



The Forgotten Factory

The history of G&E Rodd

Researched, written and curated by Clunie Walker

Chapter 1: Leaving Cornwall

The George and Ernest Rodd story begins in Liskeard, Cornwall. The 1844 Pigot's Directory cites, 'William Rodd, Tailor, Higher Lux Street'. In 1846, William Rodd, a well-established tailor and mercer, marries Elizabeth Masey. The Rodd family will be associated with Higher Lux Street for the next 110 years (and presumably the same house at number 37), with Ada and Emma (spinsters) as the final residents.

The five-room stone house is soon filled with the Rodd children: Horace (1847), William John (1849), James (1854), Ellen (1856), Alfred (1859), Emma (1863), and Ada (1866). Ellen, Emma and Ada all become dressmaker/tailoress/draper's assistants linked to the family trade, while the male members of the family are employed as follows: Horace (Customs Officer), William John Rodd (Cabinetmaker), James (Grocer and Paper Merchant) and Alfred (Grocer).

In 1875, William John Rodd married Miss Martha Ann Georgina Finch, a servant girl from Devon. In the same year, the newlyweds migrate as 'Assisted Passengers' to New Zealand to escape the hardships that had befallen Cornwall.

Cornwall had lapsed into economic crisis with the failure of the tin industry in 1871. Once the world's premier tin exporter, Cornwall could not compete with the newly discovered resources in Australia, Malaya and Bolivia. This affected not only the miners, but other trades associated with mining: toolmakers, carpenters, engineers, pump makers and carters all suffered from the decline. Referred to as the 'Cornish Diaspora', by 1871 to 1881 one third of the Cornish mining population had emigrated, and New Zealand was a popular choice for many.

During the 1870s the New Zealand Government introduces 'The Vogel Scheme' as an immigrant incentive to entice primarily Cornish emigration. The New Zealand government establishes recruitment agencies in Cornwall, with newspaper promotions, posters and flyers creating a huge amount of public interest. The offer of assisted (or in some cases free) passage becomes a deciding factor for emigrants to select New Zealand as their new home.

In 1875, William John and Martha board the vessel *Soukar* (of the Shaw, Savill & Co.), for their destination of Timaru, South Island. The *Soukar*, built in 1864, was purchased by the Shaw Savill Company ten years later, and placed on the New Zealand trade to carry immigrants and general cargo. She was a large iron ship of 1,304 tons but, like many other vessels sent out by the company in the sixties and seventies, was not very comfortable for passengers. On 24 January 1876, after 105 days at sea, William John and Martha arrive in New Zealand, but not without mishap.

FREE AND ASSISTED EMIGRATION TO NEW ZEALAND.

FREE AND ASSISTED PASSAGES ARE granted by the GOVERNMENT of NEW ZEALAND as under:—

to Married Agricultural Labourers, Navvies, Ploughmen, Shepherds, and a few Country Mechanics, on their giving a Promissory Note for £10, payable in the Colony by instalments; or by paying £5 in cash. FREE PASSAGES ARE GIVEN TO SINGLE FEMALE DOMESTIC SERVANTS.

Daughters and sons of twelve years of age and upwards, and going out with their Parents, are taken, the former FREE OF CHARGE, and the latter on payment of £4 in cash, or on giving a Promissory Note for £6.

SINGLE MEN are taken on payment (before Sailing) of the sum of £8; or on payment of £4 in cash, and giving a Promissory Note for £8.

For Terms and Conditions apply personally, or by letter, to the Agent General for New Zealand, 7, Westminster Chambers, London, S.W.

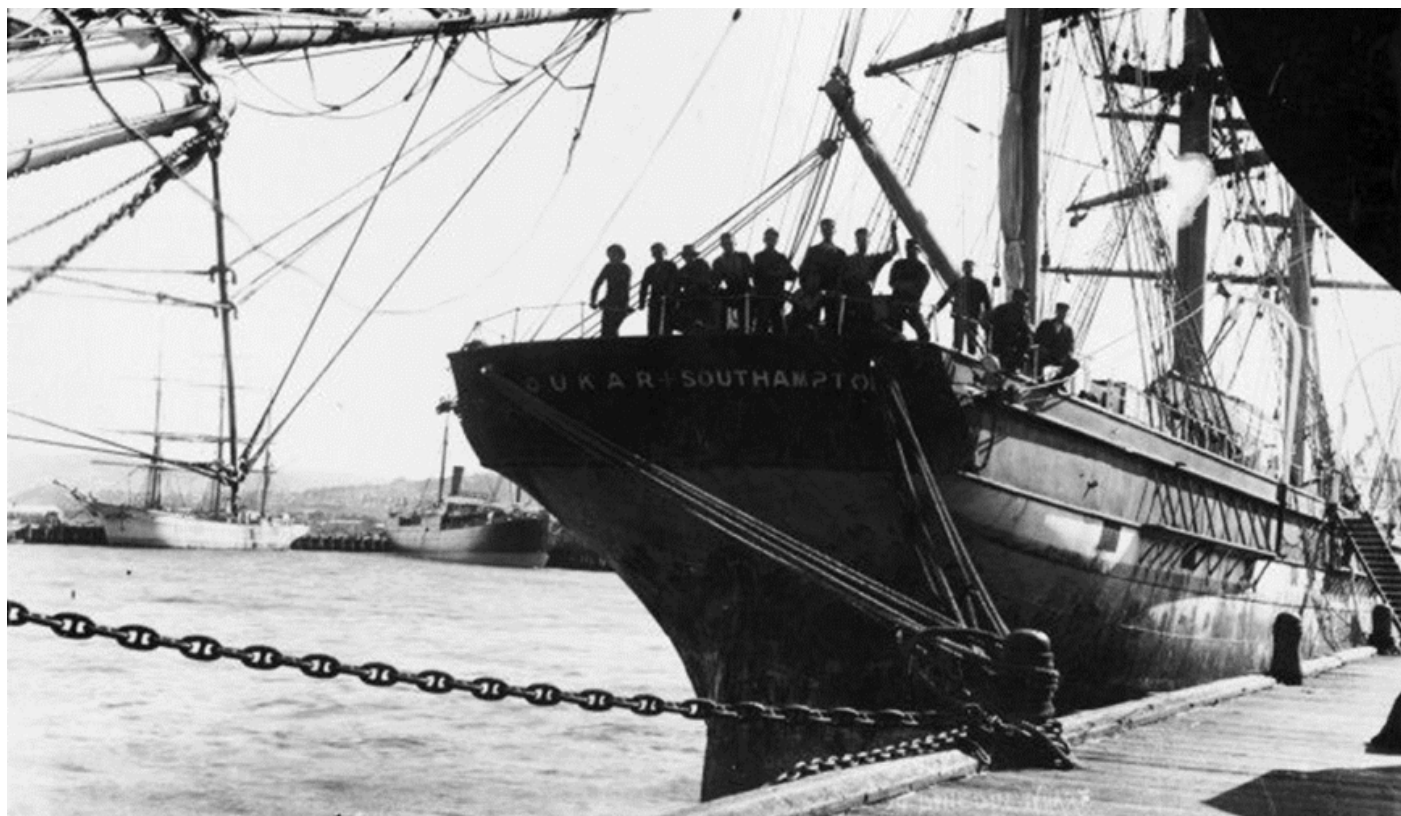
London, October 18th, 1873.

New Zealand emigration advertisement, 1873.

Source: ourfamilystories.gen.nz 'Free and Assisted Passages'.

ASSISTED EMIGRATION to <i>Timaru</i>										NEW ZEALAND, by the Ship <i>Soukar</i> 5 th Oct 1875				
Number of Adults	Names of Emigrants	Age				County	Occupation	Total Cost of Passage Money to the Government	AMOUNT PAYABLE BY INDIVIDUALS			REMARKS		
		Males	Females	Males	Females				In Cash	In Promissory Notes by Emigrants	In Bills from Parents in the Colony			
	Families and Children.	7	7	4	3									
2	Rodd W ^m & Martha	25				Cornwall	32				32	32		
	Hobson J ^{no} & Ann	41		41		Lincoln	32				32	32		
2	Shaw Richard & Rose	22			22	Manchester	32				32	32		

Assisted emigration passenger list for the *Soukar*, 1875. Source: New Zealand Archives – New Zealand Passenger Lists Canterbury provincial assisted immigrants 1839–1973.



Soukar, De Maus Collection, Alexander Turnbull.

‘The *Soukar* experienced fine weather until abreast of the Cape on December 23, when the wind veered to the west, and was blowing a perfect hurricane. On the morning of December 24 the foretopsail was lost when trying to take it in. The main topsail also blew clean out of the bolt rope. Shortly after a heavy sea struck the ship, carrying away the fore topgallant mast, the flying jib boom, and port whisker; also a portion of the topgallant bulwarks, and made a clean sweep of everything movable off the poop. Capt. Adams and the chief officer were knocked down, and narrowly escaped being washed overboard. Two of the channel plates in the fore rigging were carried away from the stern. After two days of this terrible weather the gale moderated, and the vessel experienced fine weather until sighting the Snares (Islands – NZ) on January 16.’ (Source: *White Wings, Vol I. Fifty Years Of Sail in the New Zealand Trade.*)

‘The Immigrants for Timaru from the *Soukar*, at Lyttelton, numbering 84 adults, arrived here yesterday morning early by the steamer *Lady Bird*; and they and their luggage were landed by the Timaru Landing and Shipping Company, and the Government Service in about two hours. The immigrants comprise families equal to 43½ adults, 30 single men, and 11 single women. The single women are mostly domestic servants, and the men follow occupations which fit them for colonists, the greater number of them, being farm laborers. Immediately after landing, the immigrants were conveyed to the barracks. A coach load of the new-comers will leave for Waimate this morning at 10 o’clock, and engagement can be made at the barracks there on and after Saturday next. At the Timaru barracks, the families are open for engagements now, but the single women, cannot be secured for situations until tomorrow.’ (Source: *Timaru Herald*, 28 January 1876.)

The first appearance of Rodd in the New Zealand records appears in 1877, with the birth of their first child, William, followed by Ada Maud (1878), Alfred Horace (1879), George (1882), Ethel (1884), and Ernest (1886). All of the children were born in Timaru.

During the 1880s, William John Rodd is a land owner with a quarter acre block in Timaru. The last record of Rodd in New Zealand was in the Voters List of 1884. ‘The Longest Depression’, 1885 to 1890, inflicted severe conditions across New Zealand, and was possibly a reason for the end of Rodd entries in the New Zealand records. Australia had become more attractive in views of settlement, as it was experiencing an economic boom, the contributing factor in the exodus across the Tasman to Victoria.

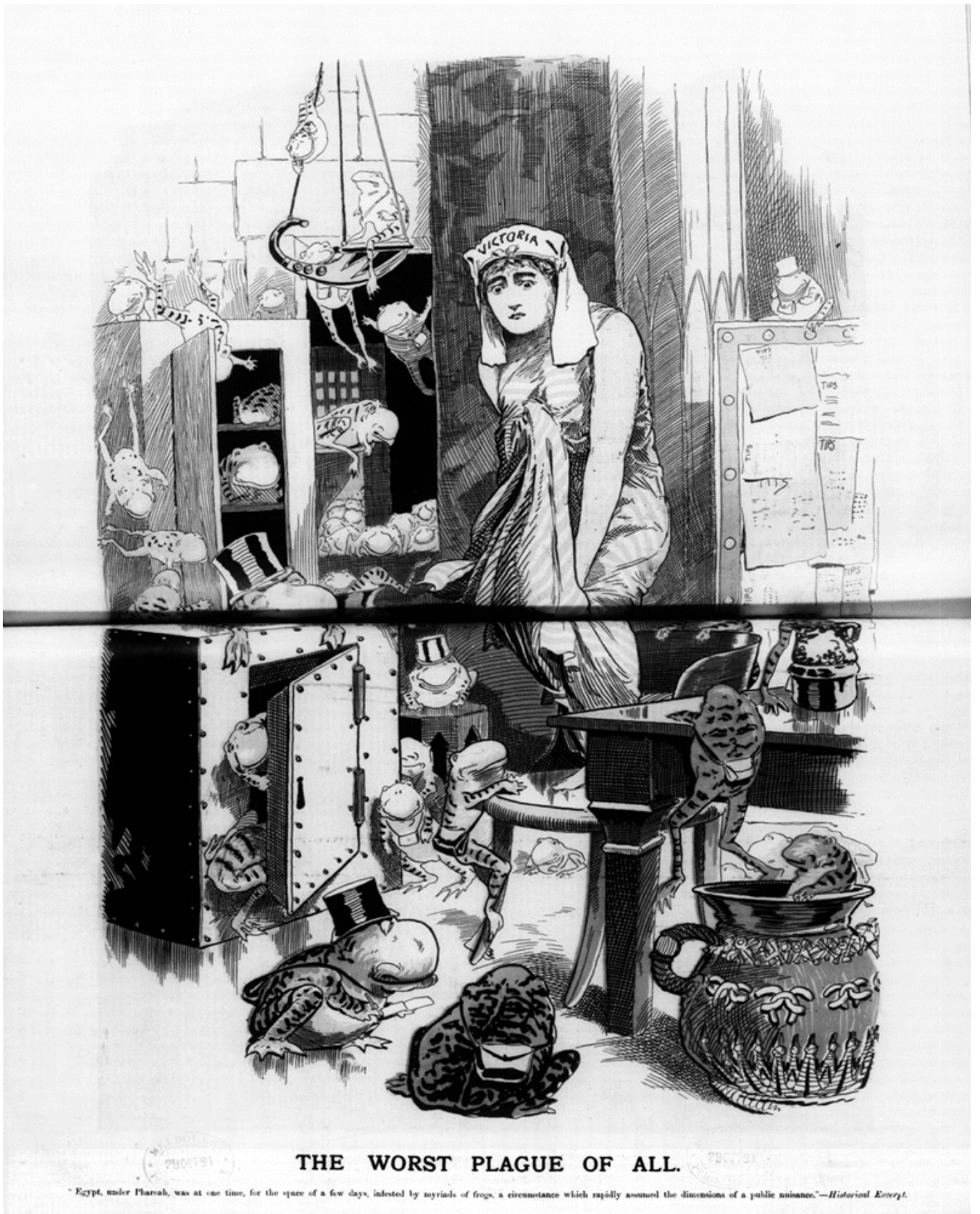
There are no definite records of the Rodds arriving in Australia, but the manifest of the vessel *Manapouri* indicates that in August 1888, a Mrs Rodd with a young family boards in Dunedin to sail to Melbourne.

NAMES AND DESCRIPTIONS OF PASSENGERS.-CONTINUED.

Port of Embarkation.	Names of Passengers.	Aths.		Children betw. 14 & 1.		Profession, Occupation or Calling of Passenger.	State whether English, Scotch, or Irish.	Port at which Passengers have contracted to land.
		Age.		Age.				
		Male.	Female.	Male.	Female.			
Wellington	Brother	36						
	Mr Hamilton	38	11	10	7	Domestic	Scotch	
	Mrs		32			daughter		
	Mrs				8	son		
	Mr Warden	36		4		Labourer	English	
	Mrs		22			wife		
	Mrs Tucker		40			Domestic		
	Mrs J Davis	36				Labourer		
	Mrs	30						
	Mrs Stock		24			Domestic		
Dunedin	Mrs		40				Irish	
	Mad.			8				
	Mad.			6				
	Mad.			4				
	Miss				2			
	Mr Kane	34				Labourer		
	Cherry	36					English	
	Miss McNeill		18			Domestic	Irish	
	Street		19				English	
	Mr J E	30				Labourer		
	Mrs		22			wife		
	Mr Walker	34				Labourer		
	Cumley	36						
	Johnston	34						
	Mrs McBride		31			Domestic	Scotch	
Mad			5		son			
Mrs		44			Domestic			
Mad			11					
Mad			9					
Mad			7					
Mad				5				
Miss				3				
Mrs		50			Domestic	English		
Mrs	18				son			
Mr Shattuck	37				Labourer			

McNeill

Chapter 2: Destination Melbourne



THE WORST PLAGUE OF ALL.

"Egypt, under Pharaoh, was at one time, for the space of a few days, infested by myriads of frogs, a circumstance which rapidly assumed the dimensions of a public nuisance."—*Historical Excerpt.*

'The worst plague of all', *Melbourne Punch*, 29 October 1891.

The late 1880s saw the Melbourne inner suburbs as a prime area for emigrant settlement. South Yarra, the newly created ward of the city of Prahran (1887), was one such area. The affordability of managing the substantial estates remnants of the land boom at the start of the decade saw the larger properties subdivide their blocks, selling off the lower lands for workers cottages, thus incorporating a working 'class' into the area.

Upon the Rodd's arrival in 1888, their first residence is in Chapel Street, St Kilda, but they soon relocate and settle in the South Yarra area. In 1890, the birth of John Rodd (the first Australian-born of the Rodd family) is recorded. Young John lived three days, and with bronchial convulsions being the cause of death, he was interned at the St Kilda Cemetery. Melbourne had a notoriously high infant mortality rate up to this time, and was coping with the arrival of the Russian Flu epidemic. Whilst the influenza outbreak was mild in comparison to the Spanish Flu pandemic in 1912, severe cases caused complications with bronchial and lung inflammation.

Matters soon worsen for the Rodd family as Melbourne's economy crashes. The boom of 1880 had burst its speculative bubble, creating in its wake the 'Great Depression' of the 1890s. The Great Depression savages all areas of Melbourne's development, industry and financial stability. Banks close, public works halt, foreclosures and insolvencies ruin the business sector, as employers and employees alike face the prospect of poverty and homelessness.

The following year, yet another disaster was to besiege Melbourne with the 'Great Flood' of 1891. On 11 July, a torrential storm front, coupled with severe south-westerly gale force winds, floods Melbourne and its surrounding areas. South Yarra is inundated as the floodwaters submerge the low-lying areas, rendering 200 homes uninhabitable and 800 homeless. It is not known if the Rodd family was directly affected by the flood, but at the time they lived in the vicinity of the floodplain. Soon after this period, the Rodd family are recorded shifting from rental to rental, mostly located within the South Yarra ward.

By 1893, William John and Martha with children William 16, Ada 15, Alfred Horace 14, George 11, Ethel 9 and Ernest 6 relocate to the property of 7 Tyrone Street, South Yarra. This property is one of many owned by the Mitchell family, part of the late Sarah Mitchell Trust. In 1894, the Rodd family settle into 16 Arthur Street, another Mitchell property. In 1895, the death of Mr John Mitchell (the husband of Sarah Mitchell) sees all of the properties divided between his children and his second wife. Louisa Cooper.

