Morwell shire, Norman Roy, passed away. Those who attended the Society's Gunyah excursion will remember Norman as one of those who enlivened the trip with stories of earlier times. We are saddened by his passing and in this edition we print the tribute paid to Norman at his funeral service.

As the weather warms up a little, we plan to have several guest speakers at meetings. Mrs. Jean Huffer has agreed to speak on her visit to Gallipoli for the 75th Anniversary commemoration, and we also plan to invite some of the older residents of the district in groups to chat informally and reminisce.

NEXT MEETING TUESDAY JULY 17

Please Note: There are two entrances to the car park at St. Andrews Church. If the front gate is not open, you can gain access to the car park - (thence to our meeting room) - by turning right into Victor St., right again into James St. and right again into the car park. Simple, right?!

WHAT'S IN A NAME?

Mr. Crabb is receiving quite a lot of flak over his plan to change the name of the Grampians, and most of us remember the furore that arose over the Hazelwood - Churchill issue, but this business of name changing is not new. Here are some early names for present-day Gippsland towns and rivers. See if you can pick the correct modern equivalent from the box below. Answers are on p. 11.

RIVERS:

- The Glengarry.....
- The Machonachie.....
- The Dunlop.....
- The Barney.....
- The Kinghorne.....
- The Kirsopp.....

TOWNS: (and two areas).

- Flooding Creek.....
- The Forty-Second.....

TOWNS (cont).

- 12 Mile Peg.....
- Hobson's Bridge.....
- Caledonia Australis.....
- Waterloo.....
- Stockyard Creek.....
- Bowen.....
- Haunted Hills.....
- Furneaux Land.....

Select your answers from:

RIVERS: The McAlister; The Morwell; The Latrobe; The Tyers; The Avon; The Thompson.  
 TOWNS etc.: Cowarr; Port Franklin; Hernes Oak; Wilsons Promontory; Foster; Sale;  
 Gippsland; Boolarra; Yarragon; Traralgon;

MORWELL BUTTER FACTORY.

The Society has received copies of two photographs of the Morwell Butter Factory These were kindly sent to us by Mr. Basil Hussey, whose father was the last owner of the factory and we were delighted to receive them because they are the only photographs of the factory we have.

Our knowledge of the history of Morwell Butter Factory is rather sketchy. The date of commencement of its operation is uncertain but it was probably about 1890. A copy of "Australian Farm and Home" dated May 1893 contains this account: "The Morwell Butter and Cheese Factory cost, exclusive of a creamery at Hazelwood and one at Hazelwood North, over £2000. Over 1700 gallons of milk during the season are purchased daily at the factory. The first prize for 50lb. factory butter in prints or rolls for local trade at the Exhibition just closed was won by the Morwell Butter Factory. Although not successful for export butter, the exhibit from the Morwell factory was very highly spoken of by the experts, many even contending, apart altogether from the quality of the respective exhibits, that the Morwell butter possessed just that taste and colour which the English market demands. Mr. Wright in fact appears to possess a knowledge of what the English consumer requires, and to make it his special object to produce an article that exactly meets that requirement. In proof of this it is worthy of mention that last year the lowest price obtained for Morwell Factory butter in London was 112s., while this season, up to late, the lowest prices reported for Morwell are 102s."

Mr. Wright was the proprietor of the factory and evidently an expert butter maker. He was one of two judges of the buttermaking contest held at the Dairy Exhibition in 1893.

The factory seems to have closed in about 1894, due to the depression of that time, but it appears that it was functioning again by 1897, or even earlier, since a dispatch of five tons of butter was reported from Morwell Railway station in 1897. (The name of Charles E. Miller, Manager of Morwell Butter Factory, appears on the Commercial Rd. School register from 1895 to 1898 - this suggests that the factory was not closed for long.)

In 1899 Wood and Co. took over the factory. Prue McGoldrick, "Steamhorse to Power" p.48, says: "... Wood and Co. Pty. Ltd. took over the factory, installing Mr. A.A. Brown as Manager. Brown, 1868-1932, was a Scottish engineer who had studied at Dookie Agricultural College and visited overseas butter-producing countries. Under his management and with better times generally, butter output rose to 13 tons per week in peak season. Cream came to the factory from Sale, Drouin, Mirboo North, Thorpdale and surrounding districts."

It is uncertain when Wood and Co. sold the factory but Mr. Basil Hussey writes that his father, Mr. Bill Hussey, took over the factory, probably in the late 1920s. The family was living in Geelong at that time and Mr. Hussey used to travel by car to Morwell, staying the week in a hotel in town. The factory was burnt in about 1929 and was not rebuilt.

ANSWERS TO "WHAT'S IN A NAME?"

RIVERS:

- The Glengarry...Latrobe
- The Machonachie...Thompson
- The Dunlop...Avon
- The Barney...McAlister
- The Kinghorne...Tyers
- The Kirsopp...Morwell

TOWNS etc.

- Flooding Creek...Sale
- The Forty-Second...Cowwarr

TOWNS etc (cont).

- 12 Mile Peg... Boolarra
- Hobson's Bridge...Traralgon
- Caledonia Australis...Gippsland
- Waterloo...Yarragon
- Stockyard Creek...Foster
- Bowen...Port Franklin
- Haunted Hills...Hernes Oak
- Furneaux Land...Wilsons Promontory

Note: Wilsons Prom. wasn't called Furneaux Land for very long. Bass named the Prom. Furneaux Land, thinking it was part of the group of islands discovered by the Frenchman, Furneaux, but after his return to Sydney, he and Flinders suggested to Governor Hunter that it should be called Wilson's Promontory after a merchant friend of theirs in London.

TRIBUTE

NORM ROY - big man, big memory, big voice, big heart, big friend - leaving us with big memories.

