

# Morwell Historical Society Inc.

www.morwellhistoricalsociety.org.au

c. 1903

AOO 16986 W

## “Morwell

*July 2016*

Vol. 35 No.4

Secretary: Florence  
Butcher  
12 Hazelwood Road  
Morwell 3840

Please address all correspondence to the  
Secretary.

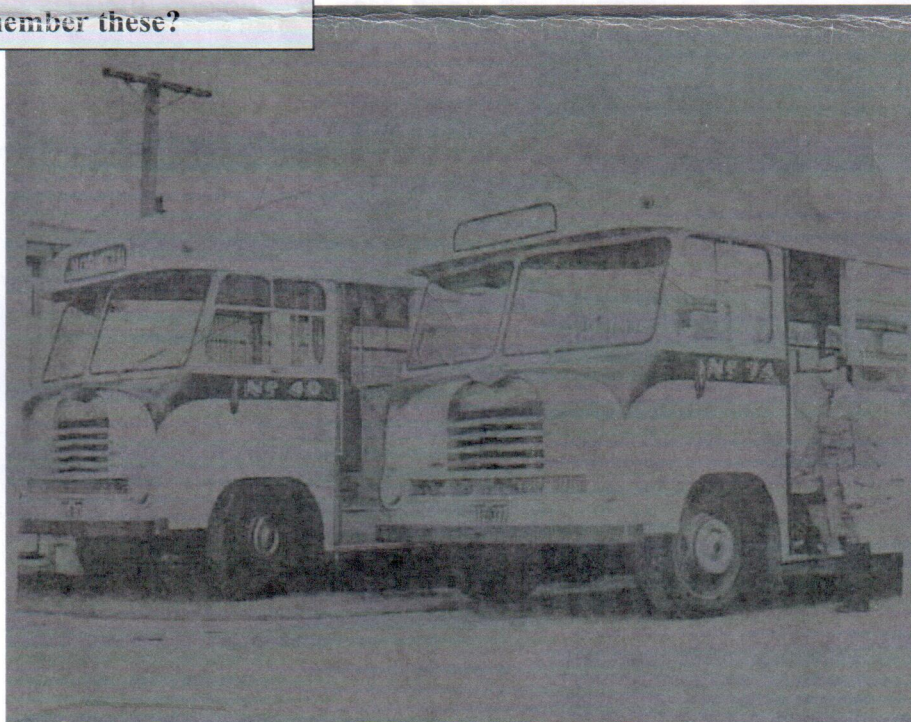
The official organ of the Morwell Historical Society  
Inc.

Published every two months: February to December.

Items for publication in  
the “Post” are always  
welcome; please forward  
your articles to the above  
address

From our old photographs –

L V Buses – c1967 – do  
you remember these?



### In this issue of “The Post”:

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Morwell.....page 11

# Morwell Historical Society Directory 2015 – 2016

President:	Bruce McMaster
Phone:	5134 1149 – 0428 528 464
Vice-President:	Eddie Beulke
Secretary:	Florence Butcher
Assistant Secretary:	Elaine Andrijczak
Minute Secretary:	Joy Blakeley
Email:	<a href="mailto:secretary@morwellhistoricalsociety.org.au">secretary@morwellhistoricalsociety.org.au</a>
Treasurer:	Caroline Schopp
Assistant Treasurer:	
Publicity Officer:	Kellie Bertrand
Archivist;	Bruce McMaster
Assistant Archivist:	Fay Thompson
Committee Members:	Kellie Bertrand Barry Osborne John Willis
URL:	<a href="http://www.morwellhistoricalsociety.org.au">www.morwellhistoricalsociety.org.au</a>
Web Manager:	Florence Butcher
Research Library:	12 Hazelwood Road, Morwell, Victoria 3840
Research Queries:	<a href="mailto:research@morwellhistoricalsociety.org.au">research@morwellhistoricalsociety.org.au</a>
Postal Address:	12 Hazelwood Road, Morwell, Victoria 3840
Public Access:	1 <sup>st</sup> and 3 <sup>rd</sup> Wednesday and last Sunday of each month, 11.00 a.m. – 2.00 p.m. Not open - December & January
Annual General Meeting:	3rd Wednesday of March each year
Membership Fees:	Due 1 <sup>st</sup> July each year Ordinary Member \$25.00 Family \$30.00 (two persons at same address) For a hard copy of <i>The Morwell Post</i> - \$5.00 extra p.a
" <i>The Morwell Post</i> " Editor:	Leo Billington – email: <a href="mailto:billington@net-tech.com.au">billington@net-tech.com.au</a>
Email:	<a href="mailto:morwellpost@morwellhistoricalsociety.org.au">morwellpost@morwellhistoricalsociety.org.au</a>
Research Fees:	\$10.00 per hour or part thereof, and prices for photo prints on application and postage where applicable.