181 CITY OF PRAHRAN.							
An Assessment to the City Rate, made this TENTH day of DECEMBER in the year of our Lord 1894, after the Rate of							
No. on Rate Book.	Surname of Person Rated.	Christian Name of Person Rated.	Trade or Occupation.	Name, Residence and Occupation of Owner.	Street No.	Situation and Description of Rateable Property.	No. of Rooms.
2801	Williams	William	C.S.	W & O.	20	Arthur Street.	7/3
2802	Moody	Emily	Dom.	Mitchell, Sarah	18	"	5/3
2803	Rodd	William J.	carpenter	"	16	"	5/3
2804	Goodisson	Robert	dealer	"	14	"	4/3
2805	Brown	Ralph	bootmaker	"	12	"	6/3
2806	Bonwier	Agnes	"	"	10	"	6/3
2807	Prinstitly	Thomas J.	clerk	Payne, Catherine	8	"	5/4
2808	Owen	Arthur	draper	"	6	"	5/4
2809	Matthews	Alfred	agent	Watt's Exors.	4	"	4/4
2810	Stephens	Henry	journalist	Spicer, William	2	"	6/3

City of Prahran Rates Book, 1894. Source: Public Records Office, Victoria, Australia. Series title: 2344/P Microfilm Copy Of Rate Books [1856-1901].



The Great Flood of July 1891. Top: Toorak Road, South Yarra, and above: Punt Road, South Yarra. Source: State Library of Victoria, J J Blundell.

In 1897, William John Rodd is admitted to the Prince Alfred Hospital in Melbourne suffering from chronic nephritis. On 26 July, aged 48 and overcome by disease, William John is pronounced dead. William John Rodd was buried alongside his young son in the St Kilda Cemetery. No records of probate can be found, which would indicate that William J Rodd left very little inheritance for his widow, Martha, and his children.



THE Friends of the late Mr. WILLIAM J. RODD are respectfully invited to follow his remains to the place of interment, the St. Kilda Cemetery. The funeral will leave his late residence, No. 16 Arthur-street, South Yarra, **THIS DAY (Wednesday), the 28th inst., at 3 o'clock.**

E. BURTON, Undertaker, Malvern-road, South Yarra, and North Brighton.

William John Rodd, 1849–1897. Photograph courtesy Rodd-Perry; and the funeral notice for William John Rodd. Source: National Library of Australia, *The Age*, Wednesday 28 July 1897.

Chapter 3:

A new dawn

The turn of the century heralds a new dawn for the Rodd family. In 1900, the eldest son, William Rodd, marries Frances Marshall Mitchell (the granddaughter of Mr John Mitchell), the neighbour from the previous Tyrone Street residence in South Yarra. Alfred Horace Rodd marries Miss Lilian Lydia Greenwood in 1905, relocating to Carlton, and by 1907, Ethel Rodd marries Real Estate Agent, Mr Gerald Hamilton, and are living in Prahran.

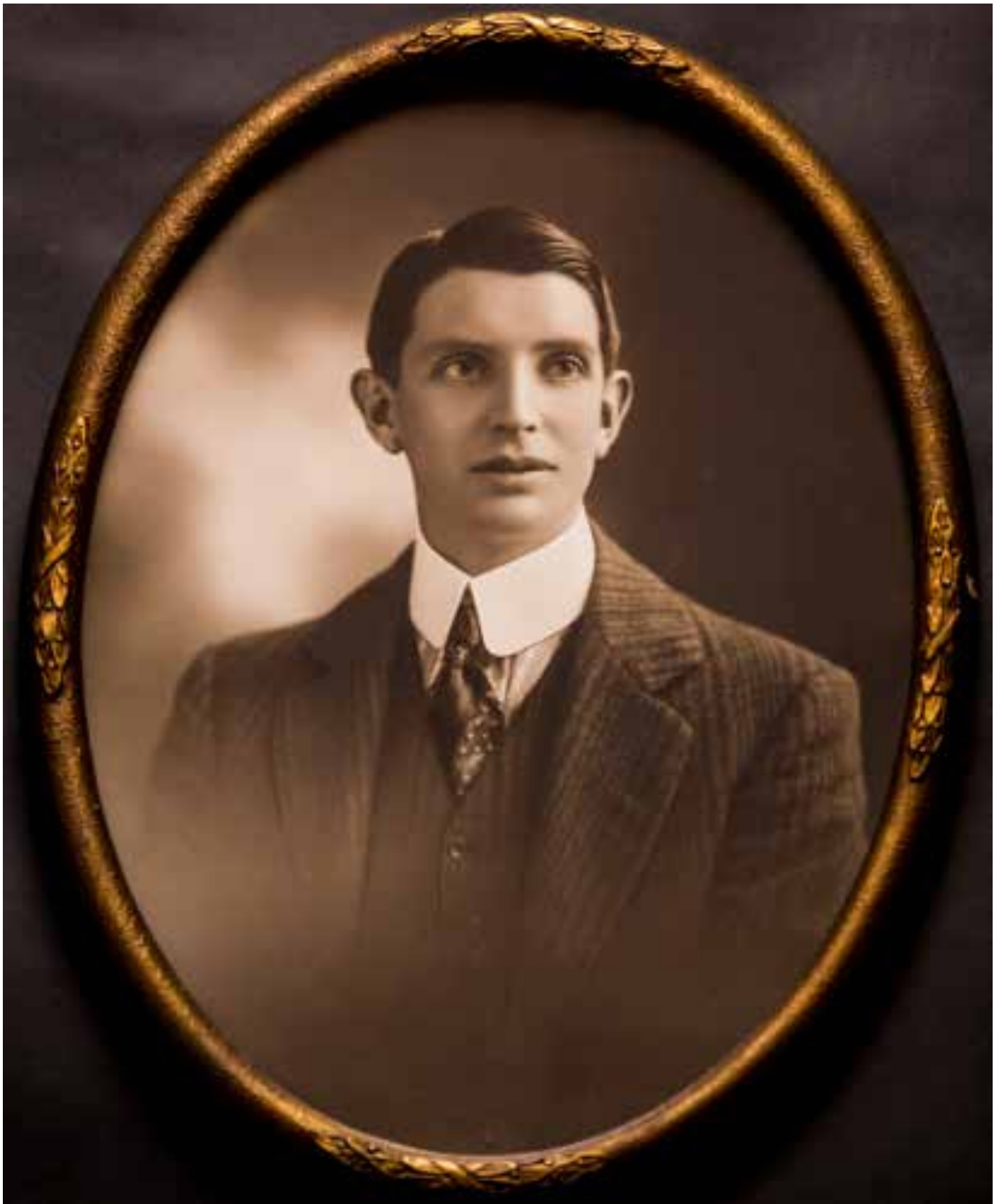


Left: William Rodd and Frances Marshall Mitchell on their wedding day. Photograph courtesy Anthony Stutterd. Right: Lillian Lydia Greenwood. Photograph courtesy Rodd-Perry.

Martha, Ada, George and Ernest are living in South Richmond in 1903, St Kilda in 1908, Toorak in 1909, and finally South Melbourne in 1912. During this period, the electoral roles list Martha – Home Duties, Ada – Factory Hand/Box Maker, George – Jeweller and Ernest as a Grocer. It is interesting to note Ada's occupation working as a Factory Hand/Box Maker, as it can be assumed that the Rodd family either needed income for Ada to have been working, or she was engaging the skills to complement George's trade.

From the age of 11, Ernest set to the necessity of earning money for the family. He forgoes his education in order to sell papers and work as a messenger boy for stores in South Yarra. Eventually he gains employment with grocery stores, which leads to the position of manager in the J D Howie grocery store in South Melbourne.

J D Howie had stores in Collingwood, Brunswick, South Melbourne, Fitzroy, Clifton Hill, Abbotsford, Malvern, North Melbourne, Prahran, North Carlton, South Yarra, Northcote, Camberwell and Moonee Ponds – reputedly 50 stores in all. A successful business man, John Donald Howie was to be a councillor in the Camberwell Council (1922–1932), Major of Camberwell (1927–1928), and a director with G J Coles Ltd (1930).



Ernest Rodd. Photograph courtesy the Rodd Private Collection.

In 1912, the Rodd family address was 291 Clarendon Street, South Melbourne, which was the South Melbourne J D Howie store. This newly erected two-storey building was part of a strip of business premises replacing the old Presbyterian church. In 1914, Ernest, who is developing into an astute business man with an entrepreneurial stance on the future, purchases the store from J D Howie. Realising the importance of modernisation in product and service, he transforms the South Melbourne store from a humble grocers to a store that 'will satisfy', and with a phone delivery service.



E. RODD,
Grocer & Provision Merchant,
291 CLARENDON ST., SOUTH MELB.
'Phone, Central 9974.

Orders called for and delivered.
Try us, and we will satisfy you.

Top: J D Howie Store, Queens Parade, Clifton Hill, 1910. Source: Images of Yesteyear, Clifton Hill. Above: Ernest Rodd's advertisement for his grocery store, 29 Clarendon Street, South Melbourne, 1915. Source: National Library of Australia, Newspapers, The Advocate, Melbourne, 6 February 1915.

In 1917, Alfred Horace and Lilian Rodd relocate to 35 Dorcas Street, South Melbourne, and Alfred's occupation of driver (presumably for the grocery store) has now changed to Grocer.

From 1903, George Rodd had been recorded as a jeweller. By 1915, he had completed seven years of working as a Jeweller in the employ of Mr Thomas William Briden of 37 Greeves Street, St Kilda. Mr Briden was the son-in-law of Louisa Cooper (relic of John Mitchell) through marriage to her daughter Louisa Frances Cooper. It is not recorded when George started his apprenticeship with Mr Briden, but he was, undoubtedly, in the hands of a specialist in the jewellery business.

In 1871, at the age of 18, Mr Briden is listed as a jeweller living/working as a tradesman close to the precinct of the 'Jewellery Quarter' in Birmingham, England. Situated within a 1.07-square-kilometre (264-acre) area, the 'Quarter' was acknowledged as Europe's largest concentration of businesses involved in the jewellery trade. The development of electroplating in 1841 at Birmingham's Elkington Silver Electroplating Works became yet another layer of the already lucrative jewellery trade industrialising the sector. Royal Patronage of Birmingham jewellery propelled the area into being the global hub of all gold, silver and jewel manufacture exporting throughout the British Empire, and by 1880 there were nearly 700 workshops listed in a local directory. Many were family businesses were carried out in their own homes, and successful jewellers would eventually use up the entire house as a workshop. Other family members would earn income by producing leather or paper boxes, which were used extensively by jewellers to protect finishes articles. If demand had outlived the working premises, they would expand by building more outbuildings in the back gardens of the houses.

In 1880, Mr Briden marries Louisa Frances Cooper and joins her father Anthony Cooper (jeweller) and brother Edwin Cooper (gold chain maker) in the 'Quarter' belt of artisans. In the 1881 census, Mr Briden's occupation is now that of a Gold Ring Maker. The depression of the 1880s, and temporary decline in the industry, may have been the reason for the emigration of the Cooper/Briden family to Victoria, Australia, in 1884.

The Bridens take up residence in 26 Palermo Street, South Yarra, where Mr Briden is listed as a working jeweller in 1899. Primarily a gold ring, bracelet, gold chain and bangle maker, his work was marked by a 'spinning top' motif, as well as the MJA (Manufacturing Jewellers' Association) Victorian guarantee stamps. In 1903, Mr Briden purchases 'Barletta' at 37 Greeves Street, St Kilda, where he continues his jewellery business. George Rodd's employment with Mr Briden and Edwin Cooper would have been distinctly 'Birmingham' – and the culture, skill, style and manufacturing would resonate into to the future success of the Rodd empire.

Vol.	Fol.	Transfer	Application 33522
Name of Instrument.	Day and Year of its Production.	Name of the Parties to it.	Number or Symbol Given.
<i>Thomas William Briden of Palermo Street South Yarra Jeweller is now the proprietor of the within described Estate and Land by Transfer from the within named Louisa Hogan registered on the 26th day of August 1903 at 2.26 o'clock in the afternoon, and Numbered 476753</i>		<i>Wm Byrne</i> <i>Assistant Registrar of Titles</i>	
<i>Red Ink No. 2145640.</i> <i>on the 7th day of December 1920.. Probate of h will has been granted to Louisa Frances Briden of Greeves Street St. Kilda Widow and Frederick John Chamberlain of Millgar Street East Geelong Engine Fitter</i>		<i>Thomas William Briden - - - - - died</i>	
<i>Quoted the 6th day of April 1921..</i>		<i>L. J. Allen</i> <i>Assistant Registrar of Titles</i>	

The Property Transfer Title for 37 Greeves Street, Thomas William Briden, 1903.



The Rodd Family (circa 1910). Seated (left to right): Ethel, Martha and Ernest. Standing: George and Ada. Photograph courtesy the Rodd Private Collection.

Chapter 4: World War 1

World War 1 was well underway by the time George Rodd enlisted on 20 September 1915. Enlistment at that time was voluntary, and Ernest, Alfred and William, all with family responsibilities, elected to stay at home.

The Australian and New Zealand Army Corps were in a dire position. The massive loss of troops five months prior at the Gallipoli landing, and the recent carnage from the August Offensive, had exhausted what remained of the Allied forces. The popular thought that the war would be over by Christmas was now a delusion, as the realities of a World War sunk in.

Thousands of Victorians like George were sent to the Broadmeadows camp for a month to be trained in the use of bayonets, rifles, entrenching tools and general warfare. On 22 November 1915, George Rodd (Gunner) of the 6th Field Artillery Brigade of the 16th Battery, embarks to Egypt onboard the HMAT A34 Persic, destination Marseilles.

‘From Marseilles, the men travelled north to “The Nursery” sector near Armentières, to “acclimatise” to conditions on the Western Front. They found desolation, featureless terrain, devoid of cover, bare earth, which became quagmire when rain came. Soldiers sheltered from the elements and enemy shells in miserable dugouts, walked duckboard lined trenches, and hopped from one mud-filled shell hole to another. In some sections of the line, trenches could not be dug. High water tables necessitated breastworks of piled sandbags instead. Rats and lice, and foul smells – of stale food, body odour, urine, excrement and decomposing bodies – were constant companions.’ — Neil Sharky, Fromelles and Pozieres: 100 years on, www.nationalgeographic.com.au

A month later, George is ordered to Pozieres to reinforce the battle-weary troops of the 1st Division. On 29 July, an ill-managed campaign sees a bloodbath of 3,500 Australian troops, with George injured – a gunshot wound to his right hand. His wounds are severe and he is transported to England for hospitalisation. In December 1916, George is returned to duty via Etaples retraining camp for the wounded. Leading up to August, his division was involved in the 2nd Battle of Bullecourt and the Third Battle of Ypres, and unfortunately the horrendous conditions of living in the trenches had George transported back to England suffering from Trench Fever (Pyrexia Unknown Origin – PUO). Trench Fever was first reported in the trenches of the Western Front in December 1914. Trench Fever attacked all armies and, until the final year of the war, baffled doctors and researchers. In 1918, the cause was identified as excretions from lice – the debilitating condition affecting nearly 1 million soldiers.

George is reunited with his brigade at the end of 1917. His unit, the 6th Artillery Brigade of the 2nd Division (Anzac Corps 1), remains in action till the end of the war. George Rodd was engaged in some of the bloodiest battles in WW1, lived in the most squalid conditions, and overcame injury and disease to do his duty for King and Country. At the end of the war, George boarded the troop vessel HMAT A54 Runic, arriving back in Australia on 13 June 1919.



Memorial plaque to the battle honours of the 2nd Australian Division, Mont St Quentin, Peronne, France. c1925. Source: The Australian War Memorial.



Group portrait of soldiers and officers from a battalion of George Rodd's 6th Brigade, newly arrived in Flanders, 1916. Source: The Australian War Memorial.

AMM
AUSTRALIAN IMPERIAL FORCE.
Base Records Office, A.I.M.F.,
Victoria Barracks.
D.H. MELBOURNE. 29th August 1916

Dear Madam,
I regret to advise you that No. 7963 Sgt. G. Rodd,
16th Battery Fld. Artillery, has been reported wounded.
It is not stated as being serious and in the absence of further
reports it is to be assumed that all wounded are progressing
satisfactorily.

In the event of further information coming to hand you
will be promptly notified.

It should be clearly understood that if no further advice
is received this Department has no later information to give.

Mrs. M. Rodd, Yours faithfully,
291 Clarendon St., J. M. LEAH.
SOUTH MELBOURNE Major,
Vic. Officer i/c Base Records.

The WW1 service records of George Rodd, 1915–1919. Source: The Australian War Memorial.



AUSTRALIAN



MILITARY FORCES.

AUSTRALIAN IMPERIAL FORCE.

Attestation Paper of Persons Enlisted for Service Abroad.

No. 7963

Name Road George

Unit 16th Bty. 6th F.A.B. 14th Escon.

Joined on 20/9/1915

Certified True Copy
[Signature]
MAJOR,
D. C. 16th BTY. F. A. 6th F. A. B.

8th Fld. Art. Bde.

Questions to be put to the Person Enlisting before Attestation.

1. What is your Name? ... Road George
2. In the Parish of ... the Town of Timaru in the County of New Zealand
3. Are you a natural born British Subject or a Naturalized British Subject? (N.B.—If the latter, papers to be shown.) ... Yes Natural Born
4. What is your age? ... 32 ⁹/₁₂
5. What is your trade or calling? ... Commercial Traveller
6. Are you, or have you been, an Apprentice? If so, where, to whom, and for what period? ... In Bryden, Jeweller, 1st Field 7 years
7. Are you married? ... no
8. Who is your next of kin? (Address to be stated) ... Mother - Martha Road 291 Starendon St. South Melbourne
9. Have you ever been convicted by the Civil Power? ... no
10. Have you ever been discharged from any part of His Majesty's Forces, with Ignominy, or as Incurable and Worthless, or on account of Conviction of Felony, or of a Sentence of Penal Servitude, or have you been dismissed with Disgrace from the Navy? ... no
11. Do you now belong to, or have you ever served in, His Majesty's Army, the Marines, the Militia, the Militia Reserve, the Territorial Force, Royal Navy, or Colonial Force? If so, state which, and if not now serving, state cause of discharge ... 8 years Field Artillery Own Request
12. Have you stated the whole, if any, of your previous service? ... yes
13. Have you ever been rejected as unfit for His Majesty's Service? If so, on what grounds? ... no
14. (For married men, widowers with children, and widows who are the sole support of widowed mother)—Do you understand that separation pay will be granted in respect of your service beyond an amount which together with pay amount to such a sum as to meet your needs? ... yes
15. Are you prepared to undergo inoculation against small pox and enteric fever? ... yes

I, George Road do solemnly declare that the above answers made by me to the above questions are true, and I am willing and hereby voluntarily agree to serve in the Military Forces of the Commonwealth of Australia within or beyond the limits of the Commonwealth.

And I further agree to allow not less than two-fifths of the pay payable to me from time to time during my service for the support of my wife and children.

