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ROCKDALE MUNICIPAL COUNCIL

PRICE 5 c.

ST. GEORGE HISTORICAL SOCIETY BULLETIN

Registered by Australia Post
N.H.B. 0335

4/2-6 Louisa Road,
BIRCHGROVE. 2041

March, 1987

Dear Friend and Member,

The March Meeting will be held as follows:-

DATE: Friday, 20th March, 1987 at 8.00 p.m.

PLACE: Council Chamber, Town Hall, Princes Highway, Rockdale

BUSINESS: General

SYLLABUS ITEM: Mr. J. Collins will tell of "Survival on the Burma Railway". His own experiences, humorous and interesting. You are sure to enjoy this talk. Mr. Collins is a member of our Society.

Supper Roster: Miss D. Row, Captain, with Mesdames Kell & Welch

LADIES PLEASE BRING A PLATE

Mr. A. Ellis,
President & Research
Officer
Telephone: 587.1159

Mrs. B. Perkins,
Publicity Officer
Telephone: 587.9164

Mrs. K. Hamey,
Secretary & Social
Secretary
Telephone: 818.4954

Mrs. E. Wright,
Treasurer
Telephone: 599.4884

Miss D. Row,
Assistant Treasurer

Mrs. E. Eardley,
Bulletin Editor
Telephone: 59.8078

What was heard to bear was sweet to remember.

Portugese Saying

Sometimes I think my mind is getting broader, but then I realise it is just my conscience stretching.

Anon

Bliss in possessions will not last, Remembered joys are never past.

James Montgomery

NOTE THE DATE. Friends and Visitors are very welcome.

2NBC-FM 90.1 - ST. GEORGE HISTORICAL SOCIETY

1987 - Tuesday evenings - 6.30p.m. - 6.45p.m.

- Tape 191 - 3rd February - Railway Station - C.Wilding
Names
- Tape 192 - 10th February - A Little Piece of -C.Wilding
History - Homes
- Tape 193 - 17th February - Voices of - H.Loring
Australian Women
Part 1
- Tape 194 - 24th February - Voices of - H.Loring
Australian Women
Part 2
- Tape 195 - 3rd March - War dead are - J.Scholer
remembered and
Kogarah's Centenary
& When Beef was 1/-
- Tape 196 - 10th March - Alfred Charles - C. Abigail
Thomas
- Tape 197 - 17th March - Insignia of St.George -L.Abigail
born in antiquity
- Tape 198 - 24th March - To Sydney & a Fortune -J.Scholer
Thomas Holt
- Tape 199 - 31st March - Question Time No.1 - J Scholer
(by request)
- Tape 200 - 7th April - Origin & Growth of - L.Abigail
the Australian
Police Forces
- Tape 201 - 14th April - St.George's Church - C.Abigail
of England H'ville
- Tape 202 - 21st April - Question Time No.2. - J.Preddy
(by request)
- Tape 203 - 28th April - Question Time No.3 - J.Preddy
(by request)

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Portuguese Saying

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ARCH

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James Montgomery

SOCIAL NEWS AND EVENTS

HERITAGE WEEK - 4TH-12TH APRIL

Quarantine Station Inspection

Date: Saturday, 21st March, 1987

Meeting Place: Manly Wharf, Circular Quay (11.15 a.m.)

Manly Ferry leaves at 11.30 a.m.

Take light lunch, short walk to Esplanade

Inspection: 2.15 p.m. to 4.00 p.m.

Cost: \$3.00 excluding fares

A bus will take us to the Quarantine Station and return to Manly.

Birkenhead Point - Maritime Museum - Inspection

Date: Saturday, 2nd May, 1987

Meeting Place: Rockdale Bus Stop, western side of railway station

Time: 11.00 a.m. Bus No. 494 (Departure time 11.15 a.m.)

Cost: \$4.00 (excluding fares and Museum entrance fee)

Do support our Social Secretary, Kath Hamey, and attend these inspections which you will find interesting and enjoyable.

HERITAGE WEEK - 4TH-12TH APRIL

8th April, 1987 - A coach tour of part of the St. George District will take place on Wednesday, 8th April, 1987, leaving the western side of Rockdale Railway Station, where the bus stop is at 10.30 a.m. sharp. Mr. Arthur Ellis, President of the St. George Historical Society will conduct the tour, his knowledge of the District will leave you in wonderment, his commentary likewise. Cost will be \$2.50 per person. If you are interested you will be wise to book early. Phone 587.1159, 818.4954, 59.8078 or to be sure, send a cheque to Mr. A. Ellis, 1 Sunbeam Avenue, Kogarah. 2217 Mrs. K. Hamey, 4/26 Louisa Road, Birchgrove. 2041 Mrs. E. Eardley, 24 Duff Street, Arncliffe. 2205 and made payable to the St. George Historical Society.