Articles and contributions to the Morwell Historical Society "The Morwell Post" are welcome from any source without liability, and accepted subject to editorial approval. The editors reserve the right to amend/edit all contributions. The editors of "The Morwell Post" cannot be held responsible for the quality and accuracy of all information supplied to us. Readers should always check with originators of material published, with any queries relating to accuracy of information. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, or by any means, electronic, mechanical, recording or otherwise without the prior consent of the publisher.

Advertisements from three reputable Morwell businesses founded during the late 40's/early 50's.  
Lyndale remains, the other two long gone.

# Jack Walsh

## FURNITURE MANUFACTURER

ANN STREET. MORWELL. — Phone 230.

HIGH CLASS FURNITURE MADE TO ORDER.  
All Types of Built-in Furniture Designed and Supplied  
Shop Fittings and All Classes of Woodwork.

FIRST CLASS WORKMANSHIP AND MATERIALS.  
**Below Melbourne Prices.**

## Builders, Architects Engineers

For QUOTATIONS for any class of ELECTRICAL INSTALLATION,  
Phone MORWELL 337 (after 5.15 p.m. if possible).  
Write—LATROBE ROAD, MORWELL.

# WATSON . COBB

ELECTRICS

Electrical Engineers and Contractors

(REGISTERED "A" GRADE)

ALL CLASSES OF ELECTRICAL INSTALLATION WORK CARRIED OUT.

Leading Builders' References  
ESTIMATES SUBMITTED

DOMESTIC  
COMMERCIAL  
RURAL  
LIGHT AND HEAVY INDUSTRIAL

ELECTRIC MOTORS  
KRIESLER RADIOS  
ELECTRICAL EQUIPMENT  
FLUORESCENT LIGHTING

## Lyndale Stud Poultry Farm

MARYVALE RD., MORWELL.

Breeders of Australorp, Rhode Island Red and Leghorn/Australorp X.  
NOW BOOKING ORDERS FOR 1956.

DAY-OLD CHICKS AVAILABLE EVERY FRIDAY AND SATURDAY  
TO END OF NOVEMBER.

DAY OLD CHICKS ..... 12/6 Doz. £1 per 100.  
PULLETS (BOOKED OUT FOR SEASON)  
ROOSTERS (6-7 weeks) ..... 2/9 Each. £12 per 100.  
BREEDING ROOSTERS (Blood Tested) AVAILABLE ..... £1/1/.  
Pullets booked out for season.

SETTINGS 7/6.  
ALL STOCK BLOOD TESTED

# E. POWTER

BOX 63, MORWELL.

PHONE 160U.

The number-one choice among small-car adherents was a French machine - the Peugeot 203. A modern post-war design using Peugeot's first monocoque body, the 203 already had a reputation for strength and reliability on rough Australian roads.

When the first of the 192 cars in the 1953 Redex Trial left the start in Sydney a new era in Australian motor sport was born. The Redex Trial was the brainchild of Reg Shephard, a salesman who believed that Reliability Trials as he termed them, were the way to promote his product, Redex upper cylinder lubricant. Shephard had already set up Redex in France, Holland, Denmark, Belgium Germany, the US and Canada, Scotland, Wales and Ireland before coming to Australia



<p><b>"51,000 MILES .. no days lost!"</b></p> <p><i>Mr. P. N. Sharpe, a mailman, of Narromine, N.S.W. writing in February this year said "I have covered 51,000 miles on all types and conditions of bush roads and track, and no days have been lost through any kind of mechanical breakdown."</i></p>	<p><b>"73,000 MILES .. averaged 32 m.p.g.!"</b></p> <p><i>Mr. G. B. Fisher of Hobart reported recently . . . "To date I have done 73,000 miles and the Utility is going beautifully. In the first 55,000 miles I had only one valve grind . . . My petrol consumption has averaged 32 m.p.g."</i></p>
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Typical owner letters tell of the savings you make on repair and maintenance costs with Holden. Other owners report that Holden's good road and easy handling in traffic saves time and reduces petrol damage. Holden also save with high resale value and low cost, easy to get factory control parts. In addition, Holden gives you 5 cty., 21-hp. performance, roomy comfort for three passengers, generous load room for the initial cost.