Date 20/9/15

[Signature]

Signature of person enlisted.

* This clause should be struck out in the case of unmarried men or widowers without children under 18 years of age.
† Two-fifths must be allotted to the wife, and if there are children three-fifths must be allotted.

The WW1 service records of George Rodd, 1915–1919. Source: The Australian War Memorial.

Entitled to 1914-15 Star. 23

Statement of Service of No. 7963 Name

Rodd, George

Unit in which served.	Promotions, Reductions, Casualties, &c.	Period of service in each rank.		Remarks
		From—	To—	
1st Bty. 6th S.A.S. Cassino	Gunner	27/9/15	19-10-15	
Disembled at Suoy 21-12-15 + proceeded to join M.E.F. Embarked Alexandria to join D.E.F. for 81st Div 17311 Disembled Marseilles 23-2-16 L.F. 5075	Promoted to Corporal Bugler Order 25 taken 20-10-15	20-10-15		
	Sergeant.	18.3.16		Pz 701 15th/16th
	DO No 7 Sub para 701.4 cancelled by order by C.O. 6th F.A.S. Bde			1/ 20/1793 27716
	Promoted Company Sergeant	18.3.16		1/ 20/1809 do
	Promoted sergeant	18.6.16		1/ 1820 do
G. I. W. Hand. R.	Wounded in action France.	29.7.16		1/ 22/1944. 11.7.16
	Embarked for 11th S. Div at Calais, for England.	2.8.16		1/ 22/1951. 15.8.16
1st F.A.S.	1st Bn. 1st Div. England. Sheffield. 1st Bn.	2.8.16		1/ 22/1951. 15.8.16
4th F.A.S.	1st Bn. 1st Div. England.	1.8.16		1/ 22/1951. 15.8.16
6th F.A.S.	1st Bn. 1st Div. France. to date from 8-8-16. (After Order 12011)			1/ 22/1951. 15.8.16
2nd D.A.D.	1st Bn. 1st Div. France. (22nd F.A.S.) to 11-16			1/ 22/1951. 15.8.16
	1st Bn. 1st Div. France. at Kriemhild with 1st Bn. 1st Div. France. from 10/16 1st Bn. 1st Div. France. from 10/16 1st Bn. 1st Div. France. from 10/16	30.10.16	30.10.16	1/ 22/1951. 15.8.16
	1st Bn. 1st Div. France. from 10/16 1st Bn. 1st Div. France. from 10/16	26.10.16	26.10.16	1/ 22/1951. 15.8.16
	1st Bn. 1st Div. France. from 10/16 1st Bn. 1st Div. France. from 10/16			1/ 22/1951. 15.8.16

I have examined the above details, and find them correct in every respect.

13/1/15

 MAJOR.
 D. C. 16th Bty. F.A. 6th F.A.S.

The WW1 service records of George Rodd, 1915-1919. Source: The Australian War Memorial.

(3)

Report		Place	Date	Remarks taken from Army Form B, 211, Army Form A, 36, or other official documents.
Date	From whom received			
13/1/16	Mrs. Cox.	England	13/1/16	DD Form 2. 7/11. ER 223
14/1/16	"	"	"	BR 1448.
1/10/16	R.A.T.D. Palswood.	"	1/10/16	DD 22/195. Pals G.R. 1917.
11.11.16	A.I.F Orders.	England	11/1/16	A.I.F Form 111 AX. 2711. D.O. 6740. 7/23/16.
8.12.16	Remount London.	"	2.12.16	Waxley has often joining A&T data 3/11/16.
8-12-16	A.O.B. Dep: Joined from England.	Staples.	8-12-16.	R. 160.
10-12-16.	do To join 2nd Div Arty.	do	10-12-16.	R. 195. AK. 581/19.
15-12-16	C.O. 6th P.A. Bde. P.A. Bde. Posted to 15 Bty.	France.	12-12-16.	B215 AG/12848 D.O. 48/2730.
1.2.17.	do - Posted to 6th Duc Amien Col.	do.	24.1.17.	B213. B25/5. D.O. 1/500
20.3.17	A.I.F. Orders List 189.	do	19.2.17.	B213 B 25/16 D.O. 18 1295
17.8.17	20th (Army) Bde AFA	do	16.8.17.	B213 B25/30. D.O. 35 2204
16.8.17.	19th F Amb	do	16.8.17.	AK. 1522/167.
16.8.17.	24th G.G. Sigs.	do	16.8.17.	AK. 1522/157.
17.8.17	11th G. Hosp.	Wimereux	17.8.17	AK. 1522/164.
19.8.17	do	do	19.8.17	AK. 1522/170.
19.8.17	Hoop Ship St Patrick	France.	19.8.17	AK. 1522/182. D.O. 36 2621.
19.8.17	London adm. French Yards S&A	England	19.8.17	HR 108 D.O. 26/15 1-9-17
22.10.17	D. G. Staff 10. Div to Warrington	England	22.11.17.	R. 13

The WW1 service records of George Rodd, 1915-1919. Source: The Australian War Memorial.

(5)

Date	Report From whom received	Record of promotions, reductions, transfers, casualties, etc., during active service, as reported on Army Form B213, Army Form A, or in other official documents. The authority to be quoted in each case.	Place of Casualty	Date of Casualty	Remarks Taken from Army Form B213, Army Form A, or other official documents.
5.11.18	114 th How Bty	1st Lt. (Lt.) m/jan from 5 th Div How Bty	Bayton Camp	11.11.16	B213 Do 16/E 13.12.17
4.12.17	D.A.A.G.	PROCEEDED OVERSEAS FRANCE	Southampton	3 DEC 1917	L.R. 4306 22
4.12.17	A.G.S.D.	Marched on ex England	Havre	4.12.17	B213/47/13
10.12.17	A.G.S.D.	Marched out to 6 th A/S.A.B.	-do-	9.12.17	B213/47/13
18.12.17	5 th (Army) Bde Aust. F. Arty	Rejoined Bde ex hosp. Eng.	France	11.12.17	B213 B25/80 4394
24.8.18	do	1st Lt. Posted to 16 th Battery	do	21.8.18	B213 B25/86
31.8.18	do	1st Lt. To U.K. on leave	do	29.8.18	B213 B25/87
21.9.18	do	1st Lt. Rejoined from leave	do	14.9.18	B213 B25/90
22.2.19	do B213	1st Lt. 1st Lt. out to Eng for 1st Lt. (Duple 11)		14.2.19	B213/112 H 2 4 8 4.3.19
	✓	1st Lt. 1st Lt. in 40 2 TB	England	24.2.19	EX 3418
		1st Lt. Returned to Aust per Runic		27.4.19	

The WW1 service records of George Rodd, 1915-1919. Source: The Australian War Memorial.



Footy on the Front. Employed as a means to boost morale, mateship and fitness, units were encouraged to participate in team sports. The 16th Battery Australian Field Artillery football team took part in the football tour in March 1919, France. George Rodd is front row, second from left. Source: The Australian War Memorial.



Group portrait of members of the 16th Battery, 6th Brigade Australian Field Artillery, early 1919. These thirty-eight soldiers were the remnants of the original battery of 200 men who left Australia in 1915 on SS Persic. George Rodd is third from left, front row. Source: The Australian War Memorial.

Chapter 5:
37 Greeves Street,
St Kilda

With George Rodd overseas as part of the Allied Forces in 1915, Ernest Rodd takes on the family responsibilities of his mother and sister, as they all lived together in the Clarendon Street store.

In 1917, Ernest weds Miss Muriel Timper, making his recently acquired property in Plant Street, Malvern, their family home. Alfred, now a grocer by trade, is managing the store at 35 Dorcas Street, South Melbourne. In 1919, he relocates to a grocery store at 62 Moray Street, South Melbourne, and Alfred takes ownership of the Moray Street Grocers in 1924. William Rodd is living in Mills Street, Hampton – trade occupation, mechanic. Ethel Hamilton is residing at her family home 'Derry' in East Malvern.

George returns from the war in 1919, finding the Briden jewellery business closed and his former employer and mentor, Thomas William Briden, terminally ill. It is said [that] Mr Briden said, 'George, you'd better open the place up' – which he did. A short time later, Mr Briden died, and George negotiated to buy the business and the property at 37 Greeves Street, St Kilda.

George received substantial orders for alberts, bangles and other accessories from S Hoffney & Co. Ernest financed him to the extent of £3,000. George was a good-hearted casual bloke, and to protect his investment Ernest decides to sell up his grocery stores and join George as G & E Rodd. Ernest could see the potential of jewellery manufacture as a viable concern.

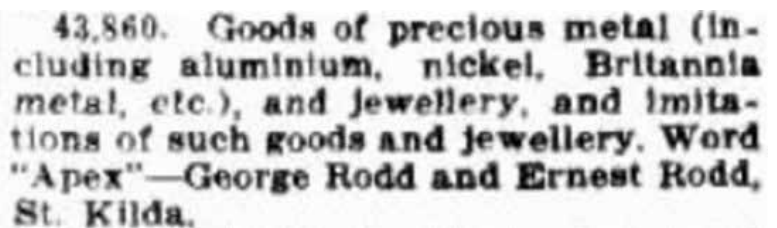
In 1921, George, Martha and Ada all reside at 37 Greeves Street, with a small wooden factory behind the house now becoming their livelihood. In 1922, Ernest, who was the businessman, actively joins the business and takes control of management and merchandising, as George, the artisan, concentrates on the manufacturing.

The demand for employees soon became apparent as the business grew, and a number of the new young staff came from the Sea Scouts, who were based at Albert Park Lake. The first apprentice George acquired was a Sea Scout, and when another young lad was needed (in those days you proposed people for a job), the Sea Scouts would present another lad for the opportunity to join the team.

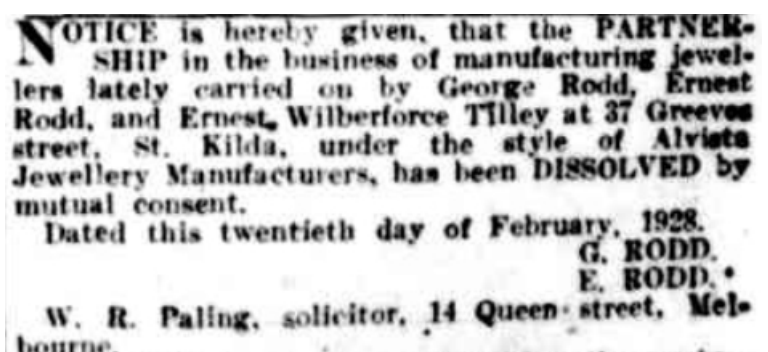
Initially producing popular small accessories of the time – watch alberts, bangles, collar pins, etc. – by the mid-1920s, G&E Rodd has expanded into fine gold and silver pieces. They create catalogues for these items – wedding rings, signet rings, cufflinks, tie pins, brooches, bangles, locketts and crosses become available to the public and retailers. The public could obtain a catalogue for ordering, while retailers such as Dunklings, Prouds, Angus and Coote, and Drummonds, would have their own appropriate stamp.

It was also around this time that the APEX mark appeared. Originally used as a standard, it soon becomes their silver and gold hallmark until, in 1948, it was replaced by the Rodd mark. G&E Rodd's speciality in APEX were the gold rings, a skill passed down by the late Thomas Briden. The selection in the ring catalogue was extensive in design and size, and popular due its affordability.

During the later stage of the decade, George and Ernest Rodd are in partnership with Ernest Wilberforce Tilley (a watchmaker), but by 1928, the partnership is dissolved. This proves to be a wise move, as in 1936, Ernest Wilberforce Tilley is sued for damages as a result of breaching an existing business covenant.



The Apex registration, by George and Ernest Rodd, in 1926.
Source: National Library of Australia.



The dissolution of the G&E Rodd partnership with Ernest Wilberforce Tilley.
Source: National Library of Australia, *The Argus*, Judicial and Law Notices, Melbourne, 23 February 1928.

APEX IBCI 69	1930
G&E Rodd	1950
S. SILVER APEX	1925
ST. SIL APEX	1935
STERLING SILVER APEX	1930-1940
APEX EPNS	1935
GERSEAPEX	1930
STG/SIL Rodd	1940
APEX EPNS	1940
Rodd STG 925	1950
Rodd E.P.N.S. A1	1970
RODD EPNS A1	1980

The suite of G&E Rodd hallmarks. Source: Cavill, K. (1987). The jewellery and silverware of G&E Rodd, *Australiana Magazine* 9(1).

Chapter 6: The Great Depression

Abush worker remembers, 'Depression! There's always been a depression in Australia as far back as I can remember. I was walking the country looking for work from the end of the First World War until the start of the Second, till 1939!' – Source: Wendy Lowenstein, *Weevils in the Flour: an oral record of the 1930s depression in Australia*. 20th Anniversary Edition, Scribe, Melbourne, Australia.

In 1930, the Great Depression is again ravaging Australia. Unemployment is rife and businesses are closing down, bankrupt, insolvent. G&E Rodd are, however, staunch in their commitment to succeed, and continue to be a progressive firm.

In 1930, due to the retirement of Thomas Tilbury and a restructuring of his jewellery manufacturing business Tilbury and Lewis Pty Ltd, G&E Rodd purchases jewellery dies and stock from the company. In 1931, jewellery machinery and dies were purchased from the well-established jewellery manufacturers Willis and Sons. Then, in 1933, G&E Rodd bought the company A H Wittenbach and Co. (medal, badge, die-sinkers and engravers). These acquisitions extended the current range of gold, silver, embossed and engraved to include enamelling and gilt metal, making G&E Rodd a prominent manufacturer in this area. The purchase of A H Wittenbach and Co., would later reveal itself to have been one of great foresight, as by 1940, G&E Rodd would be the manufacturers for Australian military badges during World War 2 (see page #).

It was also during the depression that G&E Rodd included silver and electroplated nickel silver (EPNS) tableware to their repertoire of fine goods. Predominately flatware and accessories, G&E Rodd capitalised on the High Tea elegance of the 1930s, with cake forks, cake spoons, coffee spoons, cake severs, serviette rings and enamelled spoons gracing many a grand table setting. G&E Rodd also introduced children's flatware to their range, and sets of children's spoons, forks, knives, cups and even silver dummy chains were the only gift one could give at Christenings, and were extremely popular. Prior to World War 2, only small silverware had been manufactured because the machinery was not strong enough to make tableware. George and Ernest's sister, Ada Rodd, helped with the packing and carding of jewellery – sewing medals to cards and securing bangles on to cards for display. Ada was integral to the commercial presentation of the G&E Rodd products.

In 1930, George Rodd marries Miss Verna Ross Harris Glew, and they settle in their property on Balaclava Road. Ernest and Muriel have acquired what will become their lasting heritage – their home in Toorak, and by 1935, their son Maxwell is in his final year at Scotch College. Sadly, on 21 March 1935, Martha Ann Georgina Rodd passes away at the age of 81.

In 1936, at only 19 years of age, Maxwell Rodd joins the company, and he became the new face of Rodd. Although he studied accountancy at night, it was his intuitive marketing and business sense that, like his father, projected Rodd into the future. His open-hearted approach to employees and associates revered him into time immemorial.

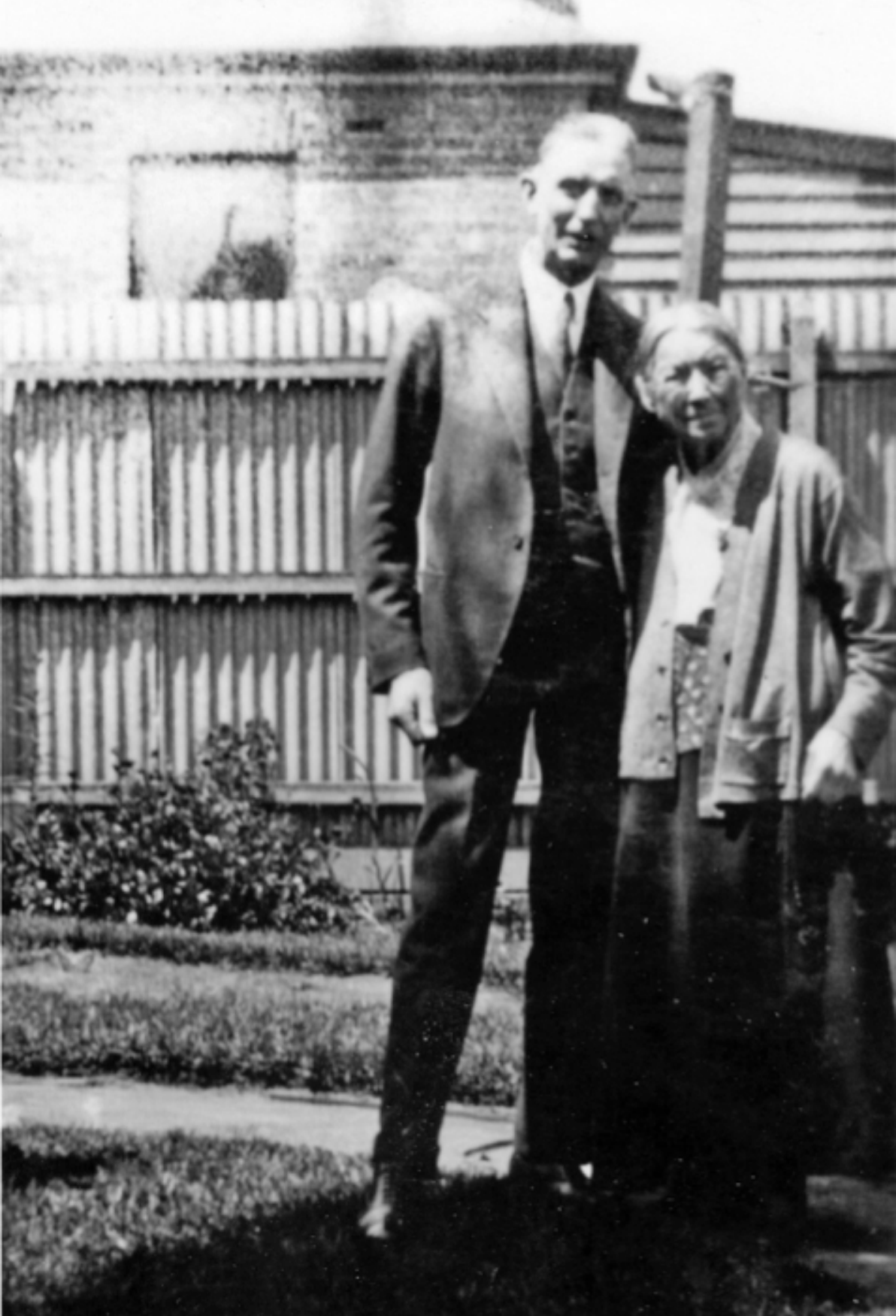
In 1937, George was elected to represent employers on the Victorian Jewellery Board, while Ernest had his sights set on a new venture. Ernest collaborated with other investors looking at the development of the corner of Acland and Robe Streets., St Kilda. A proposal to build an eleven-story building, comprising 228 serviced apartments, was put forward to the St Kilda Council. The council rejected the proposal on the grounds that the area was zoned 'Residential'.

