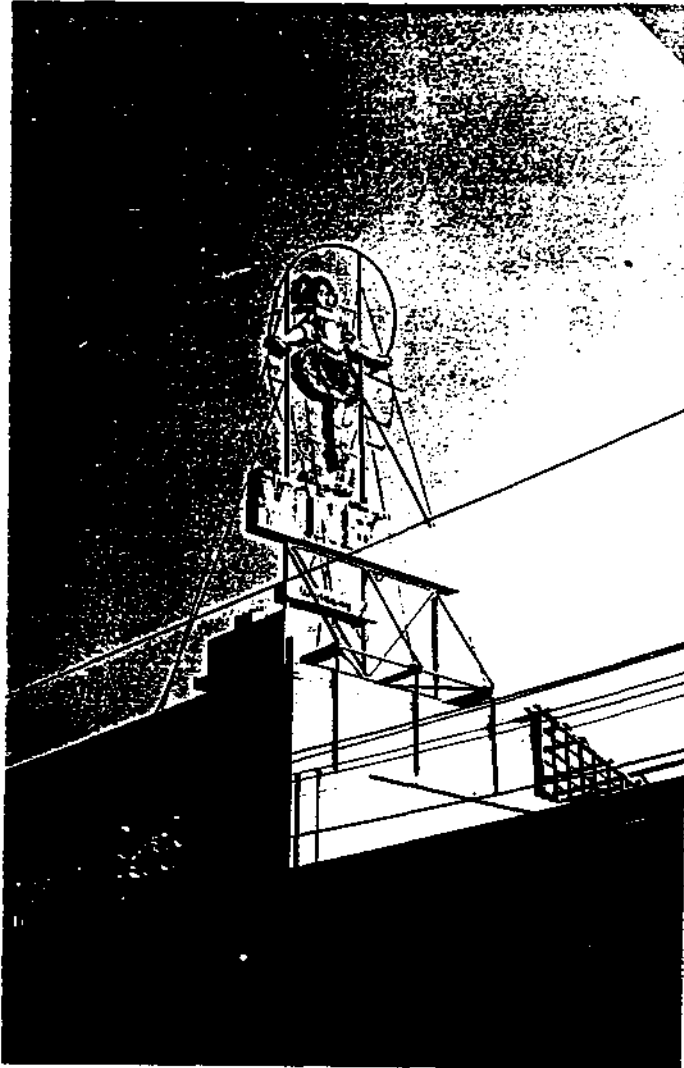


Building:

Skipping Girl Vinegar Sign

Address:

651-653 Victoria Street



Allotment Reference:

Lot 63

National Estate Register:

Recommended

Historic Buildings Council Register:

Recommended

National Trust Register:

-

Location within Precinct:

-

Photo Date

August, 1988

Grantee:

W. Richardson, 13-2-1839

**Original Owner:** Nycander and Co. Pty. Ltd.  
(Vinegar Co. of Australia)

**Present Owner:** -

**Original Use:** Advertising Sign

**Present Use:** Historic Display

**Construction Date:** 1936 (rebuilt 1970)

**Architect:**

**Builder:**

**Description:** A large double sided sheet metal figure of a girl skipping "Little Audrey", supported on a metal frame and with the ground and rope consisting of neon lights alternately lit to give appearance of movement. The figure of the girl is also illuminated with neon tubes and she stands above a recent sign with the word "Vinegar" in neon.

**Condition:** Good

**Integrity:**

**History:** Nycander and Co. Pty. Ltd. occupied the premises of the former Shamrock Brweing and Malting Co. c.1910. In 1936, the "Little Audrey" skipping girl sign was erected on this building and demolished in 1968 when the factory moved to Altona. Following a popular campaign for its re-erection, a new sign was located on its present site, (the original sign being in very poor condition), in 1970.

**Significance:** The Skipping Girl Vinegar sign was Melbourne's first animated Neon sign and captured the attention of the public. The product which it represented dominated its market for many years and this sign remains, as it always was, a symbol of a popular household product and a picturesque and technically innovative sign in its day.

**Recommendations:** Recommended for inclusion on the Historic Buildings Council Register, National Estate Register and for Planning Scheme Protection.

**References:**

- National Trust file
- The Age, 5-2-1982, 19-6-1987

**Issue No. 1:** August, 1988