In the words of Mr. B. L. Harvey of 821 Bay Street, Perth, whom Holden Utility has travelled 48,000 miles. "We have no hesitation in saying that for real motorist satisfaction it is impossible to BUY BETTER VALUE than Holden."

Australia's Own Panel Van

**HOLDEN**  
Australia's Own Utility

- Three van, two Air Craft car radio specially designed for Holden.
- Chromolene base machine frame and available through G.M.A.C. - General Motors' own Australian division.

\*Registered Trade Mark

The Holden FJ series was a range of vehicles produced in Australia by Holden from 1953 to 1957. The FJ was the second model of an "all Australian car" manufactured by Holden and was based upon the established 48-215 series, commonly referred to as the "FX".



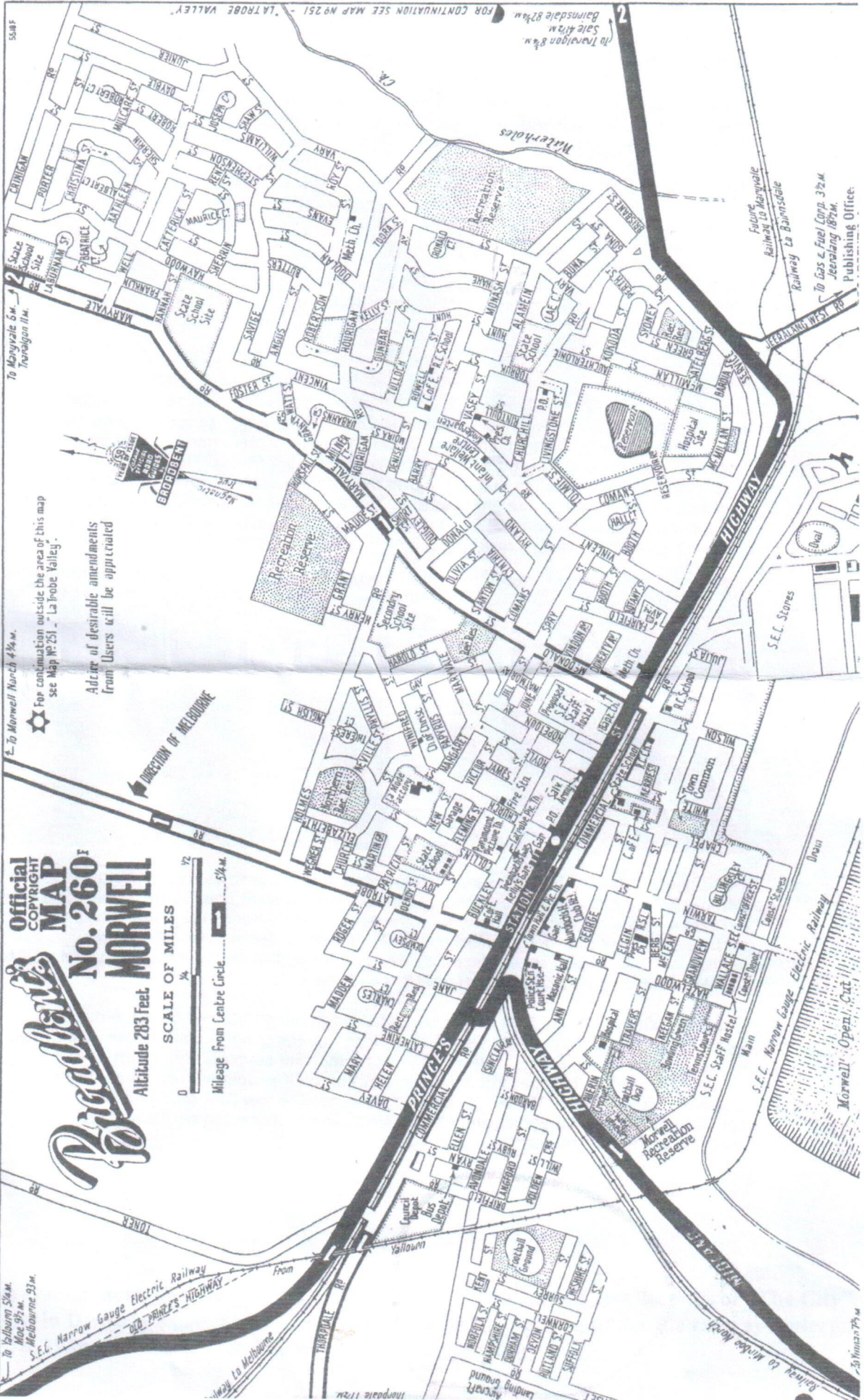
Herbert George Palmer began in the radio business selling radio sets door to door during the depression. In 1932 he opened his first retail store in the Sydney suburb of Bankstown. In 1938 a branch was opened in Wollongong. H. G. Palmer expanded rapidly during the post war boom in electrical appliances. The company was liquidated in 1965, leaving debts of over £50 million, Australia's largest corporate collapse. Were you ever a customer of the Morwell store?