Big man - Norm was born at Yinnar on 30.4.1903, the second youngest of 11 children to George and Adelaide. His father came from Scotland via America, and selected land at Budgeree.

Norm attended school on the top of the hill at Budgeree where everywhere was downhill. He would tell the story about playing football..... and if the football started to head down the hill, someone had to go and chase it. On one occasion he was that person, was late back into the 'room and ran into trouble with the teacher - Miss Brown (Tom Lawless's mother).

Football played an important part in the life of Norm. He played for Yinnar, in their premiership team in 1924; but his career in football was shortened by a poisoned hand in which he lost fingers. This didn't stop his love for football.

Following his schooling, he continued to help the family in clearing the land at Budgeree.... But, he had another role, and that was to carry the mail on horseback, from Roy's Post Office at Budgeree, through Yinnar South to Yinnar and back. Collecting and delivering, talking and supporting the community in this special way.

With his wife, May, they set up their own farm on Morrell Hill. They worked that farm for a number of years until times got too tough. He then went road contracting, in particular building Gilbert's Rd, Colley's Rd and of course Roys Rd. A special memory for us is to be able to travel those roads and be stimulated by our memory of this big man.

Big Memory - he could remember all those he went to school with, every one of them. He would tell me in great detail about the road constructing that he had performed. He delighted in giving me details about being able to build a road that no one else could build. He remembered Collingwood. All the players, current players and their current opposition.

His memory also extended to his cattle. An excellent judge of cattle... he remembered the date of purchase, purchase price, each heritage and what had happened to each animal over its life. One special animal to him was his favourite horse "Duncan" - a 4yr old stallion that he was the only one to catch and he broke it in and they had a very special relationship (he would delight in seeing the picture of "Duncan" - his horse).

His memory also extended to figures and he could quote figures that most of us perhaps were told, but it went in one ear and out the other. He was telling me that he'd sent over 600 pigs a year to market and would describe to me the detail of how that transaction took place.

His memory also extended to stories, lots of stories - stories of his holidays to Swan Hill & Mildura and bus trip to West Australia.

Big Voice - resonant, rich and with feeling. There was more to his voice than just how it sounded .... when he thought it - he said it. He would talk with young footballers, encouraging them, playing with them in the street when they lived in Morwell. He worked with the Morwell Shire in the 1950s, planting trees - and then was in charge of a concreting gang laying footpaths around Morwell. In order to encourage those who worked with him, his voice had to have more than just resonance: it had to have knowledge and it had to have authority.

He worked for an Estate Agent selling farm supplies. After a period of time, he branched out to start his own business. The advertisement said "Mr. Norm Roy"; but he preferred to be known as Norm Roy, amongst his friends - amongst the people where he worked - he disliked the term "Mr.". From his own business, he then went to work in a similar business selling farm supplies from Morwell Co-op. He continued to be with friends, encouraging them, helping them with his knowledge and desiring that they would get the best service possible.

Big heart - Norm recounted that the only person he was ever frightened of - was May Daly, whom he married in 1936. She was from a neighboring property and they have an only daughter Nancy. His heart extended not only to his immediate

family, but also to his grandchildren (to whom he was known as "Pa"), Russell and Dianne and then to his great delight to welcome three weeks ago - his great-grand-daughter.

His heart was also much bigger than to them. He would regularly travel to Sale, transporting people to the only hospital in the region. Not only to take them there when ill, but to collect them and bring them home. His heart extending to the way he would overdo his job perhaps in taking through the mail - ensuring that people were kept in contact with what was happening.

Big friend - I would like now to read to you a tribute written by Betty Wyatt, of the Wattle Club - a special group of friends to Norm in recent days. (Betty couldn't be here today and she also extends an apology from Sr. Bev. Reynolds.)

Norman was, and always will be, a special part of Wattle Club. Norman loved the Wattle Club and only missed attending if he was absolutely not able to be there. He was a man of few, but very meaningful and sincere words. He was always one of the first to arrive - and with his loud voice, enjoyed welcoming each member as they arrived.

We got to know Norman's family very well through him. He talked of his wife, May - Nancy, of course, we know well with her bringing Norman to Club; but also through Norman (no-one quite like his Nancy) Ray always got a mention, as to how kind he was and how he was always there for Norman. We got to know Russell and Dianne also - as each week there were special raffle tickets for them. And what a smile from Norman when they won!

Norman was very proud of his family and forever telling us about them. On his last Club-day with us, we celebrated his 87th birthday. He asked if he could make an announcement and told us that Russell and Jean had presented him with a great-grand-daughter. He told us how proud he was to be a great-grand-father.

Norman was the Wattle Club's spokesperson. Every visitor we had, or on every special occasion - it was Norman who ably said our vote of thanks. We will miss him at such times.

Norman and I shared a great understanding of each other and he respected my role as Assistant Co-ordinator and moreover my role as Pastoral Care Worker. He respected my faith and I, his. He was always telling me he "couldn't go to God yet" as there "wasn't enough room for him" - he would laugh about this. But when I said goodbye to Norman last Wednesday, we both knew that there was enough room for him now.

