

NATIONAL TRUST OF AUSTRALIA (VICTORIA)

# The Motor Garage & Service Station in Victoria A Survey

National Estate Grants Programme



Daniel Catrice  
Michele Summerton

for

Heritage Victoria

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	Regional	Ampol Service Station	427 Toorak Rd, Toorak	Stonnington City	Late 1960s Ampol Standardised 'natural look' (ranch style) B.S
	Local	Epex Manual Petrol Pump	Chateau Tabilk, Tabilk	Strathbogie Shire	c.1936. Moved to Tabilk late 1950s P
	Local	Former Shell Service Station	Deans Marsh	Surf Coast Shire	Inter-war? P.B -1950s pump
		Former Shell (now Southern Rose Nursery)	Torquay	Surf Coast Shire	Inter-war B.U
	Local	Ampol Swan Hill	Curlewis St, Swan Hill	Swan Hill Rural City	Late 1950s Ampol Standardised B -residence
24	Regional	Beaurepaire Sale	80-88 Raymond St, Sale	Wellington Shire	1937 Streamlined Moderne B.S -early drive-in -residence above
	Local	Former Motor Garage & Pump	Apsley	West Wimmera Shire	Date unknown P.B -kerbside -early manual pump (inter-war)
		Apsley Border Garage	Apsley	West Wimmera Shire	Date unknown (inter-war?) B.S -kerbside
25	High Regional	Former Bowen Cleary Motor Garage	683 Canterbury Rd, Surrey Hills	Whitehorse City	1931 Spanish B.C -early drive-in
11	State	Former Laity Brothers Motor Garage	205-211 Queens Pde, Clifton Hill	Yarra City	1921/1926/1938/1955 P.B -kerbside -residence
	Local	Former Motor Garage	214 Brunswick Street, Fitzroy	Yarra City	1920s Kerbside B.O
	Local	Former Motor Garage	396 Brunswick St, Fitzroy	Yarra City	1920s Kerbside B

		Mobil Service Station	Cnr Nicholson & Johnston Sts, Fitzroy	Yarra City	Late 1960s Noyes 'natural' type, rebuilt 1996
	Local	Hopetoun Holden Motors	Hopetoun	Yarriambiack Shire	Inter-war B -kerbside -showroom
	Local	Hopetoun Nissan	Hopetoun	Yarriambiack Shire	Inter-war? Streamlined B -early drive-in -showroom
	Local	Former store & Ampol pump	Minyip	Yarriambiack Shire	1950s Ampol pump P
12	State	Murtoa Motors	34 McDonald Street, Murtoa	Yarriambiack Shire	1892/1922/1924 shed with facade B.S.P -coachworks -forge -early kerbside
		Former Van Loenhout's BP	Murtoa	Yarriambiack Shire	Inter-war shed with facade B

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**MOTOR GARAGES HERITAGE STUDY****Ref. No. 11**

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**CURRENT NAME:** Tru-Mould Tyre Service

**OTHER NAME(S):** Laity Brothers Motor Garage  
Clifton Motor Garage/Clifton Motors  
Bayford Motors

**LOCATION:** 205-211 Queens Parade, Clifton Hill, 3068.

**LOCAL GOVERNMENT AREA:** Yarra City

**PRESENT USE:** Tyre and brake service

**EXISTING HERITAGE STATUS:**

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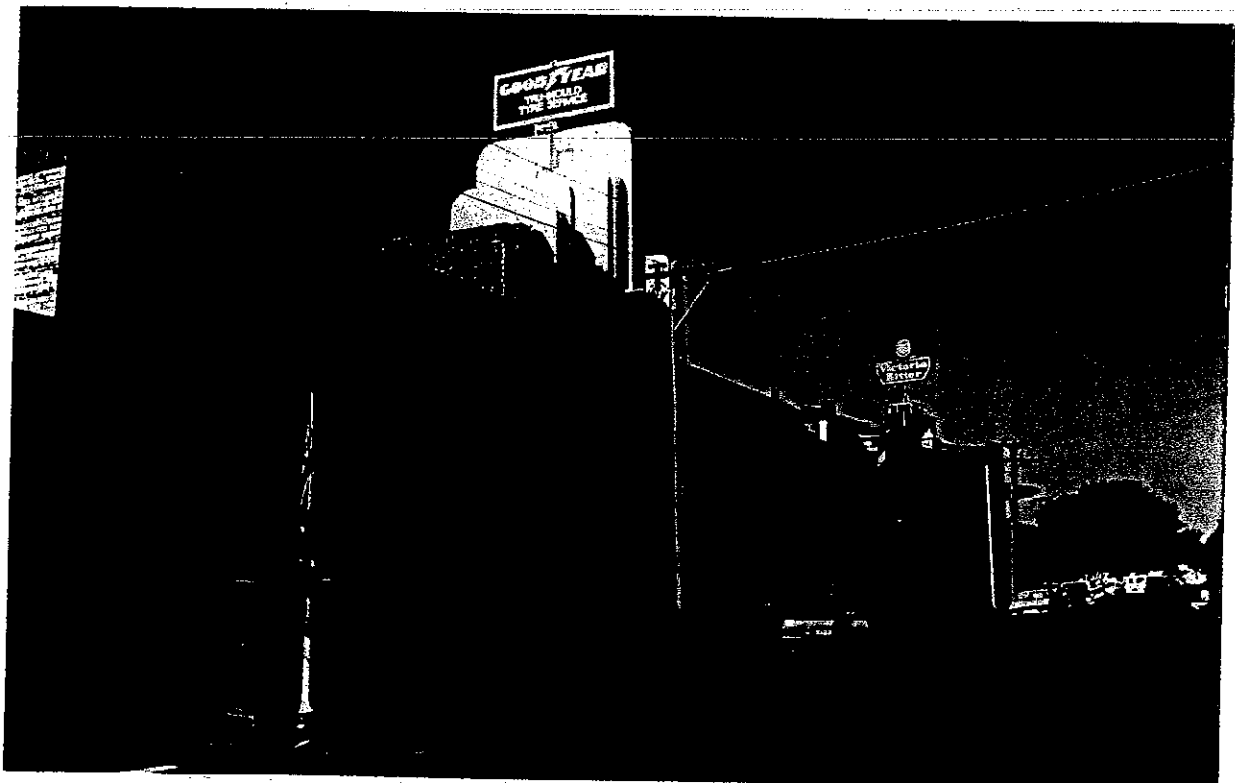
**DATE OF CONSTRUCTION:** 1921/1926/1938-39/1955