Remember the White City? Cute little streets with English names: Norfolk, Dorset, Suffolk ...

**G. R. BILLINGSLEY** PTY. LTD. Auctioneers, Real Estate Agents and Valuers  
**MORWELL**  
 26 COMMERCIAL ROAD  
 PHONE: 401 - After Hours 205  
 R. E. S. I. M. R. I. V.

**Broadbent's**  
**Official COPYRIGHT MAP No. 260**  
**MORWELL**  
 Altitude 283 feet  
 SCALE OF MILES  
 0 1/2 1 3/4 2  
 Mileage from Centre Circle..... 5/4 M.

★ For continuation outside the area of this map see Map No 251 - "La Trobe Valley".  
 Advice of desirable amendments from Users will be appreciated.



To Melbourne 5 1/4 m.  
 To Maryvale 6 m.  
 To Bairnsdale 8 1/2 m.  
 S.E.C. Narrow Gauge Electric Railway  
 Morwell Recreation Reserve  
 S.E.C. Stores  
 Morwell Open Cut  
 To Melbourne North  
 To Maryvale  
 To Bairnsdale  
 To Cap & Fuel Corp. 3 1/2 m.  
 Publishing Office.

## White City

In 1949, the State Electricity Commission of Victoria announced a major new development at Morwell, which included construction of a briquette factory and a 170 MW power station based on a new open cut brown coal mine.

The objective of the project was to reduce Victoria's reliance on the import of black coal from NSW. Briquette factories were ordered from Germany and components were delivered to site, however the 1951 recession caused the project to be mothballed until 1955 when economic conditions had improved.

The start up of the Morwell Project caused an influx of construction workers and additional SEC workers were recruited to operate the plant and manage the works area. More houses were urgently needed to bridge the period until the Housing Commission could develop new housing estates in the town.

To meet this need, the SEC established a temporary village known as White City on land situated west of the township and accessed by a sealed road from Thorpdale Road leading past the aero club airfield. A sealed road system with concrete channel gutters was constructed in a rectangular layout with three main streets named after English counties – two were called Hampshire Street and Durham Street. The following aerial photograph of Morwell taken in 1982 shows the location of the estate and the street layout can still be seen in the enlargement. There were no footpaths in the estate but a footpath connected to Avondale Road via an underpass below the 90cm railway built to transport coal from Yallourn for the manufacture of briquettes.



The 2 and 3 bedroom houses were prefabricated in Melbourne by the Housing Commission and assembled on site. The blocks of land were quite small and around fifty 8-10 square houses were built and all were painted white hence the name White City. An outbuilding at the rear of the allotment contained a laundry with wood fired copper, pan service WC and a wood shed. Electricity was not connected to the outbuilding so a visit to the WC after dark was a daunting experience for some!