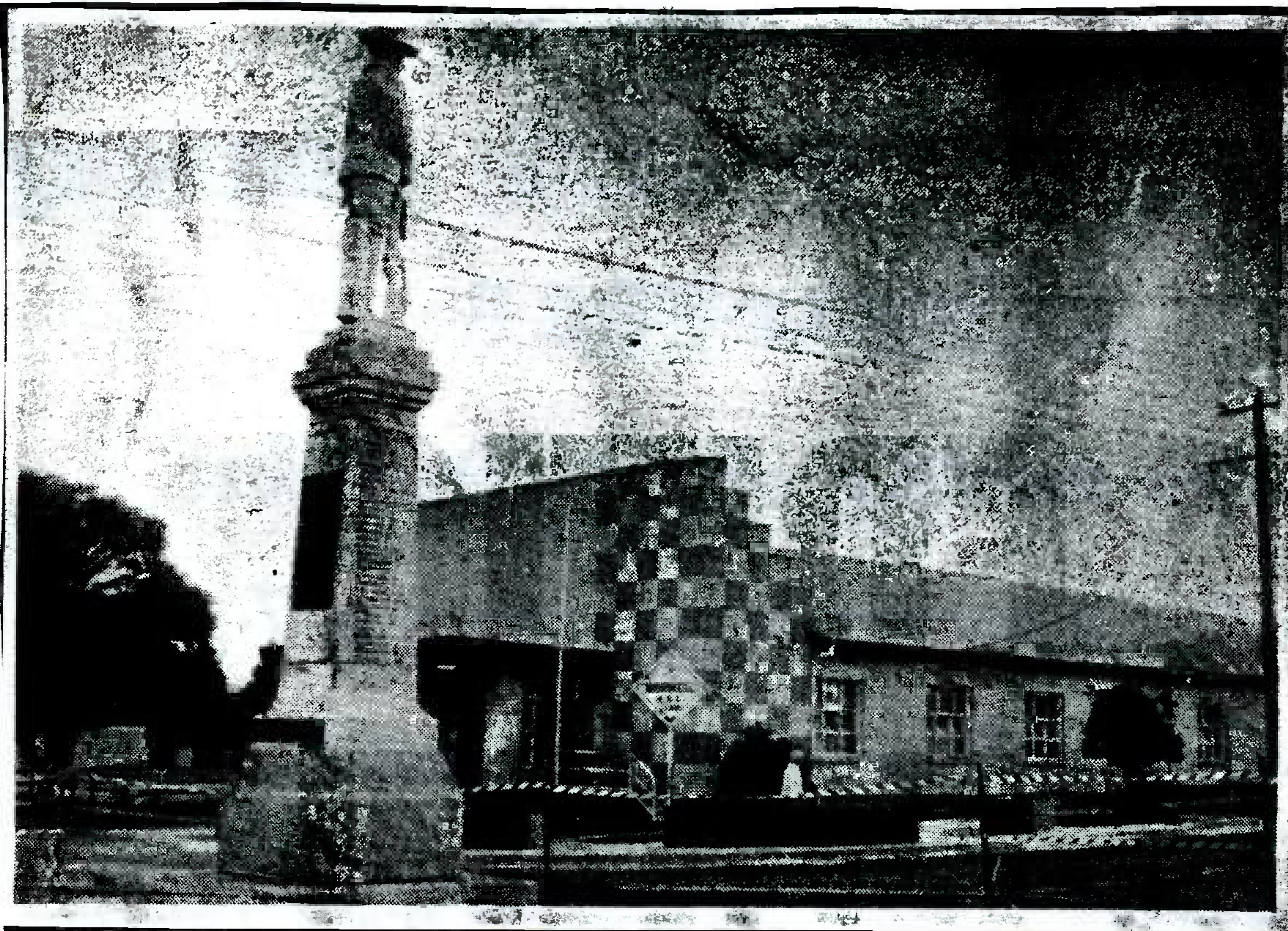
Wattle Club people will share memories of Norman's strong voice: - when he would thank Cora for her scones and for cutting up his lunch... - for calling out to the fellas when sharing a joke with them... - for singing his favourite songs on our bus trips. Many memories will come to mind, and will always be with us - for memories are ours to keep.

Norman hasn't been well for some time now and is now abiding with God and at peace. He will be sadly missed at Wattle Club by all.

Norm enjoyed keeping in touch with friends, whether it be visiting them in the city, conversations around the area, indeed even creating new friends from people as he met them. Norm Roy is a Big Friend - someone who has changed our lives from the contributions that he has made to us. We would do well to keep these memories:

- Big Man
- Big Memory
- Big Voice
- Big Heart
- Big Friend.

The Wattle Club invite you to join with family and friends at the Wattle Club Room (under the Public Hall), after the service for light refreshments. Please come and share your special memories of Norm Roy.



MORWELL'S  
MOBILE  
MONUMENT!

*The cenotaph is pictured in the centre of the new roundabout. Morwell RSL clubrooms are in the background.*

The Morwell Cenotaph was recently moved to its third location in the town. At its dedication on June 6, 1921, it stood on a triangle of land at the railway crossing opposite Church Street, (before the subway was built).

In the late 60s or early 70s, (does anyone remember just when?), it was moved to the gardens alongside the Princes Highway, quite appropriately opposite Hoyle St. (John Barton Hoyle was a tireless worker for the building of the memorial - he died on the very morning of its dedication in 1921.)

Now, in 1990, the Cenotaph has been relocated to a position closer to the R.S.L.Clubrooms.

Where will it be for its centenary in 2021?