Maxwell spent his 21st birthday in bed with tuberculosis, before travelling to Clare Station, New South Wales, as a bookkeeper, returning to Melbourne only for the hot summer. As his health improved, he was able to do more active work at Clare Station, including mustering on horseback. He gradually returned to full-time work in the city, but always enjoyed returning to Clare Station to help with the shearing. His enforced recuperation in the country fostered a lifelong love of the Australian outback that he passed on his family.

By the late 1930s, regardless of the setbacks throughout the decade, G&E Rodd had become a leading jewellery/silverware manufacturer.



Martha Ann Georgina Rodd. c1890. Photograph courtesy of Rodd Perry.



Ernest and Martha Rodd. Photograph courtesy the Rodd Private Collection.

MANN C.J.

1936

Oct. 28;
Nov. 10.THE KING *v.* CITY OF ST. KILDA, *ex parte* RODD.

Local government—Building by-law—Mandamus to council—Building to comprise 228 residential flats—Use for purposes of business—Plans complying with building by-law—Permit to build refused—Bonâ fide belief by council on reasonable grounds that erection of building would contravene residential areas by-law—Refusal of mandamus—Local Government Act 1928 (No. 3720), sec. 198.

The owners of land were desirous of building thereon an eleven-storey building comprising 228 residential flats. It was the intention of the owners to provide for the tenants of the flats certain common services, including lifts and attendants, a telephone and message room and attendant, a hot water service, and the supervision and cleaning of a common lounge room and conservatory and the common entrances, stairways and corridors. The council of the municipality in which the land was situated had, pursuant to sec. 198 of the *Local Government Act 1928*, made a by-law regulating the construction of buildings, and the owners of the land had complied with the requirements of this by-law. The council, having come to the conclusion that the proposed building was one which would be erected and used for the purpose of a business, contrary to another of its by-laws which related to residential areas, directed its surveyor not to issue a permit to build.

Held, that the council was entitled to take into consideration the question as to whether the residential areas by-law would be infringed; that, having regard to the nature and size of the building and the services to be rendered by the owners, there was evidence before the council that the building was to be erected and used for the purposes of a business; and that, the council having come to its conclusion in good faith and upon reasonable grounds, a writ of *mandamus*, directing the issue of a permit for the erection of the building, should not be granted.

Smith v. Chorley District Council, [1897] 1 Q.B. 532, and *Rex v. Cambridge Corporation; ex parte Cambridge Picture Playhouses*, [1922] 1 K.B. 250, applied.

ORDER NISI FOR MANDAMUS.

This was an order *nisi* calling upon the Mayor, councillors and citizens of the City of St. Kilda, and Richard Terence Kelly, the surveyor for that municipality, to show cause why a writ of *mandamus* should not be granted, directing them to issue a permit for the erection of the building shown in plans and specifications lodged with the surveyor by the applicants, Ernest Rodd, Harris Goodwin Granat and Stanley Isaacs, on the 1st October 1936.

The rejection by St Kilda Council of Ernest Rodd's application for a permit to develop land on the corner of Acland and Robes Streets, St Kilda, on the grounds that the area was zoned 'Residential'. Source: austlii.edu.au
The King v City of St Kilda, *ex parte* Rodd.

Chapter 7: World War 2

‘Our staying power, and particularly the staying power of the mother country, will be best assisted by keeping our production going; by continuing our avocations and our business as fully as we can; by maintaining employment and with it our strength.’ — Sir Robert Gordon Menzies’ Address to the Nation, 9.15pm, 3 September 1939.

With the world now at war, G&E Rodd had no choice but to adapt as all factories not engaged on war work were closed down. G&E Rodd created a Tool Room, and subsequently became very important in the manufacturing of gauges and tools for war production. In addition, bullet parts were made in three, eight hour shifts, day and night. The Tool Room worked two, 12 hour shifts for three and half years – producing bullet cases, detonator caps, bomb racks, component parts for optical instruments, machine tools, gauges, buckles and badges. G&E Rodd was now in full manufacture. The general public had to hand in their binoculars/field glasses to G&E Rodd, who calibrated the optics before sending them off to the troops for the war effort. It was unlikely you would ever see your binoculars again! The company had machinery that was able to do other fine optical adjustments on instruments and, as a result, would become a key player for the war effort.

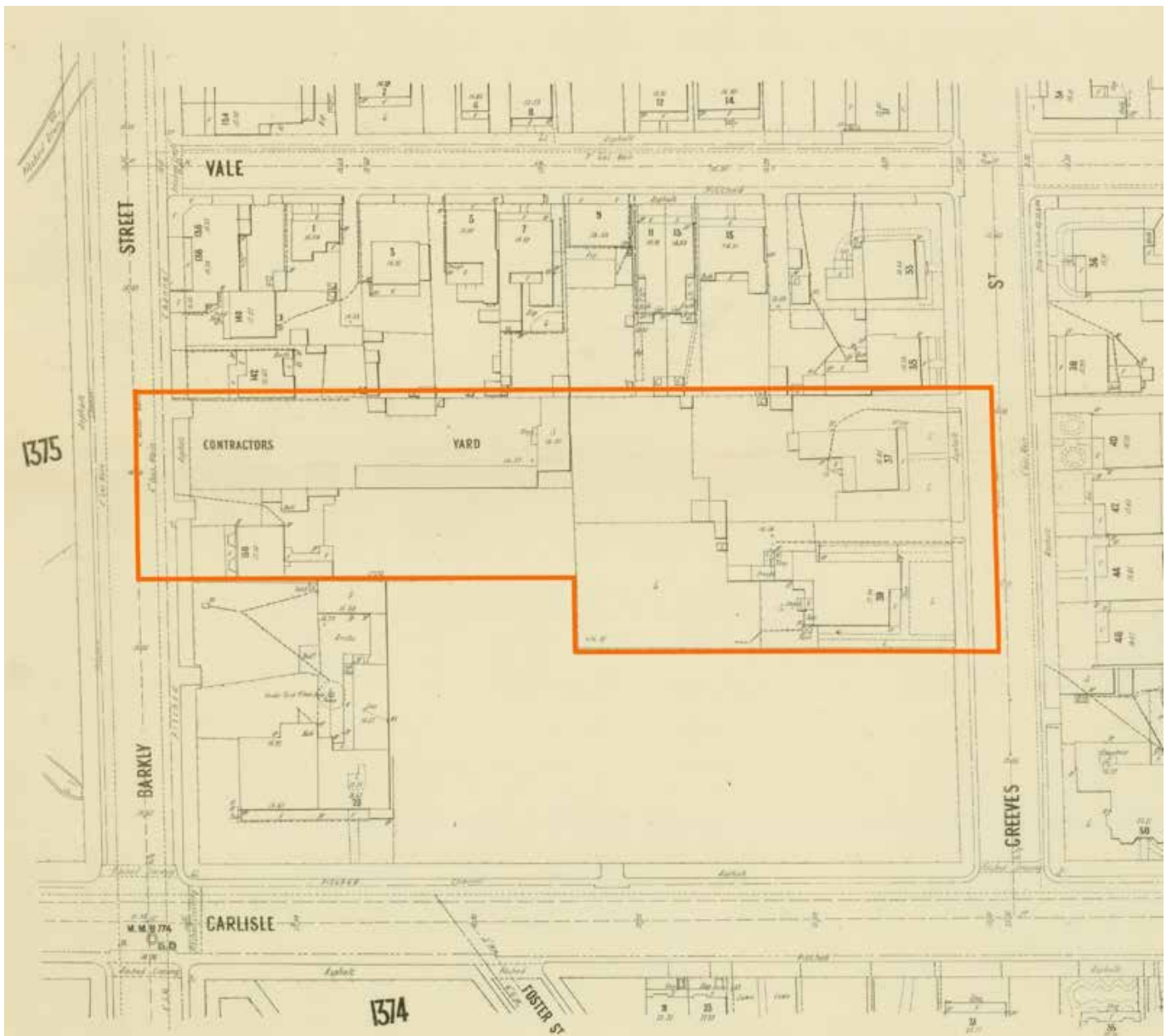
Wartime policy was counterproductive to the jewellery trade, as many of their suppliers were based overseas. G&E Rodd was furnished with ‘Trading with the Enemy’ notifications for their dealings with Alfred Czersovsky Gablonz (Germany), Gustad Schmidt (Germany), and H Sechaud & Co, Paris. During wartime, the company was only permitted to make wedding rings. Military jewellery, however, started to be important, with locket for pictures of boyfriends, bangles with AIF, RAAF or NAVY engravings, creating prominent sales volume. The only cutlery that was allowed to be manufactured was for the hospitals.

The workforce in the 1940s had diminished due to war time enlistment, and many industries suffered due to this shortage. G&E Rodd, however, did not appear to have the same problem as they employed women to fill the void. This was viewed as a ‘make do’ solution, however G&E Rodd continued to employ a high volume of women throughout its many years of operation. Maxwell’s health had also improved, and he became an air raid warden for the war effort.

The 1940s saw the development of G&E Rodd as an expansive industrial complex – a result of expanding war time production. The established 37 Greeves Street address was extended through the acquisition of 39 Greeves Street and 144, 146, 148, 150/152 Barkly Street. The house at 37 Greeves Street was redesigned as an impressive split-level red brick residence/working premises, with a factory building extending the length of the property. 39 Greeves Street was incorporated, keeping the old Victorian house for residence and later, a product development premises. The surrounding area was utilised as a carpark. Along with the Barkly Street properties, G&E Rodd had amassed an industrial block with a main street entrance. 150/152 Barkly Street was rebuilt as an administration and factory premises, while 144, 146 and 148 were utilised as warehousing and fabrication, with both areas separated by a laneway.

With the end of WW2 on 15 August 1945, G&E Rodd put the silverware and jewellery back into full production, and catalogues were again available.

Sadly, on 6 February 1947, Ernest’s wife, Muriel, dies at the age of 50. After the death of his beloved wife, Ernest decided he needed to send Maxwell to England to improve the post-war supply of ‘jewellers’ findings’, such as clasps and catches for necklaces and bracelets. What was already a close friendship between Max and medical student Nan Green, became a marriage, as Max expected to be away for some time. Max, having had tuberculosis, was not sure he would live to retirement age (62), and as such, Nan would never have the chance to go to England unless she went with him now. As newlyweds, they flew to England by flying boat from Rose Bay, Sydney.



The outline of G&E Rodd's 1940s property expansion. Source: State Library of Victoria, Melbourne and Metropolitan Board of Works detail plan, 1372, City of St Kilda, 1897.



G&E Rodd Social Club Outing, with employees Cath Maher (centre) and Frank Deslandes (right), Gembrook, 1941. Photograph courtesy of Elizabeth Scammell.



Returned From Active Service Badge. Issued to members of the Navy, AIF (including the AANS), RAAF, Voluntary Aid Detachments, approved representatives of philanthropic bodies, and Official Press Correspondents and Official Photographers, upon return from service abroad. Source: WW2 Commonwealth of Australia War Service Badges 1939–1945. Courtesy of Digger History.



Mothers and Widows Badge. To be issued to the mother and/or widow of a member of the RAN, AIF (including AANS), or RAAF killed in action, or died of wounds or from other causes whilst on service, or as a result of such service. Additional stars would be added in the case of the death of more than one child. Source: WW2 Commonwealth of Australia War Service Badges 1939–1945. Courtesy of Digger History.



General Service Badge. To those who volunteer for service overseas but who are retained, permanently or temporarily, in Australia for Home Service, is only a selection of the criteria required. Source: WW2 Commonwealth of Australia War Service Badges 1939–1945. Courtesy of Digger History.

The Life of Melbourne

Married At Toorak

The marriage was quietly celebrated yesterday afternoon at Toorak Presbyterian Church, Rev A. C. Watson officiating, of Nancy Holman, only daughter of Dr John Green, of St George's rd, Toorak, and of the late Mrs Green, and Maxwell George, only son of Mr Ernest Rodd, of Hopetoun rd, Toorak, and of the late Mrs Rodd.

The bride, who was unattended, wore a parchment moire gown, pearl embroidered, with a long, tight-fitting bodice, and very full trained skirt. Her tulle veil was held with a pearl coronet, and she carried tuberose.

The bridegroom was accompanied by Mr Trevor Levy. After the ceremony a small family party was held at the home of the bride's father, when her grandmother, Mrs J. S. James, acted as hostess, as the bride's father is in England at present.

Honeymoon

HONEYMOONERS present were the youthful Max Rodd pair—she was Nancy Green until her marriage a fortnight ago—who are so busy getting ready to fly off to England next week that they haven't had much time for an orthodox honeymoon holiday. Nan was looking most attractive in a suit of camellia-red and a chimney-pot hat of vivid grass-green. Saw them chatting to Mrs Murray Cox. Recently engaged Helen Lane was there in a banana-yellow suit and tan hat, and two young things in similar delicate greenish-yellow tones were Anne McLean and Judy Minifie. This banana-lime-Chartreuse colour was popular.

England Ahead

IT'S something of an accomplishment for a bride to buy a wedding frock, a trousseau, and arrange a wedding and a party afterwards all in a few days, but this was what Mrs Max Rodd, until yesterday Nan Green, managed to do. Only last Thursday she and Max decided to marry today, as he will be leaving in about 10 days for England, and they thought it a good idea to make it a honeymoon trip. Nan has given up a medical career in favour of marriage, I heard, as she has just finished fourth-year med at Melbourne University.

She is the only daughter of Dr John Green, who was married in London last week to another Melbourne doctor, Dr Mildred Hutchings.



MR AND MRS MAX RODD leaving Toorak Presbyterian Church. The bride was formerly Miss Nancy Green.

**Photographs
from the Rodd
Private Collection
c1940**



Ernest and Muriel Rodd, c.1940. Photograph courtesy the Rodd Private Collection.





Top and above: the G&E Rodd factory, 150 Barkly Street, St Kilda, c.1940. Photographs courtesy the Rodd Private Collection.



The G&E Rodd Head Office at 37 Greeves Street, St Kilda, c.1940. Photograph courtesy the Rodd Private Collection.



The jewellery department, behind 37 Greeves Street, St Kilda, c.1940. Photograph courtesy the Rodd Private Collection.



Maxwell Rodd, c.1940. Photography courtesy the Rodd Private Collection.



Chapter 8: A modern and progressive firm

Post-WW2 saw the world having to come to terms with the devastation of six years of conflict. Australia suffered from a severe labour shortage, with the deaths of 27,000 and 23,000 wounded significantly impacting the working population. In Europe, the desperate plight of millions of displaced refugees became an international dilemma.

Emigration was deemed to be an ideal solution for both issues. From 1947 through the next 30 years, Australia was to become home to millions of refugees and emigrants from all walks of life and nationalities. G&E Rodd employed 'new migrants' as a matter of course. The only reference needed was either an avouchment from an employee, or simply the willingness to work.

G&E Rodd gave advancement opportunities to all its employees, shifting the status from a mere job to a worthwhile career move. It was this standard practice, started in the 1940s, that set Rodd apart from other factories.

As former G&E Rodd employee, Geoffrey Oliver, remembers, 'Careers were substantially forged from the bottom up at Rodd. This was true in my case when I started in 1962. I commenced in dispatch, handling and shipping stock to customers. Then a stint driving stock to customers before starting in the factory. Management believed in diversified knowledge, so my factory time included a formal apprenticeship as a fitter and turner, then a period in supervision of different production departments. The next phase of learning was as a sales representative before entering the ranks of management. Some stayed on the technical side without embarking in the sales phase to become production/technical directors, while others stayed in finance. I continued on to being the General Manager.'

G&E Rodd paved the way for working Australians to succeed and put into place progressive standards not always accepted by other industries at the time. The 4½ day week, equal pay for women from 1956, and multicultural opportunities all confirm that G&E Rodd were the forefathers of employment conditions we take for granted today.

Work in the factory started at 7.45am and finished at 5.03pm. The week finished on Friday at 12.30pm, thus accomplishing the 48-hour week. Waiting outside the factory on Barkly Street, would be a line-up of taxis eager to take the 'G&E Rodd girls' shopping on Friday afternoon. The Friday afternoon off made G&E Rodd a very attractive employer.

The men responsible for filing the edges smooth on gold objects always wore thick sweaters and filed towards themselves, so as to catch the gold dust on their sweater fibres. Wives/girlfriends then collected the dust on washing day! Max remembered that about £30,000 of gold dust was collected in the drain from mopping the floors of the building annually!

Tragically, on 16 February 1948, Ernest Rodd suffers a fatal heart attack from a pre-existing condition. Ernest's death brings an end to the G&E Rodd partnership.

Work 40 Hours in 4½ Day Week

To attract labor, particularly female workers, a number of city and suburban factories have found it necessary to operate on a four and a half-day week.

The 40-hour week is still worked, but the employes work about an hour longer each day. In most cases those on the four days and a half week finish about 12.30 p.m. on Fridays.

A survey of a group of factories shows that the four days and a half week is in operation at a number of clothing factories, a large rope manufacturing firm, and a manufacturing jeweller's.

Clothing factories working the four days and a half week include the Union Shirt Manufacturing Co., Rene Rose Pty. Ltd. and Dresswell Frocks Pty. Ltd., in the city, and a large suburban factory operated by E. and H. Adler at Footscray.

One city factory is even down to a four-day week.

Despite the shorter working week clothing firms are still finding labor scarce, and one firm, the Union Shirt Co., has 40 machines idle.

At the rope manufacturing firm of George Kinnear and Sons Pty. Ltd., of Footscray, the four days and a half week was introduced at the suggestion of employes, and has proved satisfactory.

This firm employs about 500, half being women, and provides modern canteen services, first aid and shower rooms.

Another rope manufacturing

firm, James Miller and Co. Ltd., of Brunswick, which employs about 600, has an early finish on Fridays.

Several other types of industry have also adopted this policy.

Three hundred employes at a factory operated at St. Kilda by Rodd (Australia), manufacturing jewellers, work a four days and a half week.

Unions and employers are both divided on the working of the 40-hour week in four days and a half.

The Amalgamated Engineering Union and the Iron Workers' Association refuse to allow their members to work under the scheme, but the Clothing Trades Union raises no objection.

Some employers claim that to increase production workers must work a five-day week at least, but Mr. E. H. Kinnear, of Kinnear and Sons, believes there is less absenteeism amongst female workers since the introduction of the four days and a half week by his firm.