Internally the walls were lined with plywood to dado height stained brown with strap jointed ivory Caneite lining above. There was no hot water but a chip heater was located in the bathroom. Occupants were mainly young married couples, some with small children, and White City became a happy community of people with common interests. It was often called 'Nappy Valley' for obvious reasons. The low rent of 30/- a week in 1958 compared with five times that amount for a Housing Commission house was greatly appreciated by the residents.



3 BR house at 23 Hampshire Street  
Photo taken by Max Williamson in 1959

In time, the availability of Housing Commission houses improved and coupled with a pressing demand for more space as family numbers increased, the White City population slowly declined and by 1963 all the houses had been vacated. Many were bought for holiday houses and can still be seen around Gippsland. The outbuildings were also popular and used as sheds on local properties.

The area later became the home of the SEC drilling group, which was subsequently taken over by a private contractor.

Compiled by Max Williamson  
November 2004

Reference: Heart of the Valley – A History of the Morwell Municipality  
Stephen M Legg 1992

**Editor's personal note: Thanks for the memories Max. I have vivid recollections of "The City". Then living in Driffield Road, I recall many of the residents walking under the railway underpass, striding up Avondale Crescent to Morwell's shopping centre.**

## TEST YOUR MEMORY

### WHO REMEMBERS???

FRANKIE JOHNSON and his fabulous  
DIXIELANDER'S  
Banjo Club Ball  
TOWN HALL, MORWELL,  
THURSDAY, 5th. OCTOBER

From: *Morwell Advertiser* 21 September 1950



Who has any of these money boxes?

### Oil Paintings Exhibition.

AT MORWELL 13th-18th NOVEMBER

A travelling exhibition of oil paintings from the National Gallery of Victoria will be displayed in the Masonic Hall, Morwell, during the week, 13th to 18th November. The exhibition has been organised and taken on a tour of Victorian towns by the Council of Adult Education, which is co-operating with the Morwell Music and Discussion Group in regard to the local exhibition.

In all forty seven pictures will be seen, the majority the work of British artists, although French, Flemish, Venetian, Dutch, German and Italian will also be represented.

The period covered is from the 17th century to the present day.

*Morwell Advertiser*, October 19, 1950.

**Two questions from the previous newsletter – which building once housed the Cox Bros. retail store? While not a clear photograph, the store was on the immediate east side of Evans Authorised Newsagency. What later became the Morwell Authorised Newsagency, the immediate western side Amcal pharmacy was Davies and Moller.**



**MINUTES OF MONTHLY GENERAL MEETING HELD AT 2PM ON WEDNESDAY 15<sup>TH</sup> JUNE, 2016 [a snippet]**

**MEMBERSHIP FEES:**

Membership Fees are now due – please complete the Application for Renewal form recently forwarded with Morwell Post newsletter. Additional copies of the Renewal form are available in the Society's rooms and on the website: <http://www.morwellhistoricalsociety.org.au/documents/memberrenew.pdf?Version=1st-July-2016>  
Single - \$25 pa ; Couple - \$30 pa \*must reside at the same address; Family with dependents - \$30 pa & \$5 pa for each dependent

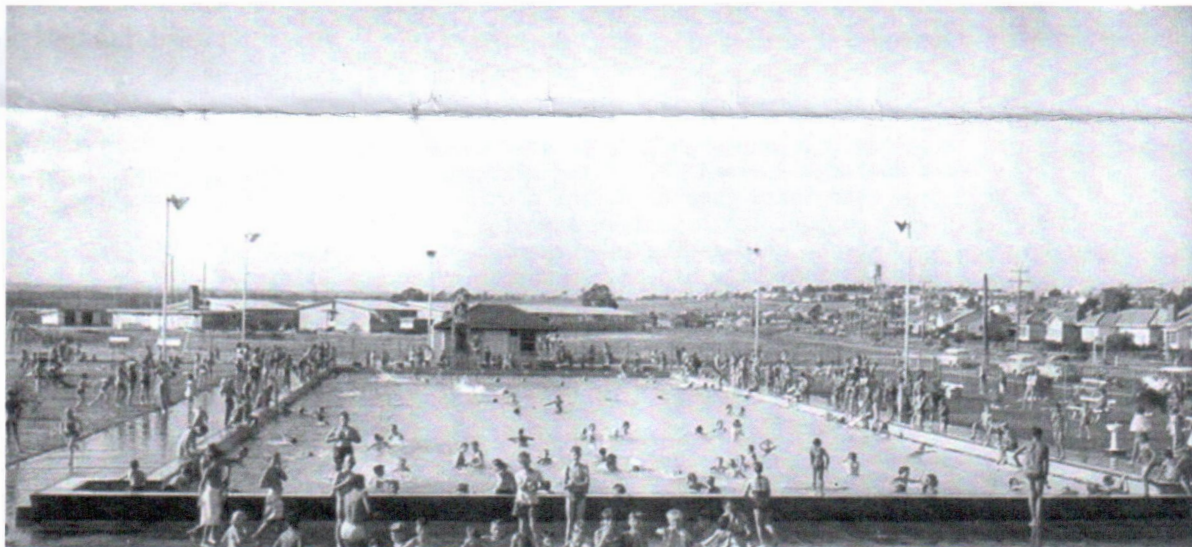
**RE NEWSLETTER: to receive by post, ADDITIONAL \$5 pa fee**