45 YEARS ON -  
FROM LINGERIE  
TO  
LASER TECH.

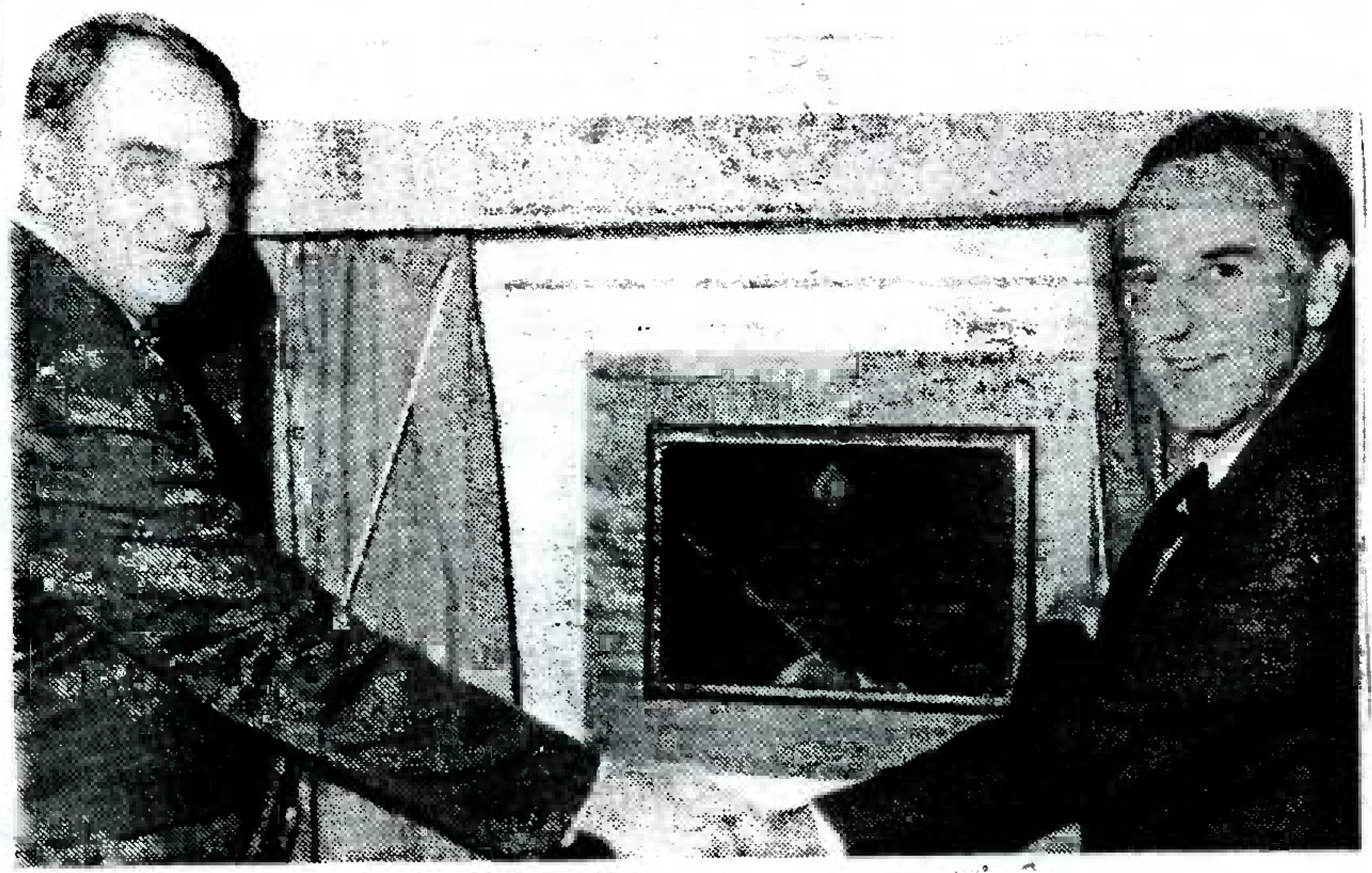
Friday July 13, 1945.

LaMode factories opened in Morwell and Traralgon.

45 years later, the lingerie machinists have given way to data processors using laser technology to record information for the Australian Securities Commission, in the old Morwell factory.



A "PREMIER" GARMENT being turned out by Mr Dunstan at the new corset factory at Traralgon after he officially opened it yesterday. Mr Lienhop, Acting Minister for Decentralisation, suggested in a speech that Mr Dunstan fit himself with a foundation garment—so the Premier took the hint.



opening the Morwell based information processing centre is Premier John Cain (right) and Federal Attorney General Michael Duffy.

Friday June 22 1990

A.S.C. temporary headquarters opened in the old LaMode building, Morwell.

In between LaMode and A.S.C., telecommunications giant L.M.Ericsson occupied the building for a number of years, employing a large number of women.



ASC chairman Tony Hartnell (above)



# 3. Jim retires to do some work on his R 'n R.

By Linda O'Donnell

THE stockbroking career of Jim Bush last week reached its conclusion and, at the age of 86, the well known Morwell personality is now looking forward to some rest and relaxation.