10th April, 1987 - General Monthly Meeting of the St. George Historical Society, held in the Council Chamber, Town Hall, Princes Highway, Rockdale. Speaker will be Dr. Peter Orlovich, his subject: "Armchair Tour of Historic Botany Bay". Illustrated with slides. This will be an interesting and enjoyable evening.

NOTE THE DATE. Friends and Visitors are very welcome.

HERITAGE WEEK - 4TH-12TH APRIL

11th & 12th April, 1987 - Historic "Lydham Hall" will be open for inspection on these days from 12.00 noon to 4.30 p.m. Light refreshments will be available, also Society Books.

Do come along and enjoy visiting this lovely "Historic Old Home".

A HAPPY AND ENJOYABLE HERITAGE WEEK TO ALL.

NOTE THE DATE. Friends and Visitors are very welcome.

will be an interesting and enjoyable evening. This Historic Botany Bay". Illustrated with slides. Dr. Peter Orlovich, his subject: "Ammchair Tour of Princes Highway, Rockdale. Speaker will be Society, held in the Council Chamber, Town Hall, 10th April, 1987 - General Monthly Meeting of the St. George Historical and made payable to the St. George Historical Society. Mrs. E. Hardley, 24 Duff Street, Arncliffe, 2205 Mrs. K. Hamley, 4128 Louisa Road, Birchgrove, 2041 Mr. A. Ellis, 1 Sunbeam Avenue, Kogarah, 2217 518.4834, 59.8078 or to be sure, send a cheque to you will be wise to book early. Phone 587.1159. Cost: Will be \$5.50 per person. If you are interested leave you in wonderment, his commentary likewise. conduct the tour, his knowledge of the District will President of the St. George Historical Society will the bus stop is at 10.30 a.m. sharp. Mr. Arthur Ellis, all the western side of Rockdale Railway Station, where 10.30 a.m. sharp. Leaving 10.30 a.m. sharp. A coach will be part of the St. George District will

Do support our Social Secretary, Kath Hamley, and attend these inspections which you will find interesting and enjoyable.

Cost: \$4.00 (excluding fares and Museum entrance fee)

Time: 10.30 a.m. Bus No. 484 (Departure time 11.15 a.m.)

Meeting Place: Rockdale Bus 8786, western side of railway station

Date: Saturday, 2nd May, 1987

Birkenhead Point Maritime Museum - Inspection

A bus will take us to the Quarantine Station and return to Manly.

Cost: \$3.00 excluding fares and Museum entrance fee

Inspection: 3.15 p.m.

5/034/87

A cheerio to our friends who are not so well. Our best wishes to all for a speedy recovery.

SPECIAL NOTICE

The St. George Historical Society is pleased to announce that the following books, Nos.1-7 written and illustrated by the late Gifford H. Eardley for the Society, have been reprinted and are now available. Books Nos.8, 9 and 10 have been compiled by Mrs Bronwyn Perkins.

- No. 1 "The Wollli Creek Valley")
- No. 2 "Kogarah to Sans Souci Tramway")
- No. 3 "Saywells Tramway - Rockdale to Lady) Book Nos.1-8
- Robinsons Beach") \$2.50 each
- No. 4 "Arncliffe to Bexley Tramway") plus postage
- No. 5 "Our Heritage in Stone")
- No. 6 "All Stations to Como")
- No. 7 "Tempe and the Black Creek Valley")
- No. 8 "Early Churches of the St. George)
- District")
- No. 9 "Early Settlers of the St. George) Books Nos.9-10
- District" Volume 1)
- (Price \$4.00 plus postage)) \$4.00 each plus
- No.10 "Early Settlers of the St. George) postage
- District" Volume 2)

ALL BOOKS ARE AVAILABLE AT OUR MEETING, ALSO MEMBERS BADGES

For your copy of the above books, please contact one of the following:

- Miss B. Otton - Telephone 59 4259 (after 8.00 p.m.)
- Mrs E. Eardley - Telephone 59 8078
- Mr. A. Ellis - Telephone 587 1159
- Mrs K. Hamey - Telephone 818 4954

NEW MEMBERS AND VISITORS ARE WELCOME

ANNUAL SUBSCRIPTION AS FROM JULY, 1986 (Have you overlooked yours???)