**To receive by email, PLEASE ENSURE YOUR EMAIL ADDRESS IS INCLUDED ON CONTACT INFORMATION ON APPLICATION FOR RENEWAL OF MEMBERSHIP FORM**

Fay Thompson reported on the visit to the Society's rooms this morning of two groups from the Morwell Park Primary School. The groups were visiting – Morwell Library, Morwell RSL, the Historical Society, the Art Gallery, and then having lunch at the Rose Garden. The groups were interested in how people managed before there was electricity.

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**A blast from the past:**



I know this picture is well used – it portrays a part of Morwell when innocence was bliss. Children frolicked in cold water as if there was no tomorrow. The 1960's was a period of healthy employment and stable government. In the background is a school now long gone; being replaced by a monolith which we hope caters for the future. Those Holdens parked along McDonald Street are now collectable, if a decent one can be found for restoration.

This was also the approximate site of the A V Jennings Constructions Pty Ltd camp/depot. While engaged in building houses to the immediate east of this site, the company based their depot here in McDonald Street.

The "A V Jennings" school eventually took over the depot building during a period when room space was at a premium at the Commercial Road School. Read on – see page 11.

*Gissel*

Price...5 cents.

Vol. 7, No. 8.....10/9/68.

The Morwell Historical Society News.

Journal of the Morwell Historical Society. Published on the 10th. day of each month, February to November.

Editor.....I.T.Maddern, Morwell High School, Morwell, Victoria, 3840.

Registered at the General Post Office, Melbourne, for transmission as a periodical.

Membership Fees.

Annual Subscription.....\$ 1-00  
Life Membership.....\$10-00.

Treasurer.....Mrs.E.H.Gerrard, 18 Hoyle Street, Morwell, 3840.

The Latrobe Valley Historical Societies.

Moe Historical Society.

Secretary.....Mr. A. Ringin, 3 Carbine Street, Moe, 3825.  
Monthly Meeting Night...The fourth Thursday of the month, at the Society's Rooms, Kirk Street, Moe.  
Next Meeting..Thursday, 26th. September, 1968.

Morwell Historical Society.

Secretary.....Mr. A. Ludeke, Morwell High School, Morwell, 3840.  
Next Meeting..Instead of holding our usual meeting this month, on the third Tuesday of the month, we are asking our members to support the Traralgon Association's Musical History Night to be held at Phelan's Restaurant, 8.00 p.m. Monday, 23/9/68. This evening has been arranged by Dr. C. Bridges-Webb. There will be a charge of 60 cents to cover the cost of the evening.

Traralgon Historical Society.

Secretary.....Mrs. V. Plant, 114 Grey Street, Traralgon, 3844.  
Programme.....The Society has announced its full programme for the rest of the year, as follows:  
September..23/9/68...Musical History Evening at Phelan's Restaurant, Traralgon, starting at 8.00 p.m. Arranged by Dr. C. Bridges-Webb. Admission...60 cents.  
October....8/10/68...Excursion to Reedy Creek, an early Gippsland property, about 30 miles from Traralgon. Start from Traralgon Post Office, 1.30 p.m.  
November..17/11/68...Excursion to Woodlands, six miles out of Yarram. Start from Traralgon P.O. 1.00 p.m.  
December..Annual Christmas Party. Date to be announced later.