The secretary of the Trades Hall Council (Mr. J. V. Stout) points out that the trade union movement is generally opposed to any extension of the eight-hour day.

'Three hundred employes [sic] at a factory operated at St. Kilda by Rodd (Australia), manufacturing jewellers, work a four days and a half week'. Source: National Library of Australia, *The Age*, Melbourne, 12 October 1948.

**G I R L.
G I R L.
G I R L.**

**J U N I O R.
J U N I O R.
J U N I O R.**

**For General Office of
Modern and Progressive Firm.
Excellent Conditions and Opportunities.
For Advancement.**

Five-day Week.

G. & E. RODD.

G. & E. RODD.

G. & E. RODD.

**144-150 Barkly Street, ST. KILDA,
Opposite Victory Theatre.
LA1361.**

'Excellent conditions and opportunities for advancement'. Source: National Library of Australia, *The Argus*, Melbourne, July 29 1947.

THE ARGUS, Saturday, May 5, 1956.

● SITUATIONS VACANT

**A GIRL, 18 years, to learn pol-
ishing. Excellent wage, rate
same as male; 4½-day week. Apply
Monday, RODD (AUST.) LTD., 180
Barkly st., St. Kilda. LA7821.**

'Excellent wage, rate same as male'. Source: National Library of Australia, *The Argus*, Melbourne, 5 May 1956.

Chapter 9: The birth of Rodd (Australia)

After the death of Ernest Rodd, there had to be a change of business structure. Probate duties from Muriel's death had already depleted funds, and now the impositions of more taxation forced the Rodd business to consider becoming a public company. In September of 1948, G&E Rodd is made into a public company – Rodd (Australia) Ltd – with George Rodd (Founder), Max Rodd (Director), W F White (Finance), H W Buckley (Auditors), and A J Kennedy (Lawyers).

In May of 1949, Rodd (Australia) merge with Platers Pty Ltd of Hecworth fame – a strategic move gaining the sole rights of the name Hecworth and its silverware designs. Hans Henri Hecht and his accountant Mr Ellsworth (Hecworth) had been manufacturing silverplate since the 1920s as one of many successful ventures of H.Hecht and Co Pty Ltd. At the time of the merger, Mr Ellsworth had passed away, and Mr Hecht thought that his widow would be best served by having shares in a public company rather than a Pty Ltd. He was very happy to put his business into good hands. By 1940, Hecworth's décor style of the 30s gave way to the popular ornate Georgian-influenced Sheffield Reproduction designs, and Rodd (Australia) now had a comprehensive range of tea sets, salvers and tableware to accompany their flatware. In 1950, Rodd apprentice Billie Low was sent to the Hecworth factory in Burnley Street, Richmond.

As Billie remembers, 'I had to learn all the Hecworth techniques so to be able to introduce the methods to Rodd (Australia) as part of the merger. Sheffield Reproduction was very time-consuming due to the ornate design. All pieces were handmade and individually stamped by the craftsman's number when completed. The dynamics of the Hecworth factory was very different to Rodd (Australia). Max Rodd would freely chat and joke with you, while at Hecworth, the owner Mr Hecht was very reserved. Every Friday he would walk through the factory, always immaculately dressed and even wore spats for the occasion. If he passed you, he would tip his Homberg hat in recognition. He never spoke to you, and would continue on his weekly route.'

In June 1949, Rodd (Australia) reacquaint themselves with Ernest Wilberforce Tilley (watchcase maker) by purchasing G Tilley Pty Ltd. Rodd (Australia) registers the new business as 'Tempur Watchcase Co Pty Ltd St Kilda', securing a lease at the Tilley factory at 655 Victoria Street, Abbotsford, for manufacturing. Rodd jewellery is now being advertised by Melbourne's premier jewellers – Gaunts and Prouds – in the major newspapers. The commercialisation of Rodd from this point will see the company take charge of the media with their own individual concepts – a successful formula to which they will adhere to for the following decades of manufacture. Rodd (Australia) also sells over 30,000 Mother Brooches in one year. The Mother Brooch was given to mothers for Mother's Day, and the sales figures astonished the company's management.

RODD TO MAKE PUBLIC ISSUE

Rodd (Australia) Ltd has been registered with £400,000 capital to take over the business formerly conducted as a partnership in the name of G. and E. Rodd, manufacturer of jewellery, electroplate ware, and cutlery at St Kilda.

Issued capital will comprise 220,000 ordinary and 50,000 5% preference shares. Ian Potter & Co is understood to be underwriting and taking firm 55,000 ordinary and 50,000 preference shares. Prospectus is expected in a few days.

Begun in 1922 by Messrs G. and E. Rodd, the business expanded steadily, and during the war the high precision nature of the plant made it very suitable for manufacture of munitions. Trade extends throughout the Commonwealth and is reported to be the largest of its type in Australia.

Directors are Messrs G. and M. G. Rodd, W. F. White, H. W. Buckley, and A. J. Kennedy.

**Rodd (Aust.) Ltd.
Merger and
New Issue**

A merger has been completed between Rodd (Aust.) Ltd. and Platers Pty. Ltd., Melbourne, makers of silverware. Mr. H. H. Hecht, chairman of directors of Platers Pty. Ltd., will join the board of Rodd (Aust.) Ltd.

Approval has been received from Capital Issues Board for the issue of 45,000 £1 fully-paid ordinary shares in Rodd (Aust.) Ltd., in exchange for the whole of the issued capital of Platers Pty. Ltd.

The directors of Rodd (Aust.) Ltd. also announce that consent has been obtained for the issue of 25,000 5 per cent. cumulative preference shares at par. It is intended at an early date to offer these shares without establishing any fixed quota to ordinary and preference shareholders.

**Expansion By
Rodd (Aust)**

Rodd (Aust) Ltd announces that negotiations have been completed for the purchase by cash of the fixed assets, stock, and work in progress of G. Tilley Pty Ltd, manufacturers of watch cases, Carlton.

A lease of the factory in which the vendors operated has been obtained, and the Tempur Watchcase Co Pty Ltd, of St Kilda, has been formed to operate the business.

Rodd (Aust) recently announced a merger with Platers Pty Ltd.

Ordinary and preference registers of Rodd (Aust) will close on June 14 to determine the shareholders entitled to participate in the proposed issue of 25,000 5% cumulative preference shares of £1 each at par.

Above: Rodd to make public issue. Source: National Library of Australia, *The Argus* Melbourne, 30 June 1948; and right: Rodd (Aust.) Ltd., Merger and new issue. Source: National Library of Australia, *The Age*, Melbourne, 17 May 1949.

Above: Rodd (Aust.) Ltd. Purchases watch cases firm. Source: National Library of Australia, *The Age*, Melbourne, 3 June 1949.

This Prospectus is dated the Second day of August, 1948.

A copy has been filed with the Registrar-General of the State of Victoria.

RODD (AUSTRALIA) LIMITED

(Incorporated under the Companies Act 1938 of the State of Victoria on the 29th day of June, 1948.)

PROSPECTUS

of an Issue at Par of
50,000 5% Cumulative Preference Shares of £1 Each
and
55,000 Ordinary Shares of £1 Each

AUTHORISED CAPITAL:

<u>400,000</u>	Shares of £1 each	— — — — —	<u>£400,000</u>
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ISSUED CAPITAL:

165,000	Ordinary Shares of £1 each, Fully Paid	— — — — —	£ 165,000
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SHARES OFFERED HEREIN:

50,000	5% Cumulative Preference Shares of £1 each	— — — — —	50,000
55,000	Ordinary Shares of £1 each	— — — — —	55,000

SHARES HELD IN RESERVE:

<u>130,000</u>	Shares of £1 each	— — — — —	<u>130,000</u>
<u>400,000</u>			<u>£400,000</u>

DIRECTORS:

GEORGE RODD, "Woodside," Lower Plenty, Manufacturing Jeweller.
MAXWELL GEORGE RODD, 22 Hopetoun Road, Toorak, Manufacturing Jeweller.
WILLIAM FOSTER WHITE, 32 Cluden Street, North Brighton, Manufacturing Jeweller.
HARRY WILFRED BUCKLEY, 360 Collins Street, Melbourne, Chartered Accountant (Aust.).
ATHOL JAMES KENNEDY, 401 Collins Street, Melbourne, Solicitor.

SOLICITORS:

RUSSELL, KENNEDY & COOK, 401 Collins Street, Melbourne.

BANKERS:

COMMONWEALTH BANK OF AUSTRALIA.

AUDITOR:

ROY AUGUSTUS SEYMOUR, of the Firm of Davey Garcia & J. G. Davis, Chartered Accountants (Aust.),
195 Queen Street, Melbourne.

SECRETARY AND REGISTERED OFFICE:

ALFRED GEORGE HARTLEY, 150 Barkly Street, St. Kilda.

CONSULTING SOLICITORS TO THE UNDERWRITERS:

MALLESON STEWART & CO., 46 Queen Street, Melbourne.

INVESTIGATING ACCOUNTANTS TO THE UNDERWRITERS:

HANCOCK & WOODWARD, Chartered Accountants (Australia), 352 Collins Street, Melbourne.

UNDERWRITERS:

IAN POTTER & CO., 360 Collins Street, Melbourne
(Members of The Stock Exchange of Melbourne),
by whom the whole of the issue has been taken firm.



Hecworth Silverware Catalogue, 1940. Courtesy of The Bruce Mc Cullough Collection.



Billie Low with a Hecworth teapot. Billie started his apprenticeship with Rodd (Australia) in 1949. 'Back in those days you had to wear wooden clogs and had old potato sacks as a protective apron – you had to work your way up to get a decent overcoat!' By the 1960s, Billie Low was the manager of the Hecworth department. The 1970s saw Billie Low as a major element in the Rodd (Australia) sales and promotion sector, which included several television appearances. Photograph by Geoffrey Williams, courtesy of The Laneway Artspace, St Kilda.

In 1951, Maxwell Rodd and his wife Nan went overseas to study and acquire patterns for the new generation of Rodd silverware. Whilst in the USA, currency restrictions caused Maxwell and Nan problems. Maxwell was allowed \$22 a day and Nan \$15 for her entire stay. In New York, when it was realised a tip had to be given to the taxi driver, the driver looked at the tip and handed it back saying something like, ‘Here you have it, I think you need it more than me!’ Stan Proud’s father, of Sydney’s leading jewellery and silverware retailer renown and Rodd client, told Maxwell he could never survive on that, and gave him \$1,000 so he could do his research properly. In the USA, they selected two patterns – Camille and Nemesia – designs that would become the popular benchmark of Rodd style.

The decade of the 1950 saw the silver plated flatware was put into high volume production, with the introduction of full service canteens. As Maxwell Rodd noted, ‘We were able to succeed in producing patterned cutlery because we had machines to produce tools for the production of spoons and forks, and we had the presses to produce the articles. We also had the ability to produce the base metal (nickel silver). We were quick to realise that if you put different patterns onto a standard “outline” or “blank” (a term used for the first pressing of the cutlery shape before forming it, so it’s a flat piece of metal in shape of two-dimensional cutlery formation), that different patterns could be introduced. This gave us great variety and a wide market.’

Cutlery development started in earnest. Rodd(Australia) were well-equipped to make the blanks, but knives were a problem until a license was arranged and they were imported from J Weld in Sheffield.

The beautiful cutlery designs for which Rodd (Australia) was renowned, were created or reproduced by the talented project developer and manager, Graham Adams. After the completion of his master design, it was then fixed in a pantograph machine and the scaled-down pattern would then be machined into a special tool steel block, and finished by hand by a die-sinker. These highly-skilled artisans brought to life the exquisite beauty of the Rodd (Australia) flatware. Each new design was christened with a name. Titles like Camille, Jasmine, Berkeley, Acanthus, Brocade, Nemesia, Chippendale, Beaumont, Windsor, Albany, Carmen and Stardust not only designated the pattern, but complimented the style.



Right: Graham Adams designing Rodd cutlery; and **below:** Rodd cutlery designs from the 1950s. Source: *The manufacture of table silverware by Rodd (Australia) Ltd.* Courtesy of The Bruce Mc Cullough Collection.





Frank Deslandes (Die-sinker/engraver/artist) at work in the Rodd factory, St Kilda. Photograph courtesy Jeffrey Deslandes.

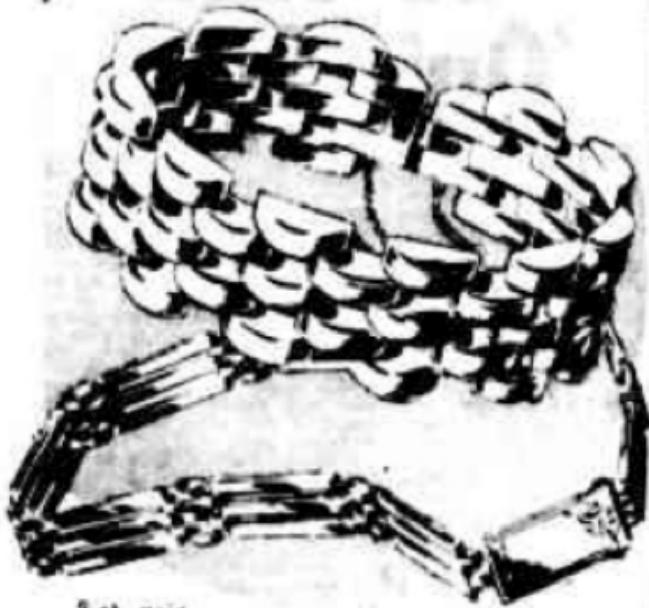
GAUNT'S

ESTABLISHED 1856 Since 1856

Solid Gold Gift Bracelets by ...



9-ct. gold
£26/10/-



9-ct. gold
£12/18/-

Gifts dear to the feminine heart. Gloriously styled Rodd bracelets to gleam brightly against Christmas party frocks and year-round fashions! Here are four styles in solid gold ... we've many others, too, in 9-carat gold lined and rolled gold.



9-ct. gold
£21/18/-

9-ct. gold
£12/18/-

Gaunt's, 337 Bourke St., Melbourne. Central 1216

ud's Street



Little girl gifts to treasure

Two of many styles

In Golden Jewellery

Rodd-designed 9-ct. gold lined bangle, from 30/-

Beautiful Rodd bracelet is one of many styles to charm the young. Gold lined, with prices from 27/6

Rodd jewellery, as advertised in *The Argus*. Source: National Library of Australia, *The Argus*, Melbourne, 20 December 1951 and 10 September 1951 editions.

A glimpse inside the forgotten factory

Narration: Bruce McCullough.

Photographs courtesy Jeffrey Deslandes.

All of the following photos were taken in 1964 in the die-sinking room, located in lower floor of 37 Greeves Street, St Kilda. From Greeves Street, the room was on the right-hand side, and took up approximately one-third of the frontage from the lane on the right. The windows in the photos look onto Greeves Street. It is here that I completed part of my engineering apprenticeship.



Ted Crosley, die-sinker, forming/embossing dies for cutlery and Hecworth components.



Alan Neighbour, die-sinking apprentice, whose Journeyman was Ted Crosley.



Bob Toms, toolmaker, cutlery. Bob worked in the tool room next door where I was an apprentice. Bob was one of my mentors, and helped me to become a highly-trained tradesman.



Pictured on the far left is Jack Bradshaw, toolmaker/die-sinker in the jewellery division, and third from the left is Ted Crosley. I spent the last couple of years of my five-year apprenticeship with Jack Bradshaw as my Journeyman. He was a highly experienced tradesman, and taught me to a very high standard of macro tool and die-making to produce jewellery components. His son, Frank, was also apprenticed to him. We developed a very close friendship.



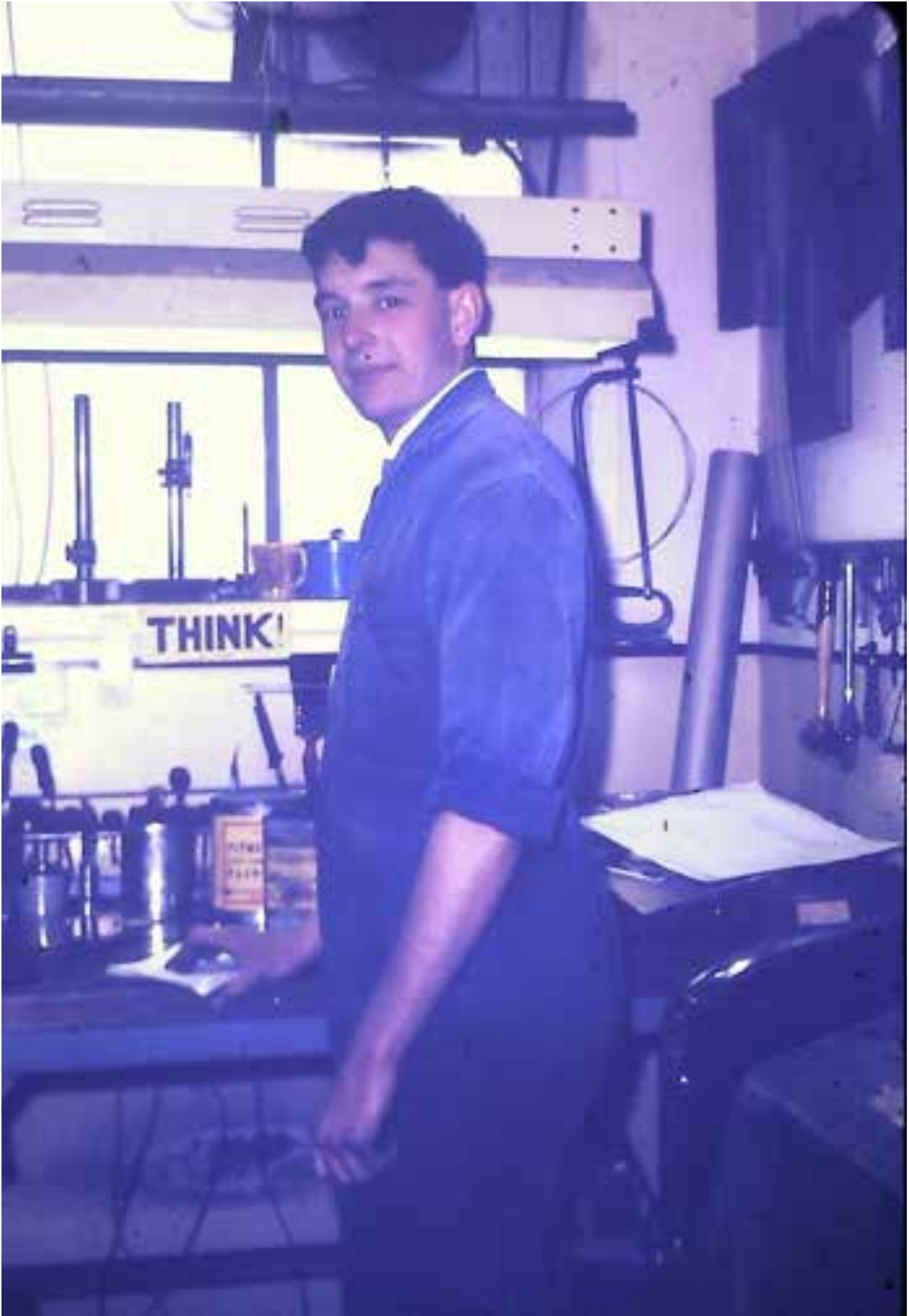
Pictured right is Graham Adams, foreman, cutlery/holloware die-sinking department. Ted Crosley has his back to the camera.



