

## **Purina Grain Foods P/L cereal manufacturers factory, former, 14-20 Best Street, Fitzroy North**

Heritage overlay: HO327

City of Yarra Property Number: 293310

### **What is significant?**

The Purina Grain Foods P/L cereal manufacturers factory, at 14-20 Best Street, Fitzroy North was created in the period 1935-1940 for Purina Grain Foods P/L and has close historical associations with this firm, along with Nabisco Pty Ltd. Purina Grain Food Pty Ltd has been on this site since 1920 (at the latest) and has national status as a cereal supplier. It was assessed in Land Values Research Group 1947-8 as among the most improved properties in Fitzroy. The place has a good integrity to its creation date and was designed by the noted architect, A. Mortimer McMillan.

Fabric from that creation date at the Purina Grain Foods P/L cereal manufacturers factory, former is locally significant within the City of Yarra, compared to other similar places from a similar era.

### **How is it significant?**

The Purina Grain Foods P/L cereal manufacturers factory at 14-20 Best Street, Fitzroy North is historically and architecturally significant to the locality of Fitzroy North and the City of Yarra.

### **Why is it significant?**

The Purina Grain Foods P/L cereal manufacturers factory is significant as an austere but distinctive Moderne style rendered two and three-storey factory, with steel-framed windows and stepped streamlines. It is relatively well-preserved but has been converted to other uses, with an added level. This was the site for the Purina Grain Foods P/L enterprise over a long term, prior to the existing building and thus the place is closely associated with this well known firm.

## **References:**

### **Municipal rate books:**

#### **Melbourne or Victorian directories:**

Sands and McDougall

East Side

Year    Number, Address and Name

1974    10-20 Imps Ftwr Parapet/L shoe mnfrs.

10-20 Cadet Shoes Parapet/L shoe mnfrs

10-20 Cadet Cobblers Parapet/L Shoe mnfrs.

1970    10 Imps Ftwr Parapet/L shoe mnfrs.

14 Not available

1966    12-20 Purina grain Foods Pty Ltd. Food products

14 Nabisco Pty Ltd, Food products

1960    12-20 Purina grain Food Pty Ltd food mafrs.

1955    12-20 Purina grain Food Pty Ltd cereal food mafrs.

## City of Yarra Review of Heritage Precincts 2007 Appendix 7

1952 former Purina Grain Foods Parapet/L. cereal mnfrs.  
1950 12-20 Purina grain Food Pty Ltd cereal food mafrs.  
1944/5 12-20 Purina grain Food Pty Ltd cereal food mafrs.  
1940 12-20 Purina grain Food Pty Ltd cereal food mafrs.  
1935 14-20 Purina Grain Food Pty Ltd  
1930 14-20 Purina Grain Food Pty Ltd  
1925 14-20 Purina Grain Food Pty Ltd  
1924 14-20 Purina Grain Food Pty Ltd  
1923 14-18 Purina Grain Food Pty Ltd  
20 Britten and Co ironmfrs.  
1922 14-18 Purina Grain Food Pty Ltd  
20 Humphries  
1921 14-18 Purina Grain Food Pty Ltd  
20 Humphries  
1920 14,16-18 Purina Grain Food Pty Ltd

### Other references:

Grow, R 2006: 'Herald' 3/6/36 Factory Best St, Fitzroy; A. McMillan 948 12-20  
Purina Grain Foods

Land Values Research Group, 1948. *reclamation of an industrial suburb the relative merits of rating on unimproved land value or annual rental value*

#### **'The Twenty Most-Improved Firms.**

That the incidence of site-value rating is more fitting and socially desirable will be evident by considering the identity of the firms most benefited by the two system respectively.

Each of the twenty firms most benefited by site-value rating is either of fine architectural design or substantial construction. There are not many fine looking factories in Fitzroy, but almost all of them are in this group.

Of outstanding appearance are McColl Electric Works, McLaren Printers, Purina Grain Foods, British United Shoe Machinery Company, Shovelton & Storey (Gumleaf Paper), Australian Can Company, Dowd Corset Company. All of these are of very attractive design. (See photos Nos. 73 to 78.)

Less notable for appearance than for the solidity of the buildings are the following, all of which have at least two storeys in their main buildings: Georgian Footwear, Cox Bros. (Aust.) Ltd.; Goold and Porter Shoes; La Mode Corsets; Fisher Floor Polish; Lynn Shoe Coy.; Paddle Bros. Shoes; J. Gadsden Pty.; Morris and Walker; Moron and Cato; O. Wurth; Ramsden and Choplin, and W. Chalmers. (See photos Nos. 85 to 90.)