This Month's News.

We have devoted most of this month's issue to letters from correspondents, commenting on, correcting, and adding to material we have already presented. We welcome such letters, commend the writers for their enterprise, and urge others,

More snippets from this September 1968 "Journal" in our next newsletter. Wow, five cents!!! Big bucks.

The A V Jennings Construction Company Pty Ltd and its connection to Morwell.

Notes taken from *Builders to the Nation*, by Don Garden [MUP, 1992]

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During the mid-1940's, A V Jennings successfully negotiated a huge contract with the Victorian Housing Commission to construct houses during the post war housing crisis. One of the areas was "the Latrobe Valley where the SEC was increasing the mining of brown coal and the generation of electricity. The number of homes built (here) by the Housing Commission rose from 610 in 1945 to 2454 in 1950."

Latrobe Valley housing was the largest contract. In 1948 Moe and Morwell required 1500 homes. Fifty were required in Morwell before Christmas. "Despite having to bring in material from eighty different sources and plaster from five states, the last house was handed over after 13 weeks, on the day before the Christmas close down. A pre-cutting yard was established at Moe for the Latrobe Valley work."

To meet heightened demand for homes, plaster and roofing tiles were keenly sought after. "In the late winter of 1948, Jennings purchased a partially completed brickworks at Morwell and established the Gippsland Central Brick Co Pty Ltd to supply bricks to Jennings jobs in the Latrobe Valley. Although the company was in existence until 1966, it seems to have operated only in a small way."

In 1949, another contract was obtained with the Housing Commission to "provide for the construction over a three year period for a minimum of 500 homes per year in the metropolitan area and 250 per year at Morwell. The company was committed to completing 10 homes per week in Heidelberg and five per week in the Latrobe Valley."

Cement and terracotta roofing tiles were bought from Willunga in South Australia. Difficulty in obtaining adequate supplies soon loomed. "Jennings [then] helped to finance the establishment of a tile company at Morwell."

Business boomed in Morwell and in 1951, the company obtained a new contract to "erect another prefabricated homes. Work in the Morwell area was under the direction of Kevin McCusker, with John Palamountain as his Office Manager, Vic Grosvenor as Site Manager and Arthur O'Neill was there as a trainee foreman. Site conditions were so bad that for a time, and old World War I tank, minus its gun, was used to pull trailer loads of materials around the sites."

In the next newsletter, I will unveil the mystery school at the Jennings depot site.

#### ROBBERY IN MORWELL

THE office of the A. V. Jennings Construction Co. in McDonald St., was broken into on Friday night, and cash and stamps to the value of £86 were taken. Entrance was gained by forcing a window. Warragul Branch C.I.B are investigating. *Morwell Advertiser* July 7, 1949.

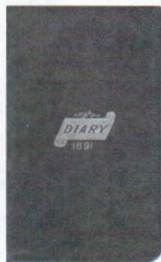
COMPETENT Female Clerk or Typist Required.--Experience in general office routine and shorthand an advantage. Five-day week. Ring Morwell 296 for appointment.

A. V. JENNINGS CONSTRUCTION CO. PTY. LTD. *Morwell Advertiser* September 28, 1950

Please note that the next meeting was held in May.  
at 12 Hazelwood Road (Old Masonic Temple)

ENJOY WINTER'S COOLER WEATHER -

### Information Page:



#### Meeting dates for remainder of 2016:

Third Wednesday of each month at 2.00 pm  
except December and January

Next Monthly General Meeting is being

The Foundation Stone for the Masonic Temple in Hazelwood Road was laid on 28th January, 1927



Please deliver me to:

[Empty rectangular box for delivery address]

If undelivered please return to: 12 Hazelwood Road Morwell 3840



#### From Our Morwell Issues File:

##### Morwell Wins 1950 Premiership.

Decisive Victory Over Warragul.

FROM the position of runners-up in the two preceding years, Morwell went on last Saturday to take the 1950 Premiership by a convincing win over Warragul in the Grand Final played at Trafalgar.

Headlines - *Morwell Advertiser* September 21, 1950

The next edition of the "Post" is due in late September 2016.