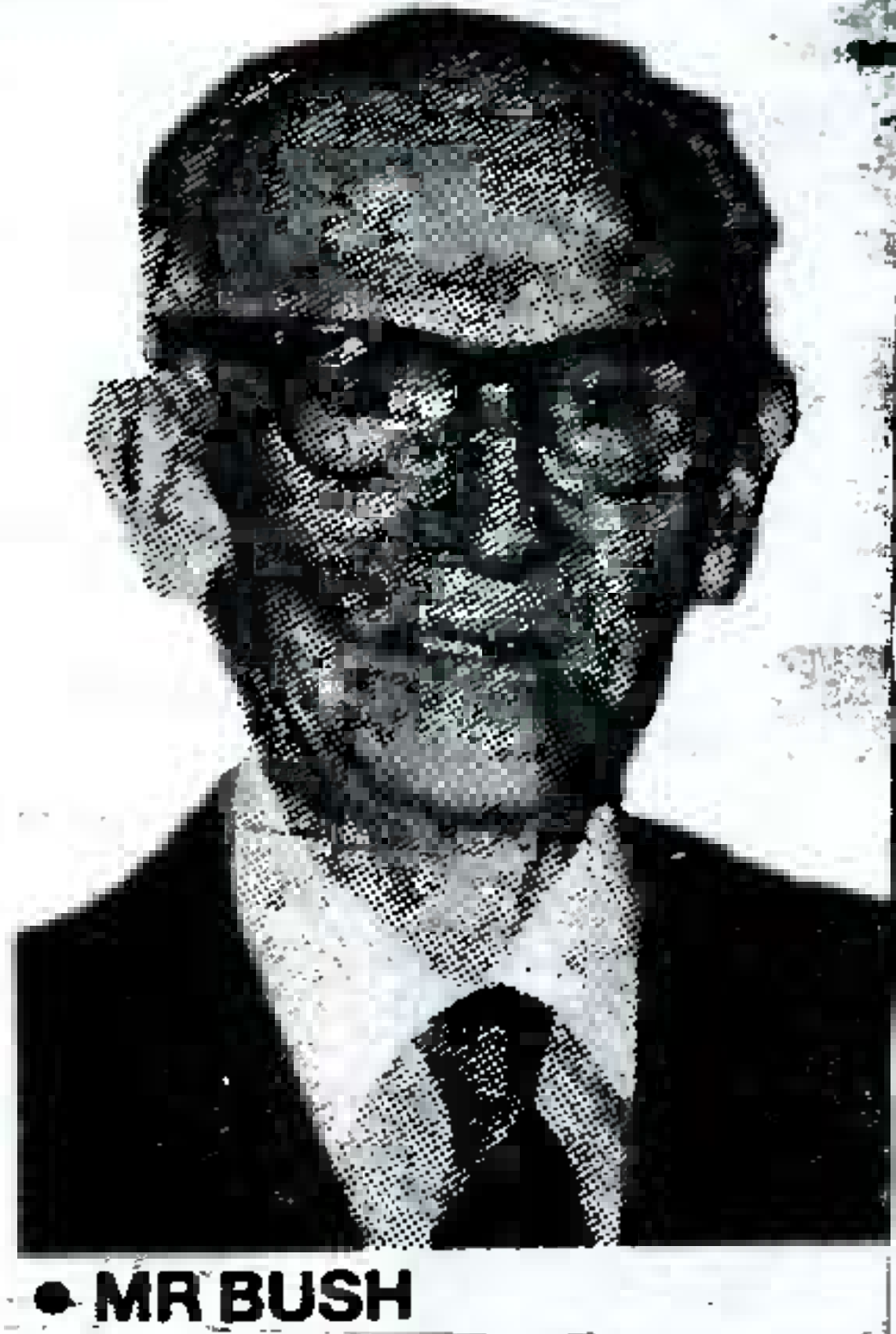
Jim could be excused for wanting to 'take it easy'. There are not many workers who can boast more than 65 years of employment, let alone numerous life memberships of community groups for services rendered.

Jim says he is handing over the reins to 'a young fellow' in Churchill - Keith Holywell. Though young by Jim's standards, Keith, believed to be in his sixties, has also notched up an impressive number of years in the workforce.

Keith has been working in Churchill for nine years with five years spent in his own investment advisory practice and the remainder as an external activities authority at Gippsland Institute. Before that Keith worked as a corporate planner for a multi-national company.

In 1944 Jim Bush relocated from Melbourne to the Latrobe Valley where he commenced work in a textile factory, La Mode. In 1950 La Mode closed its doors due to a post-war textile depression and Jim decided it was time to open his own accountancy business.

He holds a degree in accountancy and a Diploma of Commerce obtained at Melbourne University.



• MR BUSH

Not content to simply work long hours Jim became involved in many outside activities.

While running his business he was also Morwell Chamber of Commerce secretary for 26 years, Latrobe Valley Football League secretary for 16 years, Hazelwood Cemetary Trust secretary for 23 years, Morwell Shire Councillor, Morwell Water Trust secretary and Morwell Sewerage Authority secretary for nine years.

In 1956 Jim began to provide share dealing facilities through William Noall Limited, one of the oldest Morwell firms of its kind, and it was this career path he followed until last week.

As he talks Jim recalls that he was also a founding member, president and treasurer of the Latrobe Valley Hospital and Health Services Association of which he is now a life governor. He is also a life member of the LV Football League and Morwell Chamber of Commerce, has been a Justice of the Peace since 1955, a Morwell Rotarian for 42 years, a member of the Australian Society of Accountants for 50 years and was an authorised migration agent for seven years.

## FROM LINGERIE TO LASER TECHNOLOGY

Morwell Historical Society member Jim Bush has seen some changes in the town, as well as in the building, the construction of which brought him to Morwell 45 years ago.

The building in Church St. which is the temporary home of the Australian Securities Commission, was originally constructed for LaMode Industries and Jim Bush was its first Manager. He came to Morwell to oversee the construction and commissioning of the factory, one of the most up-to-date of its time, and, after some years as Manager, decided to go into business for himself. As can be seen from the cutting (left) Morwell was extremely fortunate that he took this decision.

LaMode Industries, which manufactured many products including pullovers and underwear for the armed forces, set up factories in Traralgon and Morwell to take advantage of the large female labour force available in the Valley. These two factories made women's lingerie and between them they employed 600-700 women.

The Morwell factory was the very latest in manufacturing design with a modern canteen and staff amenities. The grounds were laid out by noted landscape gardener, Edna Walling.

The inaugural ball held to "christen" the factory was a glittering affair - nearly 3000 people attended and it was said to be the biggest ball ever held in a Victorian country town at that time.

Later in the year, on July 13, the Premier, Mr. Dunstan, opened both factories. 45 years later, the present Premier, Mr. Cain, opened the A.S.C. offices on June 22, 1990. It is interesting to note the comments of the two Premiers. Mr. Dunstan said: "You can rest assured that every effort will be made to press on with

the planning of the Latrobe Valley brown coal development."

Mr. Cain said: "...There are some views that say we ought to be looking at other forms of generating power, having regard to our commitment as far as Greenhouse(effect) is concerned."

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# THE JOURNAL

PRICE 3d

With which is Incorporated The Traralgon Record

## History Made at LaMode Ball at Morwell

### Thousands Dance in New Modern Home for Industry

Thousands of dancers gathered in the new La Mode Industries Building at Morwell on Friday night. They came from all over Gippsland; they came to christen the big building which is another link in the chain of decentralisation that will make Gippsland great in the future. And on this night Morwell made history, for no other country town in Victoria has ever held a ball attended by so many people. The door takings amounted to £708/9/6.