\$7.00 per Member \$10.00 per family

Will any other ladies who are interested to help on our supper roster please give me their names. We need volunteers. Will you help please?

E. Eardley.

CHRIST CHURCH - BEXLEY ---

CENTENARY 1887 - 1987 ...

Anglican Church Diocese of Sydney ...

The following information is taken from the Centenary Brochure printed for the Centenary Service held Sunday 22nd February, 1987 at 10.30a.m.

This brief history contains such facts as are likely to be of interest to both former and present parishioners.

1839 First permanent crossing over Cooks River for traffic

1860 Bexley township began to develop

1885 Open-air services held in Princes Street near White's brick kiln

1886 Foundation stone set at Christ Church, Bexley by The Right Reverend Alfred Barry, DD, DCL, Primate of Australia.

1887 Dedication service of Christ Church by The Right Reverend Alfred Barry, DD, DCL, Primate of Australia

1887 Rev William Harris Saunders licensed to Christ Church

1888 Rev Charles James Bing licensed to Christ Church

1889 Parish of St. George formed

1905 Rev James Howell-Price licensed to Christ Church

1910 Rev Henry Thomas Holliday licensed to Christ Church

1916 Christ Church parish hall opened

1919 Separate parish of Bexley established

1921 Rev Robert Lyle Houston licensed to Christ Church

1924 Christ Church rectory erected in Dunmore Street; foundation stone set by The Most Reverend John Charles Wright, DD, Archbishop of Sydney

1930 Additions of vestries and chancel completed

1936 Christ Church consecrated by The Most Reverend Howard West Kilvinton Mowll, Archbishop of Sydney

1936 Rev Walter Ernest Maltby licensed to Christ Church

1937 Christ Church Golden Jubilee

1947 Christ Church Diamond Jubilee

1956 Christ Church Choir affiliated with The Royal School of Church Music

- 1964 Rev Bryce Clement Wilson licensed to Christ Church
 1968 Rev Ronald Ross Gibson licensed to Christ Church
 1979 Rev Keith Noel Gridale licensed to Christ Church

1887 - 1987.

Thanks to Mr E Herbert Bates, from whose detailed history of Christ Church, Bexley, these notes have been taken.

The building of the church was made possible through the faith and vision of early pioneers, benefactors and members of this and other parishes in the area.

Early records reveal that a decision to build an Anglican church at Bexley dates from 1885, open-air services were being held under a large tree near White's brick-kiln on a track now known as Princes Street. Late that year two parcels of land were purchased on the corner of Dunmore and Albyn Streets and soon after building began.

When completed the church was generally considered to be a very pleasing and suitable house of worship. Built in the intransitive Gothic style of architecture, with lancet-headed windows and openings, it was originally a single nave church with a long level ridge running continuously between the western and eastern gables. The bell-tower over the entrance porch and the carved Cornish crosses above the west door and on the peak of the eastern gable were part of the early building.

Later the chancel and choir were enlarged and the two vestries added, with a bold arch dividing the chancel and choir from the nave.

First of the beautiful stained glass windows were installed in the newly-completed church - three in the sanctuary and one in the nave. Over many years the remaining windows have been added, some the gift of parishioners and others as memorials.

Of interest in this centenary year is the window near the font. This "The Children's Window", was set in place 50 years ago at the time of the Golden Jubilee.

The window near the pulpit, "Paul the Preacher", was dedicated at the Diamond Jubilee to commemorate the ministry of the rectors who served here between 1887 and 1947.

Many of the first ornaments and utensils used in the church were made by its members, an indication of their creative vision and skill. The holy table was carved by a current parishioner, Mr Keith Ross.

From the start music played an important part in services and in a short time the original small organ was replaced by the large pipe organ from All Saints Cathedral, Bathurst. Recently this organ was found to have deteriorated and was

replaced by a fine electronic Conn organ, the gift of Mrs Daisy Leck and the Chapman family, whose parents had been in the choir and Sunday School for many years.

Today we praise God for the faith and vision of those who founded our church and the many who served here over the past 100 years. Like them we look to the future with faith and hope.

