

Building: Former Whybrow's boot factory  
Address: 198-210 Hoddle Street



Allotment Reference:

National Estate Register: Recommended  
Historic Building Register: Recommended  
National Trust Register: -  
Location within Precinct: Collingwood Flat Precinct  
Photo Date: August 1988  
Grantee:  
Original Owner: Whybrow and Co. Pty Ltd  
Present Owner:  
Original Use: Boot factory  
Present Use: "Car Seat Covers Ilana"  
Construction Date: 1914  
Architect:  
Builder:

Description: A substantial red brick three storeyed factory with chamfered pilasters and expressed floor facade and with symmetrical pavilions, the southern being capped by a later "ox bow" parapet. The sills and lintels are stuccoed and the windows are timber framed. The eastern portion has been demolished, following a fire.

Condition: Good

Integrity: Good

History: In 1910 (RB) Whybrow & Co. owned a brick shop (No 202) and four brick houses (Nos 204-210) on this site with a factory on the north side of Studley Street at the rear (now demolished). As early as 1894, Whybrows were leaders in their field, being amongst the first companies to introduce lasting machines. In 1914, they opened the present building (S & M dir.). Whybrows owned the entire Hoddle Street frontage from Studley to Stafford Streets and with Nos 218-220 (north of Stafford) a brick warehouse leased by Donald Dixon, leather manufacturer and Nos 222-228 as their (Whybrow's) office and stores. By 1951, Whybrows were no longer in existence on this site.

Significance: Nos 198-210 Hoddle Street is important at the metropolitan level as the last major remnant of one of the City's largest and most progressive boot manufacturing companies. The Hoddle Street facade, given the utilitarian nature of this class of building, is an unusually self-conscious expression of the status of the company.

Recommendations: Recommended for inclusion on National Estate Register, Historic Building Register and for planning scheme protection.

References: Rate Books, S & M dir.

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