**T**HE achievement was the result of organisation which merits acclamation. To the Gippsland staff of La Mode, the Shire of Morwell and the Morwell Hospital Trust, is the credit due. They left nothing undone in their efforts to bring a great crowd to this grand ball, the profits from which go to the Morwell Hospital Building Fund. How well they succeeded is shown in the fact that the official figures show that 2,480 dancers passed through the doors on to the vast floor, where in the future will whirr the machines of a great industry. But on this evening it was devoted solely to gaiety and the moving of feet that danced the happy hours away. It is considered that with the difficulty in handling such a great crowd that many gained free entrance.

#### FROM EVERYWHERE

From early evening transport poured into Morwell. From every point of the compass they came. Up every street within half-a-mile of the hall both sides were

Outside the ticket box great queues 50 yards long and six deep slowly moved forward step by step. But the queues seemed never to grow less—in fact for a couple of hours they grew gradually longer, until at length it became necessary to open an additional ingress. At a late hour the last patron was inside the palatial building, modern in all respects for the purpose it is designed to fulfil—equipped with every facility that will make happy the lives of those who enter its doors. Within, dozens of electric lights shed their brilliance on the brilliant spectacle beneath. Every inch of the immense floor—100ft. square—was utilised by the dancing couples who performed their rhythmic movements to the music of the amplified bands of Graeme Bell's Dixieland Band from Melbourne and the Gippsland Rio Band. It was truly an amazing sight—a sight scarcely believable, and yet true. Even the promoters' most sanguine expectations were surpassed.

#### SPECIAL FEATURES

Two other features were the appearance of Mr. Parker and Miss Minn, Australian jitterbug champions; and Miss Pauline Garrick, star in the picture "Rats of Tobruk" and her talented pianiste, Miss Lettie Keys. To clear a space for the jitterbug exponents was a herculean effort, and finally they gave their exhibition in a limited circle. Only a few of the enormous crowd had a good view of this attraction. Miss Garrick pleased with her lovely voice. Warm applause was accorded these interludes.

Provision of supper was a task that might have well appalled the boldest. Early in the evening the 2,400 supper tickets provided were exhausted, but the commissariat department was not daunted. They performed marvels,

until the last of the multitude had been catered for.

During the evening "The Journal" reporter met Mr. Reid, managing director of La Mode, and the Hon. H. J. Hyland. Both were jubilant, particularly H.J. who had assisted in no small way towards the success attained.

#### AMONGST THOSE NOTED

Amongst the many who attended were the Chief Secretary, Hon. H. J. Hyland; Mr. Reid, Chairman of Directors of La Mode Industries; Mr. C. B. Rosback (Director), and Mrs. Rosback; Mr. P. Bennett (Underwear Sales Manager for Australia); Mr. Bodley (Production Manager, Melbourne); Mr. F. Walker (Assistant Production Manager), accompanied by Mrs. Walker; Mr. Alexander (Secretary La Mode Industries), and Mrs. Alexander.

Other officers of La Mode who attended were Mr. Willis, Mr. M'Clain, Miss Lila Reid, Mr. M'Murtrie (costing office), Mr. Stoll (in charge of knitting section), Mr. Squires, Miss P. Shimmen (secretary to Mr. Rosback), Mr. J. C. Bush (Gippsland Manager) and Mr. F. C. Taylor (Gippsland Production Manager).

Instructresses also present were: Miss Mudie, Miss Rita Burton, Miss M. Coghlan and Miss J. Earl.

The ball will remain long in the memory of those who attended, as an outstanding social success and an event that is epoch-marking in Gippsland's history.

Expenses will be low, as practically all service rendered was free; whilst the supper (of which there was more than enough) was donated.

### Windfall for Morwell Hospital.

#### GENEROUS GESTURE BY LA MODE

During the course of the opening proceedings at the La Mode establishment on Friday last, a practical demonstration of the Company's intention to co-operate in the community life of Morwell was given when, at the invitation of Mr. Reid, Chairman of Directors, Mr. Hyland presented to Mr. Trigg, in his capacity of secretary of the Shire of Morwell Hospital, a cheque for £379/11/9. Addressing the assemblage, Mr. Hyland said: "I can assure you it gives me much pleasure to pass this cheque over to the hospital. For the information of the visitors here, I would like to say that this establishment was made available for a ball which was held a few months back. The ladies prepared for this, and through the efforts of Mr. Rosback there were 3,000 people present on that night. The result of that ball was £620/8/3. Now in order to bring that amount up to the £1,000 mark for the hospital funds, La Mode Industries have given this cheque to make the total £1,000. It gives me great pleasure to ask Mr. Trigg, on behalf of the hospital, to accept the cheque."

In reply, Mr. Trigg said: "I can hardly express how grateful my committee and myself are to receive this cheque from the La Mode Company. It is not long since this company made this building available for the holding of a ball from which the hospital benefited to the extent of £620. I desire very sincerely to thank the company for its generosity, and in some small measure by way of return, the hospital committee will be pleased to have reserved at all times one bed for Mr. Reid and two for Mr. Rosback."

Morwell "Advertiser"  
Thurs. July 19, 1945

# Morwell Adv

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No. 3050 -- Price 3d.  
THURSDAY, MAY 31, 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 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 metropolis by the La Mode management. Miss Pauline Garrick, 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. Braley (Production Manager), Mr. Alexander (Secretary) and Mrs. Alexander, Messrs Willis, Walker, McClain, McMurtree, 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, Herno's 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 at around 2 a.m., when the last guest had been satisfied. To them were never dimmed spots the excitement and the thrill of 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.