Church Officers :

1885 Rev.H.D.Kelly - Rector of the Mother Church in the Parish of St. George

1887 Rev.William Harris Saunders

The First Parochial Council of Christ Church, Bexley :

Charles Burney Joseph Davis Frederick Gibbons

Henry Kinsela Thomas Leeder

Alexander Milsop Thomas Milsop George Preddey

Henry Tidswell David White

50 YEARS ON - Tarzan still has a grip on Australia ...

Some products appear to have been around forever.

How do they survive in the market place for so long?

What's the secret?

- Paul Bailey reports
Good Weekend
Sydney Morning Herald
15th February 1986

Minties - Billy Tea - Rosella Tomato Sauce - Sunlight -
Pears - Sydney Flour - Norco - Tarzan's Grip - Brasso -

the names have been on the shelves of Australian pantries for generations. But there are no big advertising budgets for these products, no gimmicks. They are sold on their name and their claim as part of Australia's heritage.

Many products, such as Rosella Tomato Sauce with its famous rosella logo - or Sydney Flour with its label depicting 'HMAS Sydney' - simply celebrate what is Australian. Some, like Billy Tea, have taken their names directly from the Australian vocabulary. Others have enriched the nation's language. The slang term 'norks' - for womens' breasts, is said to have been derived from the Norco butter trademark.

These older products make an appeal to consumer nationalism. The challenge for the marketing people is to emphasise their heritage, but avoid being labelled old-fashioned and thereby alienate younger consumers. And if this approach seems slightly out-of-date in an advertising world hooked on the shock of the new, it should be remembered that many of these products have been the backbone of successful companies, the brain-child of inventive Australian minds.

Take Roland George Whitehead of Tarzan's Grip fame. His life seems to have been as durable as his glue. Whitehead, born in Balmain in 1898, was a vaudeville strongman who travelled the variety circuits of England and Canada. When refused a visa to enter America, he sneaked in illegally by swimming under Niagara Falls.

Back in Australia, Whitehead set about developing a saleable glue - and in 1935 - he came up with Tarzan's Grip - the universal fixer. It was named after the movie character who was already becoming a spectacular and readily identifiable figure. The glue received minimum advertising but was promoted by Whitehead with other members of his family until the 1950s - on the country show circuit.

Sales peaked in the 1950s and 1960s with 1.5 million tubes being sold a year. This was long before other companies flooded the market with their range of special purpose glues. To-day, Tarzan's sells between 500,000 and 600,000 tubes annually.

Whitehead's son - Dennis - took over the family company just before his father's death in 1969 - and the company was acquired in 1983 by the chemical company - Metchem Pty. Ltd.

The company's sales director, Mike Gocher, said Metchem believed the name was fabulous and thought something could be done to revamp sales. He said Tarzan's appeal was that it was an all-purpose glue.

"The awareness of the product was very good among the 40-year olds and over, but it wasn't being bought by younger people between 25 and 40, because they thought it was too old fashioned", he said. And what better indication of the age of the consumers of the traditional glue, could there be than Gocher's answer to one of the glue's most common uses: - "Well, quite a few people use it to fix their false teeth."

The packaging of Tarzan's has changed very little in 50 years. It still bears the distinctive trademark of Tarzan gripping the jaw of a lion. Metchem has retained the original Tarzan's formula, known as "old faithful". But it has also brought out two new products - Triple Strength Tarzan's Grip and Tarzan's Jungle Grip - which are aimed at younger people in the hope of introducing them to Tarzan's.

When Billy Tea was introduced, in 1888, its packaging took advantage of the gold rush fever. The kangaroo with its bedroll and billy tin was known as the Swagaroo.

Marketing director of Bushells, Greg Stott, said the company had gone to great lengths to retain the look and image of both Billy and Bushells teas. "Billy is the traditional Australian tea and we would have to be crazy to tamper with that image," he said. "Billy was clearly introduced as a brand name to take advantage in those of boiling tea in a billy in the bush. The label still has the swagman and the kangaroo, the stereotypes of the Australian bush."

The majority of Billy Tea drinkers live in N.S.W. and Queensland, where the product was originally launched by the tea and coffee merchants Inglis & Co. Bushells acquired Inglis in 1955. "It has an extremely loyal following," Stott said. "People who drink Billy Tea just drink it and drink it and drink it. There is very little deviation from the brand. We blend to quality and people won't compromise on something like tea which is still reasonably cheap at a little over one cent a cup."

Stott said that Billy Tea had a distinctive individual taste whereas Bushells Tea, introduced in 1883, had a wider appeal competing on the general tea market. Generic brands have not made much of a dent in the branded tea market. However, tea bags are being used more and more.

