

Everfresh Snowball Company factory, 97 Keele Street, Collingwood

Heritage overlay: HO321

City of Yarra Property Number: 125125

What is significant?

The Everfresh Snowball Company factory at 97 Keele Street, Collingwood, was created in 1939 for Samuel Pimlott and has other historical associations with persons such as Owen Parks, Keith Park and Robert Gordon Reed. The place has a good integrity to its creation date (windows altered).

Fabric from the creation date at the Everfresh Snowball Company, Factory is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Everfresh Snowball Company, Factory at 97 Keele Street, Collingwood is historically and architecturally significant to the locality of Collingwood and the City of Yarra.

Why is it significant?

The Everfresh Snowball Company factory is significant as a Moderne style factory with distinctive brickwork. The product name survives on the building and adds historical interest.

'This small industrial building, named the Everfresh Snowball Co. ... is an interesting bichrome brick building ... The building features an unusual timber louvred vent at its apex ... individually noteworthy..' (Wight 2001)

References:

Municipal rate books:

VPRS 377/P/000

City of Collingwood / Darling Ward

Rate year/Rate no./Occupier/Owner/Description /NAV

1945/46; 6004; Park Keith, Confectioner; Pimlott Samuel changed to Reed Robert Gordon, 128 Rowell Avenue, Camberwell; 97 Keele St, brick Factory; 57

6005; Pimlott changed to Lilley George Bevon Cabinetmaker; Pimlott Samuel changed to Reed Robert Gordon, 128 Rowell Avenue, Camberwell; Rear 97 Keele St. Work Shop; 20

1944/45; 6010; Park Keith, Confectioner; Pimlott Samuel changed to Reed Robert Gordon, 128 Rowell Avenue, Camberwell; 97 Keele St, Brick Factory; 57

6011; Pimlott Samuel, Plumber; Pimlott Samuel changed to Reed Robert Gordon, 128 Rowell Avenue, Camberwell; Rear 97 Keele St. Work Shop; 20

1943/44; 6023; Park Keith, Confectioner; Pimlott Samuel, 72 Cookston Rd. Reservoir; 97 Keele St, Brick Factory; 57

6024; Pimlott Samuel, Plumber; Pimlott Samuel, 72 Cookston Rd. Reservoir; Rear 97 Keele St. Work Shop; 20

1942/43; 6041; Park Keith, Confectioner; Pimlott Samuel, 72 Cookston Rd. Reservoir; 97 Keele St, Brick Factory; 57

6042; Pimlott Samuel, Plumber; Pimlott Samuel, 72 Cookston Rd. Reservoir; Rear 97 Keele St. Work Shop; 20

1941/42; 6065; Parks Owen changed to Park Keith, confectioner; Pimlott Samuel; 97 Keele St, Brick Factory; 57

6066; Pimlott Samuel, plumber; Pimlott Samuel; Rear 97 Keele St. Work Shop; 20

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1940/41; 6107; Parks Owen, confectioner; Pimlott Samuel; 97 Keele St, Brick Factory; 50
6108; Pimlott Samuel, plumber; Pimlott Samuel; Rear 97 Keele St. Work Shop; 20
1939/40; 6124; Pimlott to Parks Owen; Pimlott Samuel; 97 Keele St, Brick Factory; 50
6125; Pimlott Samuel, plumber; Pimlott Samuel; Rear 97 Keele St. Work Shop; 20
1938/39; 6108; Pimlott Samuel; Pimlott Samuel; 97 Keele St, Stone House and garage; 20
1937/38; 6116; Pimlott Samuel; Pimlott Samuel; 97 Keele St, Stone House and garage; 20
1936/37; 6132; Pimlott Samuel; Pimlott Samuel; 97 Keele St, Stone House and garage; 20
1935-36; 6131; Blank; Mollison George changed to Pimlott Samuel, 82 Keele St. £225
(23/9/35); 97 Keele St, Stone House and garage; 20

Melbourne or Victorian directories:

South Side

1944-45; Ever Fresh Snowball Co. confry mfrs

1943; Pimlott S., Plumber

Ever Fresh Snowball Co. confry mfrs

1942; Pimlott S., Plumber

1941; Pimlott S., Plumber

1940; Pimlott S., Plumber

Other references:

Wight 2001:

'This small industrial building, named the Everfresh Snowball Co. at 97 Keefe Street is an interesting hi chrome brick building which would appear to date from around the 1940's. The building features an unusual timber louvred vent at its apex. The building may have originally been an ice works. Though individually noteworthy, the building is somewhat at odds with the prevailing late nineteenth and early twentieth century building stock in this Precinct.'