Graham Adams, foreman, cutlery/holloware die-sinking department.



Bob Adams, trainee engineer, son of Graham Adams.



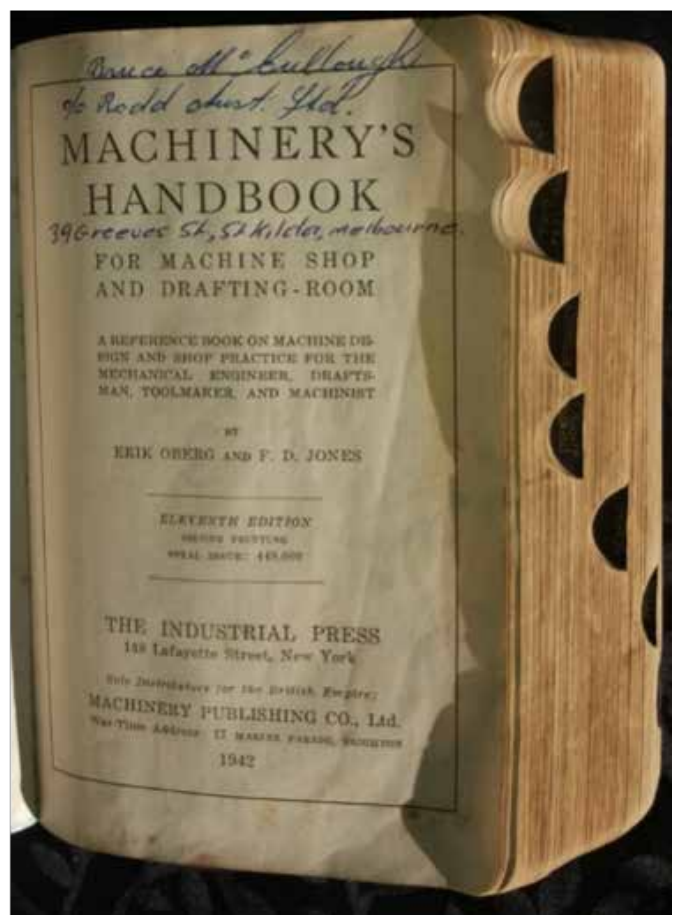
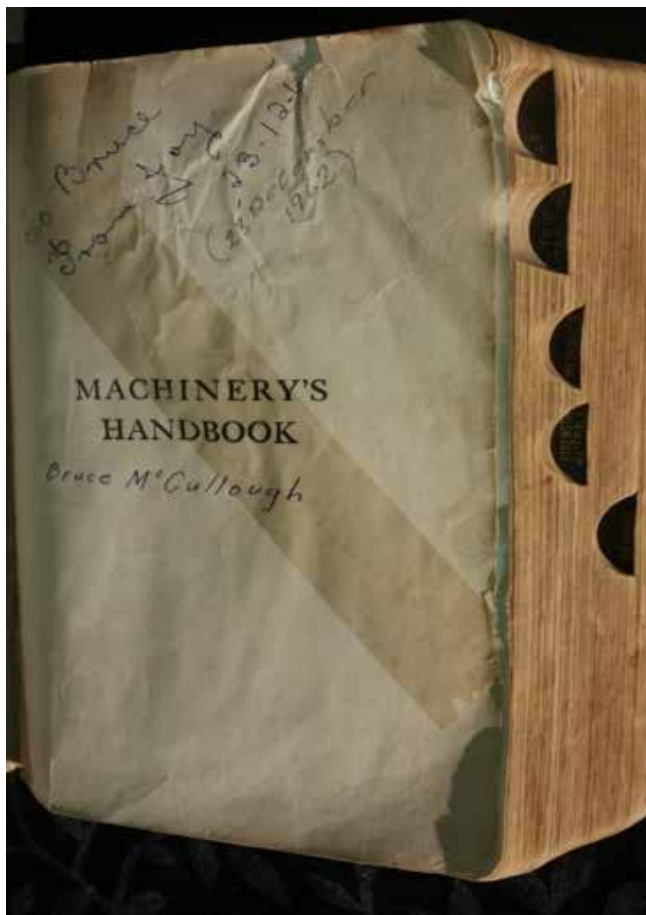
Bob Adams, trainee engineer, son of Graham Adams.



Frank Deslandes



Joy. Her job, working in Graham Adams department, was to clean, check and polish the embossing and forming dies after a production run. Joy's husband was an engineer, and he gifted me for my birthday (23 December 1962), a spare copy he had of the *Machinery's Handbook*. This was the engineer's bible, and a new copy was very expensive and way beyond my pay scale. I was overwhelmed with his generosity. I still have this 1942 edition (pictured below), and used it as a reference book until the time I retired.



Chapter 10: International recognition

The 1950s also saw the emergence of stainless steel as the next movement in fine tableware, with Sweden the leader, followed closely by Germany. Maxwell brought stainless steel examples back to Australia from Europe to test their marketing potential, but he could not interest anyone in Australia, and eventually the stock was 'jobbed' out at the Queen Victoria Market.

In 1958, it was decided to survey New Zealand with the intention of increasing sales. It was a good market and Stewart Hopwood was persuaded to be the New Zealand director. It was very apparent, however, that New Zealand would very soon have import restrictions, so it was a rush to establish the factory. Pat Renwick was sent over to set it up, and it was a pretty hairy process to get off the ground. Eventually, land was bought and a factory built, and Rodd (NZ) Ltd was soon an international extension of Rodd (Australia) Ltd.

On 21 May 1959, after six months of coronary complications, George Rodd dies from bronchopneumonia. He is laid to rest in the 'Garden of No Distant Place' in the Springvale Cemetery at the age of 77. The Rodd empire will now continue in the hands of Maxwell.

In early 1960, Maxwell goes to Japan to find 'Lucky Wood', a Japanese brand of cutlery he had seen a few years prior, and also to examine the Japanese stainless steel cutlery industry. He thought the Rodd designs should be used, and placed an order for 2,000, 40-piece sets of cutlery (a big deal for Australia!). Lucky Wood put this design on the home market, and it did really well, and was voted the best design in Japan. Meanwhile, the Rodd cutlery business has become so large, management are considering purchasing (at considerable expense) more powerful rolling mills instead of continuing to send the product to be rolled at the neighbouring Myttons factories in nearby Port Melbourne and South Melbourne. Myttons Ltd are heavy manufacturing engineers and silverware manufacturers of 'Grosvenor' plate fame.

One day, by chance, Max is lunching at the Windsor Hotel with Sir Kenneth Luke, who was not only President of the Victorian Football League and a very influential businessman, but whose brand 'Paramount' (silverware produced by K G Luke Pty Ltd) was also a competitor to both the Rodd and Myttons products. It so happened that Reg Mytton was also lunching at the Windsor Hotel, and later phoned Max asking him, 'Were you discussing merging with Sir Kenneth Luke? If you're going to merge with anyone it should be us!'

On 7 December 1960, Rodd (Australia) Ltd merge with Myttons Ltd and form Mytton Rodd (Australia) Ltd. The formal merger is a friendly takeover, with Rodd (Australia) Ltd retaining the old St Kilda factory for manufacture and the new factory in Auckland, New Zealand.

Maxwell Rodd continued his interest in Japanese suppliers, and in 1961 through connections with J H Marks' (jewellery wholesaler) overseas agents, he got in touch with Sam Okhura. Sam was an agent, who spoke perfect English, and when asked about the table silver he followed the enquiry up and eventually produced other [family] manufacturers; [family names] Kumagai, Fuji, Yamazake and others. Rodd (Australia) kept buying from Lucky Wood (the Kobiashi family) but their deliveries were slow, so they switched mainly to Kumagai. The advantages of buying from Japan was the variety of designs offered, and their prices were very cheap. Rodd (Australia) didn't have the equipment to manufacture the stainless steel in the factory so it was imported. This was the beginning of a substantial business over the ensuing years.

At the St Kilda factory, the split-level premises on 37 Greeves Street remains as the jewellery centre. The lower level is an open plan cutlery press-shop vacillating press tool making and die sinking. The upper level houses part of the jewellery manufacturing department, namely the hand engraving department, the bullion weighing scales, and the precious metal, sterling silver, 9 and 18 carat gold alloying area, and the melting furnace.

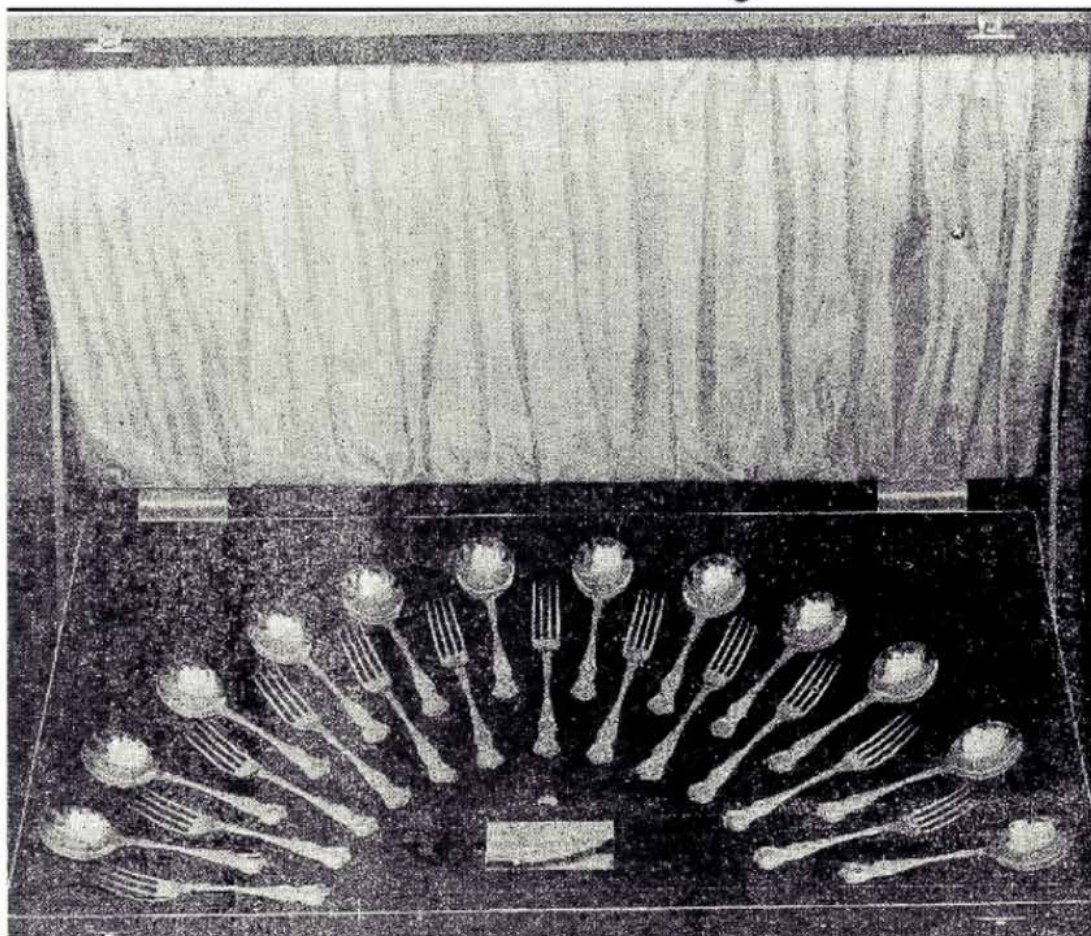
Brian Goldberg started as an apprentice jeweller in the 1960s, 'Working on the upper level had its amusements – looking out the window was always a source of entertainment. The 'Girls' on Greeves Street were always there working. You would watch the cars slow down, made you laugh, they made quite a decent trade.'

Rodd jewellery, like the silverware, adapted to change. Cufflinks, tiepins and dress rings became a fashion accessory reflecting contemporary style. Gold rings had kept its popularity through the decades and by the 1960s Rodd (Australia) increased its supply. As Brian recalled, 'I was sent overseas to buy new equipment. The gold ring machine we imported was the first in Australia, and we became Australia's largest gold ring manufacturer.'

Reliant on European vogue for current trends, gold plating was introduced into the Hecworth department. A distinctly continental influence, Hecworth trays and tea sets were gold plated to accommodate. These high-end products were sought after for exclusive official government engagements. Cutlery was also given the luxury treatment, and a custom set of the Jasmine design was produced as a wedding present for the Duke and Duchess of Kent in 1961. Rodd's Jasmine sweet spoon was everywhere at that time, and no wedding would be complete without at least two sets of spoons!

WEDDING GIFT FROM AUSTRALIA

Quiet Wedding Eve For Duke Of Kent



The wedding gift from the Australian Government and people to the Duke of Kent and Miss Katharine Worsley, consisted of 12 dessert spoons and 12 dessert forks made of Australian gold.

The Prime Minister, Mr. Menzies announced the gift yesterday.

It was sent to the Australian High Commission-

er in London last weekend to be delivered before the marriage which takes place this afternoon at York Minster.

A gold plaque in the case containing the gift is inscribed as follows:

Presented To
His Royal Highness the
Duke of Kent
and
Miss Katharine Worsley

With Warmest Good
Wishes from
The Government and
People of Australia
8th June, 1961

Above the plaque is a small map of Australia in gold showing the States of the Commonwealth.

The Government also will mark the occasion of the wedding by flying flags from all Commonwealth Buildings to-day.

'Wedding gift from Australia'. Source: National Library of Australia, *The Canberra Times*, Australian Capital Territory, 8 June 1961.

THIS GLORIOUS RANGE OF



PATTERNED TABLE SILVER

IN 44-PIECE SUITES

- * Easily the most attractive range of Patterned Table Silver manufactured or sold in Australia! No wonder Australian womenfolk are delighted with the RODD range — it has patterns to please every taste.
- * You make certain of the sale of a 44-piece service, boxed or in a canteen, when you invite your customer to select her choice from this splendid RODD range.



PLUS Rodd MATCHING PIECES TO BRING YOU EXTRA SALES

Sales can go on and on — after each 44-piece service is sold — with the MATCHING PIECES available in each pattern. From Sweets Spoons and Forks to Coffee Spoons or Carvers, companion pieces are obtainable boxed, or attractively cased as gift lines.

THE SPLENDID RANGE OF WANTED COMPANION PIECES:

- Sweet Spoons & Forks
- Fish Knives & Forks
- Afternoon Tea Spoons
- Butter Knife
- Carving Set
- Cake Forks
- Salad Servers
- Jam Spoon
- Coffee Spoons
- Oyster Forks
- Sweet Servers
- Sugar Spoon



HERE ARE YOUR SELLING AIDS! FREE ON APPLICATION - A COMPLETE SUPPLY OF LEAFLETS

BE YOUR SILENT SALESMAN FOR YOUR COUNTER - SEND FOR THEM TODAY!

Illustrated leaflets showing the MATCHING PIECES in each RODD pattern. Your customers will be intrigued with these, and from them will plan their purchases ahead. The leaflets come to you in this special Counter Stand.



STRONG

NATIONAL ADVERTISING

IN ALL OF THESE POPULAR MAGAZINES WILL PROMOTE CUSTOMER ENQUIRIES FOR YOU, FOR RODD TABLE SILVER

AUSTRALIAN WOMEN'S WEEKLY

Regular RODD advertisements throughout your best-selling season in the top-circulation magazine — 800,000 weekly sales.

THE AUSTRALIAN BRIDE

Young brides-to-be are intensely interested in the Table Silver to be chosen for their future home. RODD advertisements appear in all issues of this national quarterly.

AUSTRALASIAN POST

The popular general-reading weekly with a national circulation of 370,000.

AUSTRALIAN HOME BEAUTIFUL

Home lovers represented by 74,000 monthly buyers of this magazine are regularly reminded of RODD Table Silver.

HOUSE AND GARDEN

Another popular monthly "home" magazine in which RODD advertisements appear.

SALES ARE PROFITABLE, TOO . . . IN

Rodd CHILDREN'S TABLEWARE

Do you know the full extent of the delightful Children's Tableware produced by RODD?

From infants to 5 or 6-year-olds, all ages and occasions are catered for, with patterns and gift packages that sell themselves when on display.

The leaflet illustrated shows 14 of the most popular RODD Children's Warelines; we shall be pleased to post you a copy to assist your buying.



SEE OVERLEAF FOR FURTHER SALES AIDS



COUNTER STAND
with supply of leaflets for all patterns.



SHOWCARD 6" x 4"
for windows and showcases



ILLUSTRATED FOLDERS
showing 8 RODD patterns



SCREEN SLIDES
Ref. No. SS/1, Ref. No. SS/2

**POST ENCLOSED REPLY-PAID
ORDER CARD FOR THESE
FREE SALES AIDS
HOW TO ORDER**

RODD invites you to send for any or all of these FREE SALES AIDS. Simply tick off the items required, on the list shown on the reply-paid card enclosed, sign your store name and address and post the card. Postage is free and attention will be prompt.

PRESS BLOCKS



Actual screens all within 2-column width size. R/107 available in 2, 3 or 4-column widths.

THESE FACTS ARE WORTH MONEY TO YOU!

Use them to

**LIFT
YOUR
TURNOVER
OF
TABLE
SILVER**



The most successful salesman is the one who is the best informed!
Facts contained in this brochure will open new avenues of sales for the Staff of your Cutlery Department. In addition, it will assist them to sell with more confidence and success by providing them with full details of the scope and service behind Australia's largest and finest range of Table Silver — the products of RODD (AUST.) LTD.
A few minutes' study of these facts will pay off handsomely in PROFIT!

Rodd's guide to gift-giving-for Christmas, 1965



SPARKLING SILVERWARE BRINGS LIFE-LONG PLEASURE (YET IT'S NOT EXPENSIVE!)