Only slight changes have been made to the Bushells packaging, such as the re-designing of the graphics, but these have been more evolutionary than revolutionary. As a company, Bushells has about half the national packet tea market and its major competitors are Fowlers in W.A. and S.A. and Liptons.

"I think what basically happened was that Mr Bushells came up with a product that people liked and that was of a consistently high standard," Stott said, "And that must win in the marketplace."

The last member of the Bushells family left the company in 1978. Lan Choo is another Bushells brand which seems to have been around for quite a long time, but, in fact, it was only introduced around the 1950s.

The distinctive - Norco Butter - trademark of the cow with the word Norco branded across it, was registered in 1915 - but dairy products were made on the N.S.W. Coast from the 1880s. Norco is sold in Queensland and N.S.W, and the company markets flavoured butters in Victoria.

Sydney sales manager for Norco, Warren Mackie, said company research had shown that people identified the brand as a wholesome country product. "When people think of Norco, they think of the North Coast - of the verdant pastures and the rolling fields. It's still a co-operative owned by the producers."

Norco's major competitor - Allowrie - doesn't have much country image. It is not a co-operative, but is owned by Petersville, a subsidiary of Adsteam.

Mackie said generics had affected the brand butter market dramatically. Some are up to 10 cents cheaper than brand butter. But Norco also makes a few of the generics. "We say that we are not generic virgins", he said, "If we didn't make it somebody else would. Taste is very important in butter because a lot of younger people will use margarine for sandwiches, with spreads like Vegemite, but when it comes to muffins or crumpets, or raisin toast, they reach for the butter."

Many old products survive on a reputation built-up within a family, handed down from generation to generation. An example of this is Pears Soap - which has remained unchanged since 1789 - and the laundry soap - Sunlight - with its famous red, white, yellow and blue carton. Sunlight has been made in Australia since about 1900 and is marketed in Victoria under the name - Velvet.

Sydney Flour - is another product which owes much of its 70-year success to family brand loyalty. "You can't eat flour, so it's hard to attribute qualities to it", product manager Ross Finer, said. "It's the baking quality that's important. In many ways flour is the test of the housewife, of her prowess in the kitchen." Although advertising has been fairly low-key, the product has often been promoted using the famous Sydney Flour song.

The commercialisation of the nation's heritage into what has become known as Australiana has, too, been a boon for the older household products. As well, there has been a renewed interest in corporate memorabilia.

"It hasn't hurt us a bit", said Bernadette Doran, brand manager for Rosella Tomato Sauce. "People have put our rosella on T-shirts, on pens and on just about anything."

Rosella Tomato Sauce was first manufactured in Australia in 1899. The rosella was referred to in early posters as the Saucy Bird. It was phased out by the 1930s and 1940s, but was re-instated in the label in the 1970s, in response to the growing interest in corporate history.

Doran said Rosell's major competitor nationally, was Heinz. In N.S.W. it is Fountain and in Victoria, it is White Crow. She emphasises brand loyalty again as a reason for the continued success of the product.

The Australian sweets market may be almost entirely foreign-controlled, but that does not stop companies emphasising the Australian-ness of their products.

Minties - claim to Australia's leading mint. They are made by Rowntrees of the U.K, which also produce Violet Crumbles - Smarties and Milk Shakes. The company claims that Australians chew their way through 500 million Minties a year.

The competition comes from Kool Mints and Country Mints. Kool Mints are made by Allens, which was acquired last year by the U.K. controlled Rothmans Holdings Ltd., makers of Country Mints. Minties were introduced to Australians in the 1920s, with the advertising slogan - "It's moments like these you need Minties".

Ask the Minties marketing department, why the product outsells Kool Mints and all you will get is a litany praising the product's attributes including its claim to be an integral part of Australian eating history.

But, in fact, the product manager of Kool Mints, Mark Swindon, agrees that Minties has the edge on Kool Mints in their heritage stakes. Kool Mints first hit the sweets shelves around 1939 - almost 20 years after Minties.

"They are probably right that they have the heritage, but Allens only acquired Kool Mints in 1965, when it took over Griffiths. Before then, Kool Mints didn't have the muscle of a national company behind them."

Both companies described their products as unique, but the real reason why people buy one brand of mints over another, can probably be put down to something as basic as - habit. On something else - the marketing people also agree - if you are on a good thing, stick to it.