# BACK TO MORWELL 1929

6.

Sixty-one years ago, the little town of Morwell was celebrating its 50th anniversary. To mark the occasion, a "Back - to - Morwell" was held. This report is taken from the Morwell "Advertiser" of Friday, October 18, 1929.

"As was anticipated, Saturday last, October 12th 1929, was a "Red Letter Day" in the history of Morwell as it marked the opening day of the "Back to Morwell Celebrations", and the return of quite a host of esteemed old residents, who in days gone by played an important part in the affairs of the town and district and whom it was a pleasure to meet and renew old acquaintance.

The streets of the town and many business places were gaily decorated with flags, bunting, coloured lights etc. etc., and presented an attractive and striking appearance. At the entrance to the town, on Princes Highway, was a large banner stretched across the street, bearing words "WELCOME HOME". Union Jacks and other flags waved proudly from the top of high poles and buildings, whilst lines containing scores of smaller flags and bunting along and across the streets fluttered in the breeze and, as it were, "clapped their hands" in a joyful and welcoming manner.

Mr. Jack Keegan (Melbourne Secretary) and Mr. Rob Watson of Morwell, boarded special train at Flinders St. and attended to the needs of all on board as far as possible, and their effort on behalf of the executive and committee was very much appreciated.

The train arrived in Morwell to accompaniment of loud cheers from the crowd that thronged the platform, among whom were Mr. Walter West, M.L.A., Cr. E. Heesom (President of Morwell Shire), Mr. G. Watson (President of Back to Morwell Movement), Mr. G. P. Evans (Organiser), Mr. John Rintoull (one of the oldest residents of the town), Messrs Angus McDonald, A. Green, E. L. Vary, D. C. Mills, Donald McKay, Jas Williamson (Members of Reception Committee), and many other residents and, as Dryden wrote: -

"In all they did you might discern with ease

A willing mind and a desire to please."

The railway platform and precincts of station were bedecked with with flags and bunting and at the entrance was the word "WELCOME" in large letters. The weather was delightful and, upon the "comebacks" "disembarking" from the train in bright sunshine, there was a great intermingling of "old timers" with "present timers", greetings were most hearty and genuine and expressions of welcome and friendship were not confined alone to handshakes, nor was kissing all between the ladies. The combined forces taxed the capacity of the platform, which was thronged from one end to the other. Among the number were Mr. W. H. Mitchell, who was the first stationmaster at Morwell after the opening of the line through to Sale, over 50 years ago, and who attended the first public dance in Morwell - held in the Railways goods sheds; also Mr. Southorn, (a popular stationmaster of recent years). There was also a very old pioneer of the district in the person of Mrs. Kirwin, who is 87 years of age, and another old "comeback" - Mrs. Rowley - 85 years. Mr. Charlie Williams came all the way from Perth W.A., and Mrs. W. Bolger, who was the first white child born in Morwell, returned from Elwood. Another present with her husband was Mrs. G. Irving (nee Edith Donaldson), whose father - the late Mr. David Donaldson - was one of the first, if not the first, general storekeeper, draper and newsagent in Morwell and for many years carried on business on the site now occupied by D. C. Mills and Co., E. Muir and Co. and W. S. McKenzie (the property at the present time being owned by Mrs. Irving). Another "comeback" was Mr. Jas Hamilton, a former local railway employee, who now occupies the position of railway roadmaster at an important centre, and residing in Geelong. He was accompanied by his wife, (nee Samuel), whose father was the first baker in Morwell, and also carried on business as a storekeeper and newsagent in premises now occupied by Mr. E. G. Rowell. Then there were Mrs. Date and her daughter Elsie and two brothers, Messrs Jack and I More, who played an important part in local affairs in days gone by; also Mrs. Edney Sen. and her daughter Mrs. Cray, Mrs. Quirk, Miss W'Whae (sic) Mr. D. Jarvie and his three sisters, Mrs. Bartlett and daughter, Mrs. R. M. Tulloch, Mr. and Mrs. W. Howlett Miss Viger (former postmistress), Miss Vickers (schoolteacher.).

The engine driver (Mr. Percy Norman) and fireman (Mr. R. Wilkinson) were also old Morwellites. Among many others that might be mentioned was Dick Rodwell, one of Morwell's old-time footballers and most enthusiastic barracker, who, perhaps due to his enthusiasm for football, has developed into a good shape of one, his "centre line" having increased enormously since his departure from Morwell some years ago.

When the excitement of the "comebacks" arrival had somewhat subsided, the President of the Shire mounted on a stand and, on behalf of the residents of Morwell and district, extended a hearty welcome to all. He said he felt honoured at having the privilege of welcoming so many esteemed former residents, and he trusted their return visit would prove most enjoyable in every respect.

The President and organiser of the movement also spoke, after which "For They are Jolly Good Fellows" was sung, followed by three lusty cheers. A photo was then taken of the unique gathering by Miss Dicker, who accompanied the party from Melbourne. Everyone seemed loth to leave the station but eventually there was a disbursement and the crowd melted away by degrees, the "comebacks" being conveyed in waiting motors to their respective lodging places.

At about 1.30, the Yallourn Brass Band, composed of 25 members, under the conductorship of Mr. W. McMahon, marched down the main street and played a few stirring selections at the Post Office corner prior to marching to the Recreation ground where the band, at intervals, played several further selections in a masterly and creditable manner, their music being much appreciated by both young and old. There was such a large number of cars in the street that considerable care had to be exercised to reach the ground without mishap. Fortunately, however, notwithstanding the crowd, the journey was negotiated in safety by all and no accidents of any kind occurred to mar the proceedings. The trysting ground presented an unusual and animated appearance. Motor cars were parked in neat arrangement almost right round the outside of the football ground, whilst inside the arena were officials and competitors taking part in firemen's events, foot racing, musical chairs on horses, high jumping, motor events etc. etc. A splendid view of the proceedings was obtained and things were kept going with a swing. Located in various parts of the ground were numerous attractions including a merry-go-round, that was rushed by the children from start to finish. There was a palais de danse, that drew the lads and lassies to its precincts. Excellent music was provided by Hall's Orchestra, and quite a happy time was spent by those who indulged in the light fantastic. The needs of the "inner man" were also well catered for. Afternoon tea was provided by Mr. W. E. Wilson; fruit, sweets and ice cream were obtainable at stall under Mr. Martyn's control whilst a "drop of the crater" was available at booth in charge of Mr. Orr of Melbourne.