Six Sweet Spoons and Forks make such a welcome gift. In the popular STARDUS pattern this attractively boxed set is 99/-

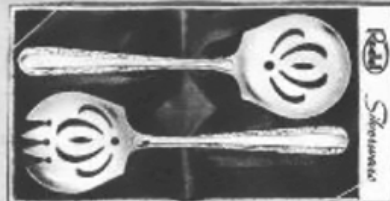


This handy and handsome Cake Server in NEMESIA pattern is gift-packed for 14/3



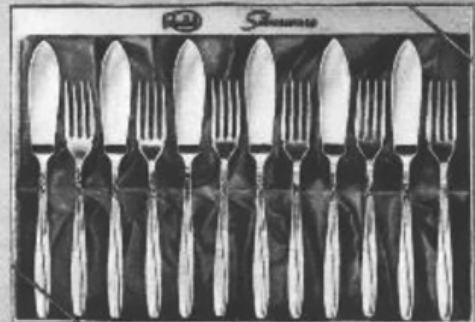
Matching Cake Forks in NEMESIA pattern come in a box of six for only 35/9

These are just a few of the many delightful gift ideas you'll find in the RODD display at your favourite department or jewellery store. There are Carving Sets, Bread Knives, Afternoon Tea Spoons, Sweet Servers, and even Bottle Openers and Bar Knives for the menfolk. Select a RODD gift and add sparkle to Christmas giving!



So useful yet so elegant - Salad Servers are available in all Rodd patterns. NEMESIA Servers illustrated are 33/-

Smart Fish Knives and Forks will complete an attractive table setting. In the delightful GARDENIA pattern this gift is priced at 116/6



The daintiest Coffee Spoons you've ever seen are in Rodd's BALLERINA pattern - a box of six for 36/6



Jam Spoon, Butter Knife, and Sugar Spoon can be bought separately or together. This 3-piece set in GARDENIA pattern costs 14/3

All the gift packs illustrated are available in all RODD patterns. Because RODD silverware is made in Australia extra matching pieces can be bought at any time to make a table service complete.



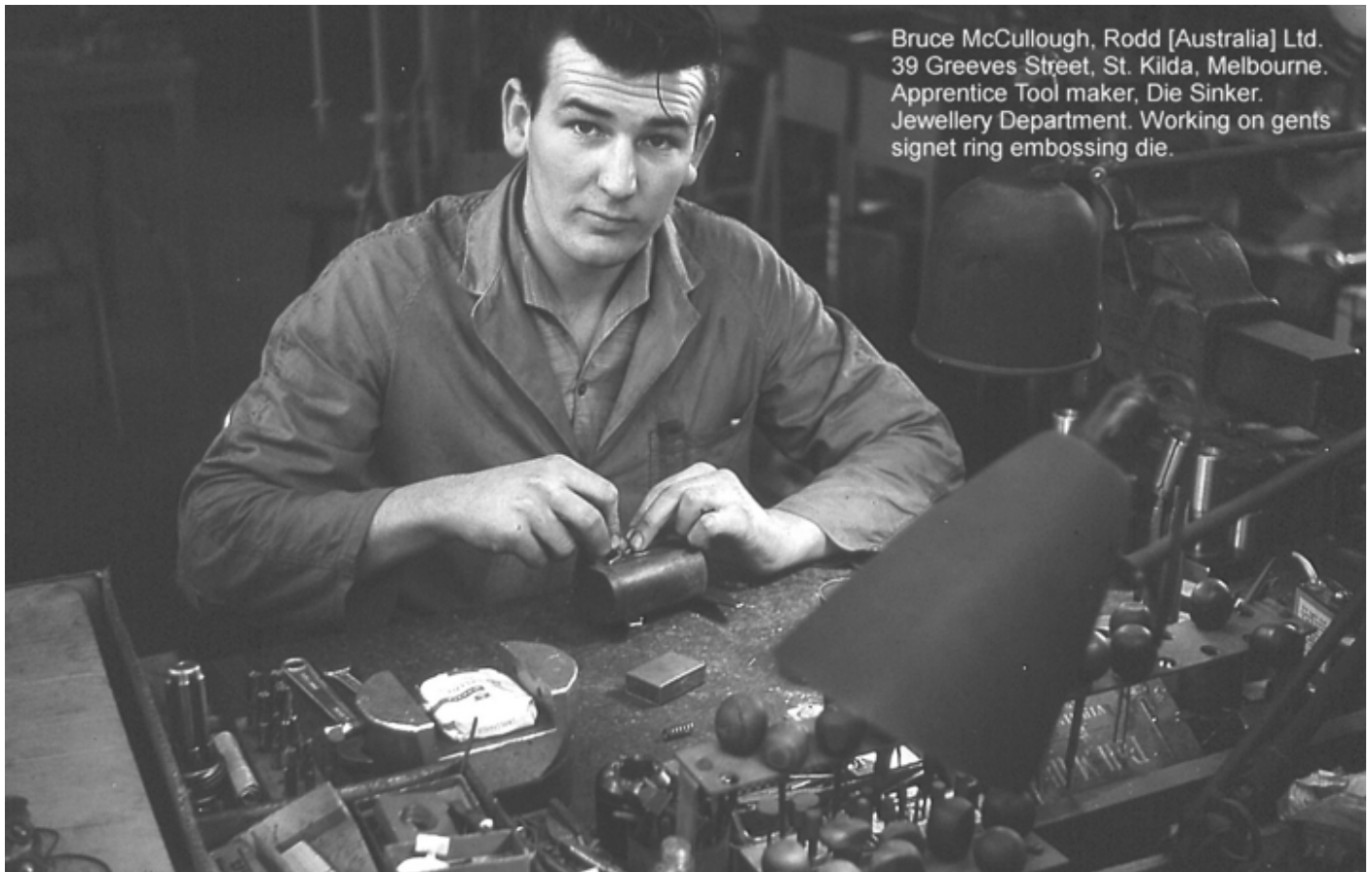
Rodd

AUSTRALIA'S FINEST RANGE OF TABLE SILVER

Chapter 11: The forgotten factory

The Rodd (Australia) factory complex was a part of the St Kilda streetscape for over 30 years. The main buildings of Barkly and Greeves Streets have used the influence of the 1930s Handley and Tilley buildings in Victoria Street, who also produced silverware under the 'Crusader' brand. The complex of warehousing, manufacturing, administration and assembly were connected by the existing laneway at 148 Barkly Street, the entry to the back of the Greeves Street complex. The extent of the factory is fully-documented in the Bruce McCullough Collection.

Bruce McCullough was indentured by Rodd (Australia) Ltd in 1962. His engineering training included tool and die-making, working with specialised machinery, high-precision turning lathes and milling machines, developing seamless wedding ring equipment, as well as creating efficiency techniques. As per Rodd standards, Bruce worked his way through the ranks to become the manufacturing manager and director of Rodd NZ Ltd. In 1969, Bruce McCullough took a series of photos of the factory complex to create an Australian/New Zealand connection.



Photograph courtesy the Bruce McCullough Collection.



- | | |
|--|---|
| <p>1 The laneway that ends at wooden double doors to manufacturing complex</p> <p>1A Lower floor, managers' office
Upper floor, executive offices</p> <p>1B Lower floor, finished goods and warehouse
Upper floor, administration office</p> <p>1C Lower floor, dispatch department
Upper floor, knife assembly and finishing</p> <p>1D Lower floor, Hecworth stamping/formation and maintenance, plumbing/electrical
Upper floor, Hecworth fabrication with connection to building 2A</p> <p>1E Warehouse department</p> <p>2A Lower floor, cutlery fettling/polishing and silver plating
Upper floor, Hecworth silverware fabrication, Hecworth silver electroplating</p> <p>2B Heat treatment and acid pickling</p> <p>2C Cutlery fettling/polishing</p> <p>2D Engineers fabrication/arc welding and oxyacetylene equipment</p> | <p>3A 37 Greeves Street, lower floor, cutlery press-shop, press tool-making and die-sinking
Upper floor, jewellery manufacture/hand-engraving/precious metal and melting furnace.</p> <p>3B Access road</p> <p>3C Split-level, main manufacturing building for cutlery and jewellery, press-shop/drop-forging hammers/embossing patterns/forming of the spoon bowls and fork head/power stamping/blanking presses and rolling machines.</p> <p>4 and 4A
39 Greeves Street, administration/product development</p> <p>5 Management and visitor car park</p> |
|--|---|

The Rodd factory complex, 2016. Source: Google Maps, The Forgotten Factory, The Laneway Artspace.



This is the original laneway that ended at the far end of buildings 1C and 1D with double wooden security doors. 1D had two floors and was linked by a walkway to building 1C. The lower floor of 1D contained the Hecworth brand silverware stamping/forming department. The factory maintenance plumbing/electrical department was also located in this area. Mechanical maintenance was carried out by engineers from the toolmakers department. The second floor of 1D was part of the Hecworth fabrication department and was connected to building 2A. Photograph courtesy the Bruce McCullough Collection.

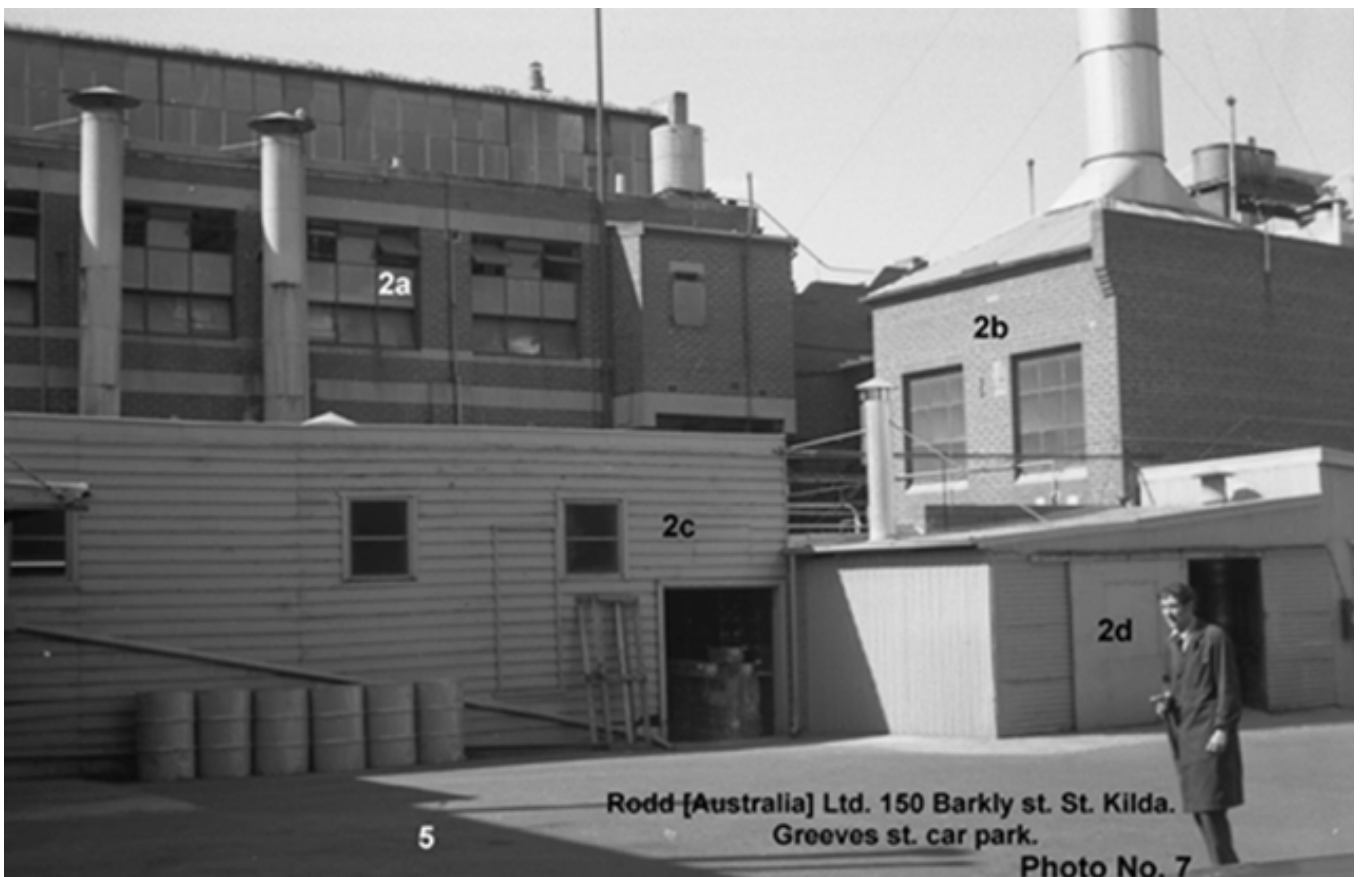
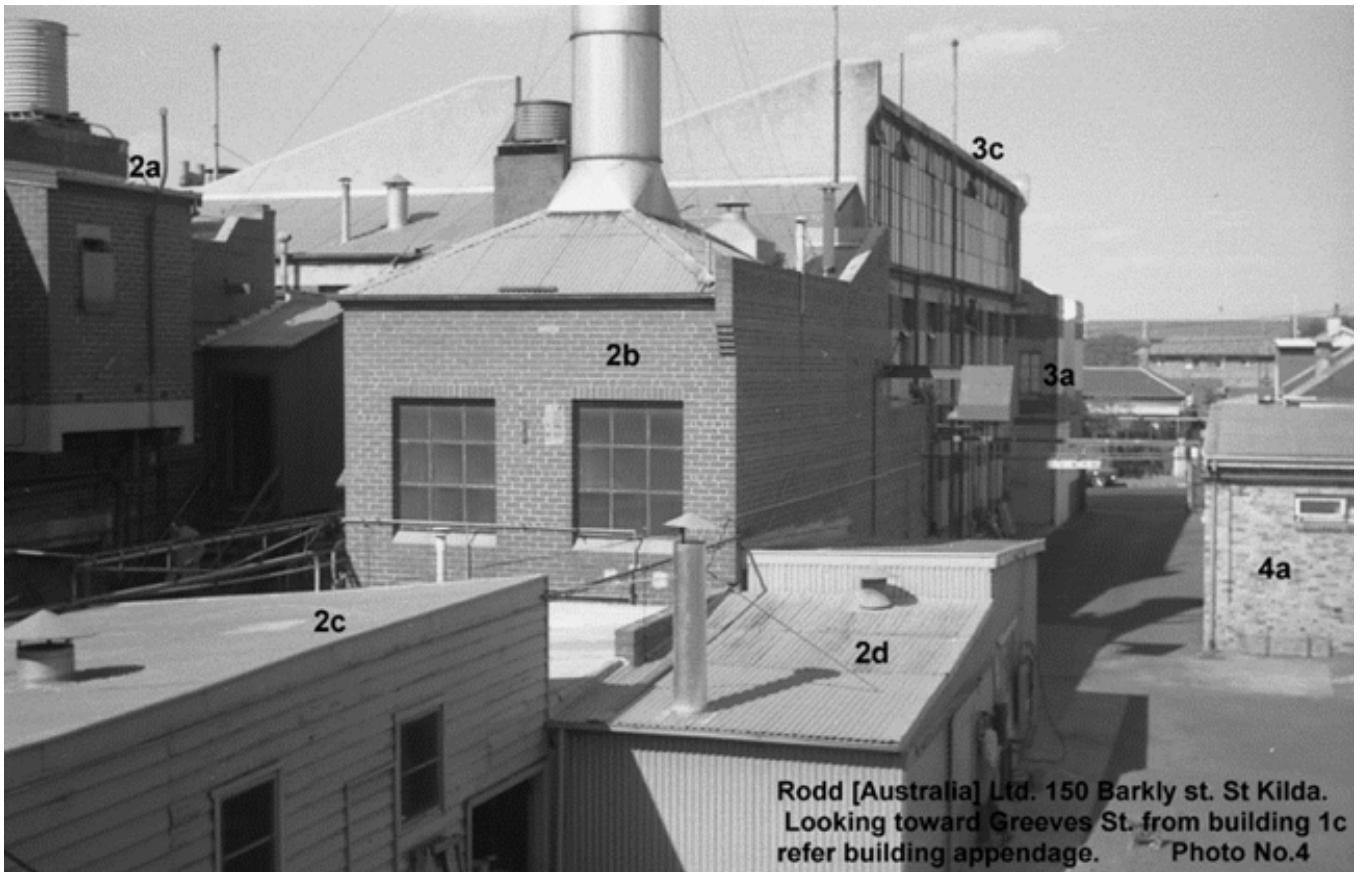


**Rodd [Australia] Ltd. 148 Barkly St. St. Kilda. circa 1969
Photo No.2**

1E: Building on far left. This was a brick, single-storey building that connected to building 1D, and was part of the warehouse department. The Barkly Street end was leased out from time-to-time. Photograph courtesy the Bruce McCullough Collection.



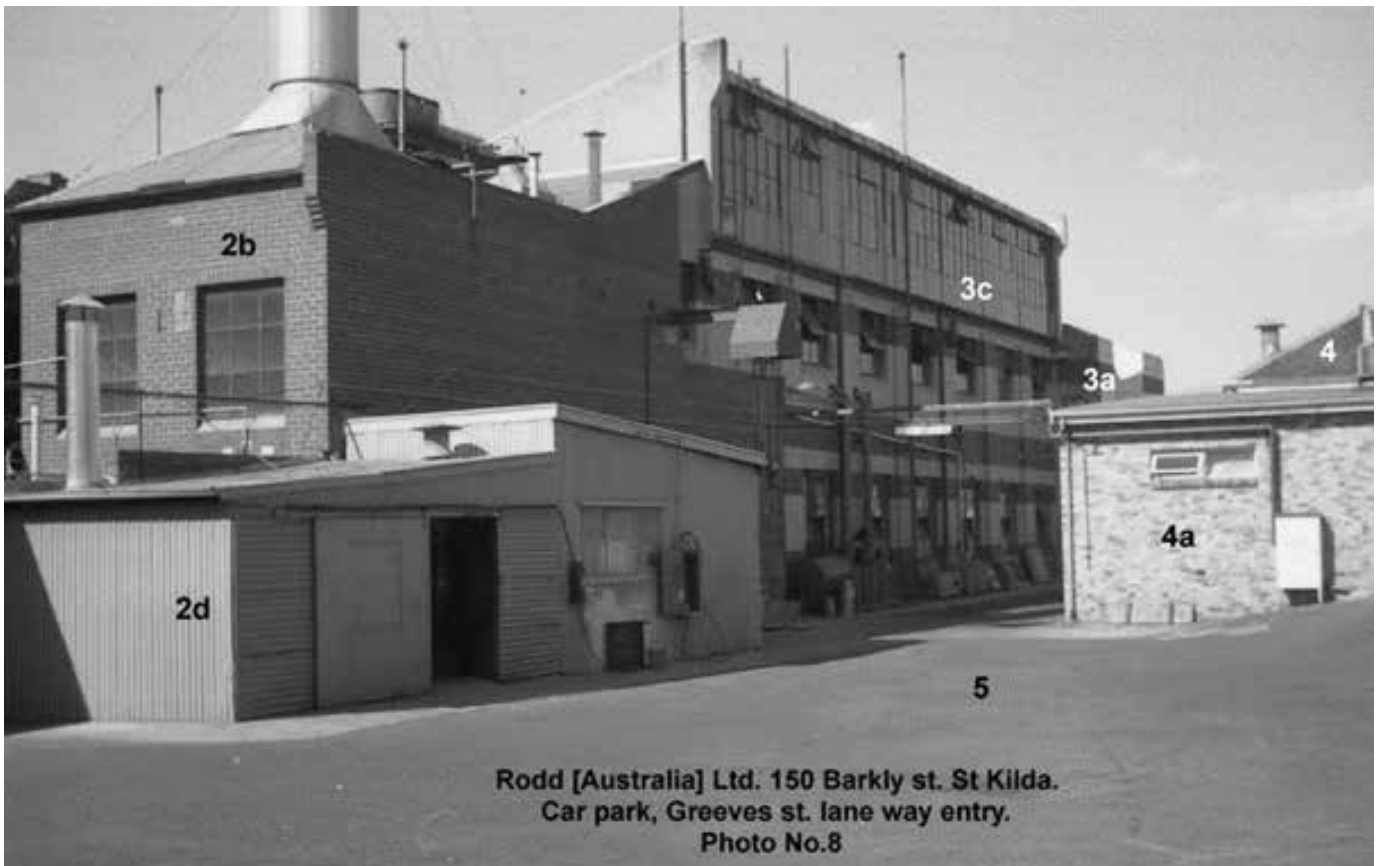
1A, 1B, 1C: This brick building had two floors. The top floor consisted of the executive offices (1A), the administration office (1B), and the knife assembly and finishing department (1C). The total lower floor was in three sections, the finished goods warehouse and managers' office at the Barkly Street end. The Greeves Street end was the dispatch department. Photograph courtesy the Bruce McCullough Collection.



2A: This brick building had two floors. The top floor housed the Hecworth silverware fabrication, Hecworth silver electroplating and the finished goods packing departments. The lower floor contained the cutlery fettling/polishing and silver plating departments. 2C: This single-level wooden building, separated from 2A by a passageway, was part of the cutlery fettling/polishing department. 2B: This was a two-storey brick building but had no second floor built in. It was the heat treatment and acid pickling department. The nickel silver cutlery blanks had to be heat treated (annealed) after various drop forging and side rolling operations had been carried out on the ground floor of building 3C. After annealing the oxide had to be removed by soaking in acid pickling bathes and then put through acid neutralising bathes. Hence the large extraction flue on top of 2B. Photographs courtesy the Bruce McCullough Collection.

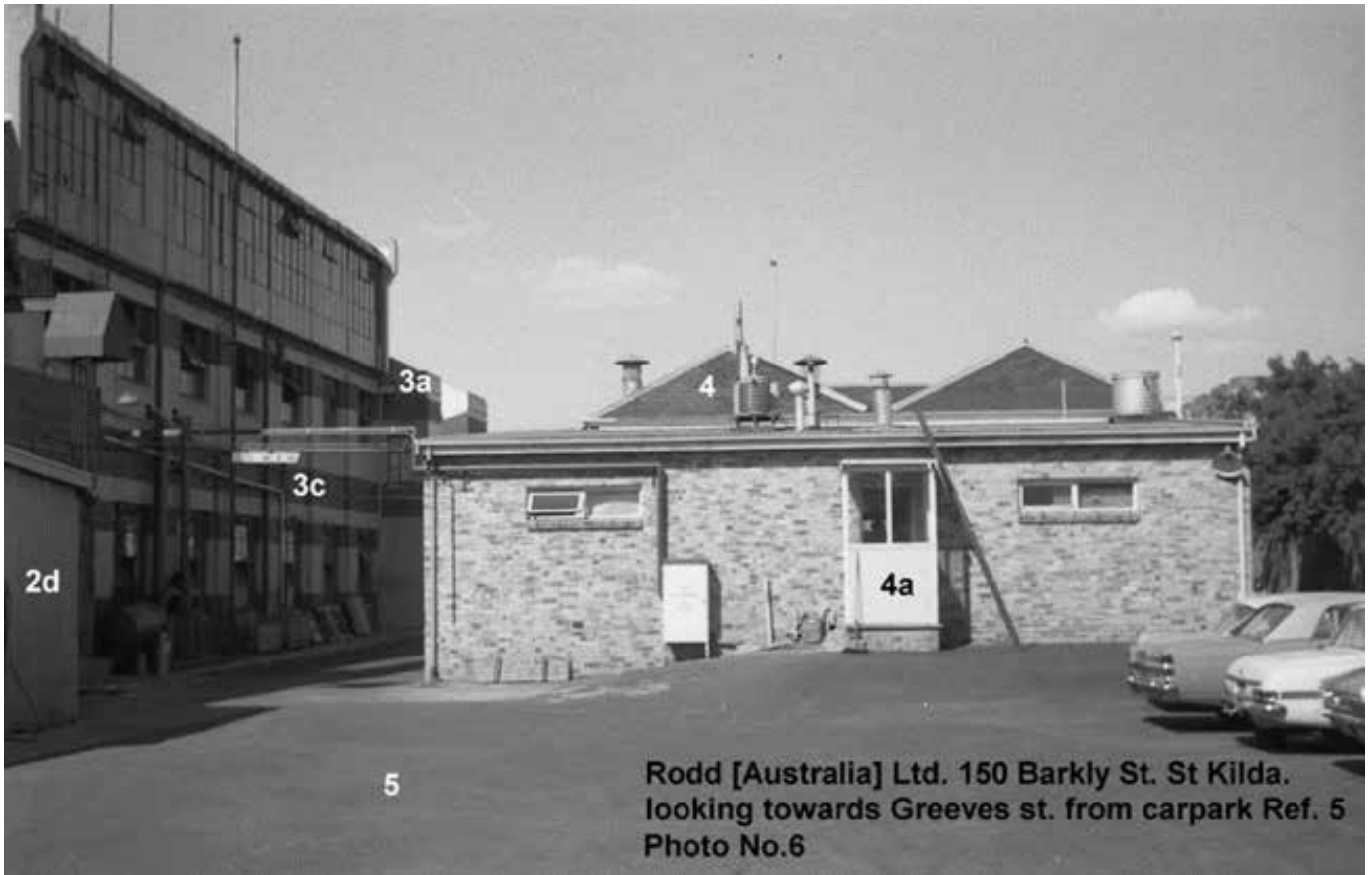


Rodd [Australia] Ltd. 150 Barkly St. St. Kilda.
 Looking from the Greeves St. entrance.
 Photo No.5



Rodd [Australia] Ltd. 150 Barkly st. St Kilda.
 Car park, Greeves st. lane way entry.
 Photo No.8

2D: A single level timber/corrugated iron building was the engineers fabrication/arc welding and oxyacetylene equipment department, and housed the air compressor for the cutlery and jewellery manufacturing in building 3C. 3C: This was the main manufacturing building for the cutlery and jewellery departments. The lower floor housed the press-shop with the drop-forging hammers for embossing the patterns in the handles, and the forming of the spoon bowls and fork heads. The power stamping/blanking presses for punching out the raw blanks from nickel silver sheet were also located here, together with the powered side-rolling machines used to reduce the thickness of the spoon blanks so the bowl was thinner than the handle. Photographs courtesy the Bruce McCullough Collection.



3A: 37 Greeves Street, St Kilda. This brick two-story building was originally residential living quarters for one of the Rodd family's for a period of time. It was nicknamed the 'flat' during my apprenticeship. The lower level was incorporated, by the removal of partitioning walls, to become part of the open plan cutlery press-shop. The press tool-making and die-sinking departments, where I completed part of my engineering apprenticeship, were located in this area facing onto Greeves Street. The upper level housed part of the jewellery manufacturing department, namely the hand-engraving department, the bullion weighing scales, and the precious metal, sterling silver, 9 and 18 carat gold alloying area, and the melting furnace.

4A: 39 Greeves Street, St Kilda. This was a brick building, and was also used for Rodd administration. The administration was re-located to the second floor of 150 Barkly Street in c1962. 5: This was the management and visitor car park. Photograph courtesy the Bruce McCullough Collection.



The factory workshop – the cutleryfettling/polishing and silver plating areas – in building 2A. Photograph courtesy the Bruce McCullough Collection.





The factory workshop – the cutleryfettling/polishing and silver plating areas – in building 2A. Photograph courtesy the Bruce McCullough Collection.





The factory workshop – the cutleryfettling/polishing and silver plating areas – in building 2A. Photograph courtesy the Bruce McCullough Collection.





The factory workshop – the cutleryfettling/polishing and silver plating areas – in building 2A. Photograph courtesy the Bruce McCullough Collection.

**Chapter 12:
Farewell St Kilda
... for now**

The next decade saw Rodd (Australia) Ltd as an Australian icon. The use of media was instrumental in keeping the Rodd brand fresh, contemporary and widely-advertised. In the 1950s, phrases like ‘Every home can be brighter, every meal a pleasure’ struck a chord in the heart of the conscientious housewife. The 60s, however, had a different dynamic. The release of ‘Stardust’ saw a new approach capitalising on the era of television. Judy Banks, a Melbourne television personality, endorsed the new design, complete with iconic font promoting the glamor of the Melbourne scene. Rodd and Hecworth became the stars of the Silvo series of advertisements as they partnered up in *The Australian Women’s Weekly*, later to endorse Goddard’s Silver Polishes.

Rodd (Australia) expanded its media domain and engaged in television promotion. Rodd silverware appeared on the quiz show *Pick A Box, Coles \$6,000 Question* with Roland Strong, and Rodd silverware was presented on the Ken James cooking segments.

The cutlery range introduced the new styles Ballerina, Gardenia, Silver Rhapsody and the very modern stainless steel Pilgrim, Felicity and Contour – all with the legendary Rodd guarantee. Rodd (Australia) Ltd continued in St Kilda through the 1970s, but manufacturing shifted to Rodd (NZ) Ltd, and to Mytton Rodd, Bundoora.

The St Kilda Rodd complex of old still remains – ramshackle buildings from Barkly Street to Greeves Street. Empty offices and factory floors are now rented out to an eclectic array of businesses. The original jewellery premises of 37 Greeves Street are now in a shabby state of disrepair. The Rodd building on 150 Barkly Street remains, but hidden by hoardings, and the large oval Rodd sign no longer heralds the passer-by. The laneway, however, at 148 Barkly Street is still there. To walk down the divide of the old factory buildings, one can experience the Rodd past, and imagine the sights and sounds of the once productive factory. – and one of the greatest success stories from St Kilda.



Judy Banks

PETITE, PRETTY & POPULAR
STAR OF STAGE & MELBOURNE
T.V. HAS THIS TO SAY . . .
"I'm really thrilled with my
new *STARDUST* table silver.
It's so strikingly modern and
a delight to use."

THE SMART, EXCITING BEAUTY OF

STARDUST

Here's a completely new approach to table silver . . . refreshingly modern *STARDUST* by Rodd. Its sheer, simple lines and tasteful pattern create graceful contemporary styling. As with all Rodd table silver, *STARDUST* is A1 quality, guaranteed for 25 years. Matching pieces are available, too. See *STARDUST* now, at all leading stores.

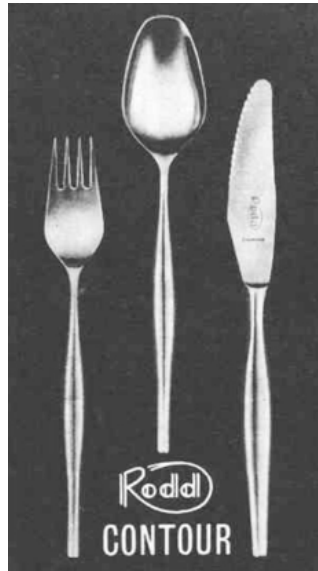


Write for FREE folder illustrating all RODD patterns to Rodd (Aust.) Ltd., P.O. Box 117, St. Kilda, Vic.

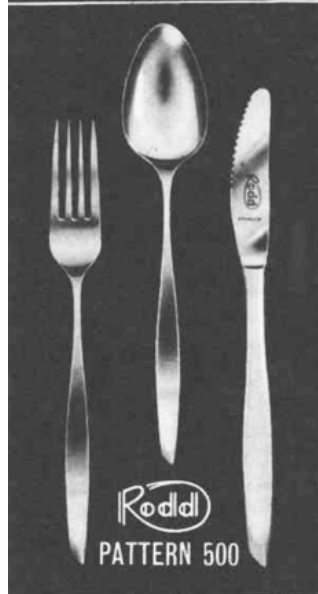


You, too, can say—"I've chosen RODD"

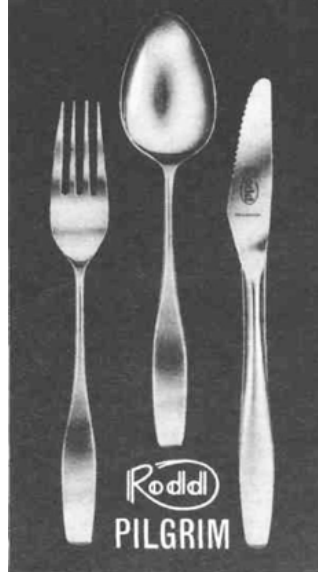
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Rodd
CONTOUR



Rodd
PATTERN 500



Rodd
PILGRIM

For those who seek style with value in cutlery . . .

Slim lined and elegant, the graceful lines of *CONTOUR* carry styling of unique beauty. A 43 piece setting (for 6 persons) costs \$37.95. A range of matching pieces is available.



offers the most exciting things in **STAINLESS STEEL**

Another contemporary design in continental styling that is so smart and practical. *PATTERN 500* enhances any table setting: 43 piece service \$22.55.

to bring you cutlery that looks so much more than it costs

Distinctively modern all purpose cutlery, intriguing to look at, a pleasure to use. A *PILGRIM* 43 piece service costs only \$22.55.

SELECT YOUR PATTERN from this FREE folder. RODD (AUST.) LTD., P.O. BOX 117, St. Kilda, Vic. Please send me your folder illustrating RODD Stainless Steel cutlery patterns.

NAME

ADDRESS

A 96 W

11/1967

Rodd display advertising. Source: National Library of Australia. *The Australian Women's Weekly*, 14 December 1960 (left) and 20 December 1967.

"I like my silver to be seen and a quick weekly rub-over is so easy with Silvo."

Because I'm proud of my silver, I like to use it often—not just for special occasions. And, to keep it gleaming, I find that regular weekly cleaning with Silvo is no trouble at all. Silvo is so gentle, too, even for the most delicate surfaces. I wouldn't use anything *but* Silvo.

Silvo

LIQUID SILVER POLISH

RECOMMENDED BY LEADING AUSTRALIAN SILVERWARE MANUFACTURERS

*Illustrated: "Berkeley" pattern table silver, by Rodd
candelabra and entree dish by Hecworth*

CAREFUL! your cutlery is showing

What does it reveal about you?
You can be sure it reveals nice things if it's table silver. Nothing impresses like the rich beauty of silver, with its deep reflections and sparkling lights. In table silver the respected name, the sought-after name, is RODD. See RODD and you see delightful design treatments, exquisite workmanship, enduring quality . . . table silver you're proud to have showing.

INSIST ON THE QUALITY AND THE BEAUTY OF

TABLE SILVER

A

B

C

A/GARDENIA. A 44-piece service in this gay, modern pattern, with silver-handled knives costs only \$50.00 or, with pearl-handled knives \$40.00.

B/STARDUST. This smart, contemporary design is a favourite—a 44-piece service with silver-handled knives \$50.95.

C/CAMILLE. Beautiful, traditional styling in a 44-piece service with silver-handled knives \$65.00. As with all RODD patterns a full range of matching pieces is available.

To preserve the lustrous finish of your RODD Table Silver we recommend Goddard's Silver Polishes.

SELECT YOUR PATTERN from this FREE brochure.
RODD (AUST.) LTD., P.O. BOX 117, St. Kilda, Vic.

Please send me your brochure illustrating all RODD Table Silver patterns.

NAME _____

ADDRESS _____

Rodd display advertising. Source: National Library of Australia. *The Australian Women's Weekly*, 3 May 1961 (left) and 26 October 1966.



The signage promoting The Forgotten Factory living history exhibition at The Laneway Artspace, St Kilda. The Laneway Artspace is located at 148A Barkly Street, St Kilda, in what was part of the Rodd factory.

Chapter 13:

The epilogue

The 1960s saw the last of the original Rodd family – William in 1960 (aged 83), Alfred Horace in 1965 (86) and Ethel 1967 (83) – all survived by their children and grandchildren. Ada died in 1965 at the age of 87, and was buried with her mother and father in the St Kilda Cemetery.

Mytton Rodd (Australia) finds itself as the target of an unfriendly takeover and corporate raid by Lempriere (who later went broke). Mytton Rodd's excellent General Manager at the time, Pat Rennick, said he knew that Bristile (in Western Australia) had fought off an undesirable suitor. Max and Pat Rennick flew to Western Australia to find out how Bristile managed their fight, returning to announce that the two companies had agreed to merge. At the time, this was a great success story until the late 1970s when Max was required (by the Articles of Association) to retire at age 62, the same time as the director of Bristile, Norman Morrison. The enforced double retirement turned out to be a disaster, when one of the large shareholders of Bristile put their son-in-law, a stockbroker, in as head of the company. The new Director thought that two days a week would be sufficient to manage a company with factories spread across Western Australia, Victoria and New Zealand, making products ranging from wedding rings to baths. The resulting loss was reportedly in the many millions of dollars, and the company was broken up.

Maxwell Rodd retired in the late 1970s, but was still on the move. Max and Nan spent a lot of time touring Australia by campervan at a time when this mode of transport was barely known. They also travelled widely overseas to lesser-known destinations, including an overland bus journey from Kathmandu to London in 1978. Even in his retirement, Maxwell attended many of the reunions for his employees.

Maxwell's main recreation was at the family's beach house at Mornington, where he relaxed, sailed and played tennis. He helped steer the Mornington Yacht Club from an army hut on the pier to a two-storey clubhouse. For 20 years, he fostered a small fleet and taught young people to sail. This long dedication to the club was honoured with life membership.

Maxwell Rodd – a brilliant businessman, entrepreneur, loving father and grandfather – died in 2009 at the age of 91. To this day, former employees remember Maxwell with the highest esteem as they wear the Rodd logo close to their hearts.



Maxwell Rodd, 1917–2009. Photograph courtesy of the Bruce McCullough Collection.



The Rodd men. Billie Low (left), Jeffrey Deslandes (son of the late Frank Deslandes), and Brian Goldberg, are reunited at The Forgotten Factory living history exhibition at The Laneway Artspace, 2017. Photograph by Geoffrey Williams. Courtesy of The Laneway Artspace.