With the many attractions and forms of amusement combined with the meeting of old friends, the renewing of old acquaintance and the making of new friends, the afternoon passed quickly and pleasantly. The respective committees all carried out their duties faithfully and well, not a hitch of any kind occurring throughout the day's proceedings, for which those responsible have to be complimented."

Here follow details of the various heats of the sporting events - only the winners of the finals are listed here:

75 yards Sprint; B. Vary 1, L. Davey 2. 120 yards H'cp: B. Vary 1, C. Thompson 2

Men's High Jump: W. Budge 1, A. Templeton 2.

Fire Brigade Events: One Man Marshall - J. Mayze 1, G. Ford 2.

Two Men Marshall - J. Mayze and J. Wright 1, Arch and Andy Templeton 2.

Disabled Hose - J. Mayze 1, P. Plant 2.

Hydrant Race - J. Mayze 1, Rob Watson 2.

Reel Race - P. Plant and A. Templeton 1, W. Watson and E. Comber 2.

Other Events: Motor Car Straight Drive for Ladies: Miss McKay

Motor Car Reverse Drive for Men: Mr. N. Sharpe.

Musical Chairs (Horses) : Mr. Jas Ellis

Musical Chairs (Horses) unofficial : Mr. Sec Billingsley

Motorcycle Flag and Barrel Race: Mr. D. Morley.

The report resumes:

AT NIGHT

"The town presented a wonderful and beautiful sight at night, when the many coloured lights with which the town was illuminated were switched on. The lights could be seen for some miles, especially those on the Fire Brigade tower and were a source of admiration by all who were privileged to see them.

## BACK TO MORWELL 1929 (cont).

A splendid programme of pictures was screened at the Mechanics' Hall, at which there was a large attendance, the seating accommodation being taxed to the utmost. Hall's Orchestra provided appropriate music and all present thoroughly enjoyed the entertainment provided.

There was also a dance at the Fire Brigade station, at which there was such a large attendance that little room was available for dancing. Dug Mansfield's Orchestra provided the music and things were kept going merrily till midnight.

## OFFICIAL WELCOME

Sunday afternoon saw an immense crowd wending its way to the Mechanics' Hall, where "Comebacks" were officially welcomed by the President of the Shire (Cr. E. Heesom) and Mr. Walter West, M.L.A. The seating accommodation was found inadequate and several forms were procured from the Fire Brigade Station but even then some had to stand.

Mr. G. Watson presided and, seated on the platform with him were the President of the Shire and Mr. West, M.L.A. Members of the Yallourn Glee and Madrigal Society also occupied seats on the stage and under Mr. Bailey's conductorship, with Mrs. Hawkins at the piano, they played an important part in the proceedings, rendering a number of selections in a most capable and pleasant manner. Under Mr. Bailey's direction, all present joined in singing community songs including "Old Folks at Home", "Bonnie Banks of Loch Lomond", "I'se Going Back to Dixie", "Gundagai" and "Home Sweet Home", which were well remembered and very much enjoyed.

The President of the Shire, who was introduced by the Chairman, said that, on behalf of the residents of Morwell and surrounding districts, he had much pleasure in extending a hearty welcome to all "Comebacks". He was pleased to see such a large attendance of former residents and felt highly honoured at having the privilege of welcoming them back. He trusted their return visit would prove thoroughly enjoyable in every respect and that in returning home, they would carry with them very pleasant recollections of their stay in the district.

Mr. West, during the course of a stirring address suitable to the auspicious occasion, expresses his pleasure at seeing such a large gathering of former old residents. The occasion was unique in the history of Morwell and would live in the memory of those present for years to come. Some 70 years ago, the site of Morwell was part of a cattle run. The foundations of Morwell might be said to have been laid 52 years ago, when the railway line was opened. Public spirited men had taken an active part in movements for the advancement of the town and the district and, although there had been times of depression, there had been steady progress. Morwell was the centre of a fine district. It was surrounded by rich agricultural land and had untold wealth in brown coal deposits, development of which had brought into existence the great electric scheme that was providing the state with light, heat and power. Among those who had come back were many who had helped in the progress of the district.... he joined with others in extending them a most hearty welcome and trusted their stay would prove a very happy one. In conclusion, Mr. West congratulated the organiser and committee of the Back to Morwell Movement upon the excellent manner in which all details had been arranged and were being carried out.

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The old time dance held in the Mechanics' Hall on Monday night exceeded all expectations in every way. In the first place, the attendance was a record in the history of Morwell for such an occasion, the takings amounting to about £60. In addition to many "Comebacks" visitors came from near and far and in the early part of the evening there was scarcely standing room in the hall, whilst the stage was also packed with onlookers. The use of the Fire Brigade hall was, however, secured and about 100 of the young folk went there, to where they indulged in modern dancing to music provided by Dug Lancefield and his melody makers. In the meantime, those who remained at the Mechanics were having a great time....the floor was crowded and at times it was difficult to "navigate" a "passage" round the hall or even swing partners.

The honor of being "Belle of the Ball" was bestowed upon Miss Flo Mackey, who was presented with a handsome trophy, whilst the trophy for best old time costume was awarded to Miss Una Hare.