**DESIGNER:**

**BUILDER:**

**COMPANIES:** Shell

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## HISTORY

In 1919 George and Lindsay Laity became the owners of a timber-built workshop after purchasing the property from a Mr M Harrison of Tasma Terrace, East Melbourne. The workshop had formerly been occupied by John Markby, a garage proprietor, who had only recently replaced the previous tenant, Christopher Hutchinson. On the southside neighbouring property there was the upholsterer George Wheeler's wood-yard and shed. Next to it was another wooden workshop, belonging to coachtrimmer Arthur Parkins, and on the corner of Queens Parade and Heidelberg Road there was the prominently situated United Kingdom Hotel.<sup>1</sup>

The Laitys replaced the timber workshop with a new brick garage and residence in 1921, and more than doubled the value of their property.<sup>2</sup> This decade was characterised by a massive growth in Australian car ownership as is reflected in the Laity's need to further expand their garage in 1926, then listed in the ratebooks as facing Heidelberg Road. During this year the Laitys also purchased Wheeler's wood yard next door, which had a 33 feet frontage to Queen's Parade.<sup>3</sup> By 1927 they had erected a car showroom on the site,<sup>4</sup> and advertisements for the Clifton Motor Garage were appearing in the local newspaper, the *Northcote Leader*, referring to taxis and touring cars for hire day or night as well as to all kinds of repairs and overhauling at cheapest rates.<sup>5</sup> A couple of months later, the March issue of the newspaper, featured a large and more prominent advertisement for the newly named Clifton Motors, which referred to the Morris car and truck showrooms at 211 Queens Parade, near the tram terminus.<sup>6</sup>

Lindsay H. Laity became the sole owner of the house, garage, and showroom in 1933.<sup>7</sup> In 1938 he began to substantially modify the site by incorporating the house into a larger workshop and showroom, and by adding a new streamlined facade to unify the street appearance of the combined buildings. When works were completed the following year the value of the property had risen considerably.<sup>8</sup> This date is consistent with the decorative art deco design of the present building, and although its style and fabric closely resembles that of the United Kingdom Hotel, rebuilt in 1936 and designed by architect James Wardrop, no documentary evidence has been found to confirm the connection between the two buildings standing one door apart.<sup>9</sup>

During 1945 Edwin McKeown, previously of South Yarra, became the proprietor of the garage and showroom.<sup>10</sup> In 1953 the ownership of the property changed to R. Bayford Pty Ltd, of 75 Victoria Parade, Fitzroy, with McKeown staying on as occupant.<sup>11</sup> Two years later the property was again modified, although the facade of the building along

<sup>1</sup> City of Collingwood Ratebooks, 1916-17, 1918-19, 1919-20.

<sup>2</sup> City of Collingwood Ratebook, 1921-22.

<sup>3</sup> City of Collingwood Ratebook, 1926-27.

<sup>4</sup> City of Collingwood Ratebook, 1927-28.

<sup>5</sup> *Northcote Leader*, January 1927, cited in Sagazio, 'Motor Garages Study: A Report prepared on behalf of the Historic Buildings Council', May 1991, p. 13.

<sup>6</sup> *Northcote Leader*, 11 March 1927, cited in Sagazio, pp. 13-14.

<sup>7</sup> City of Collingwood Ratebook, 1933-34.

<sup>8</sup> City of Collingwood Ratebooks, 1938-39, 1939-40.

<sup>9</sup> Sources checked have included; local planning authorities, MMBW drainage plans, the architectural firm Howden and Wardrop, Miles Lewis' architectural index, and an attempt has been made to trace the descendants of the former owners. The current owner believes that his building was designed by Wardrop.

<sup>10</sup> City of Collingwood Ratebook, 1945-46.

<sup>11</sup> City of Collingwood Ratebook, 1953-54.

with the house, remained intact.<sup>12</sup> By 1956 Bayford Motors was both owned and operated by Bayford, who remained proprietor until 1964, when the present owner, Tru-Mould Tyre Service purchased the property.<sup>13</sup>

## DESCRIPTION

A very large brick and concrete construction close to shopping area of Queens Parade, Clifton Hill. The building is not directly on Queens Parade but rather on a service lane and close to the termination of a major Melbourne arterial road, Hoddle Street. The size and prominent features of the building are unusual but have some context with the adjacent United Kingdom Hotel, itself a large eyecatcher at the intersection of Queens Parade and Heidelberg Road. Like the United Kingdom Hotel, the garage has Art deco and some transitional art moderne styling. The building uses orange and brown tiling at pedestrian dado level with the brickwork above struck to give a horizontal accentuation. The use of the tall strongly accentuated concrete fins rising from the centre of the facade appear to be a reference to the radiator grillage of a motor vehicle. The fins cleverly disguise the small first floor rooms of the building which is in fact a house of 1921 which was completely encased by the new garage of 1938. The ground floor layout was designed as a drive through with the service office close to the street and captured by the drive through circuit. The drive through is actually cut through the lower front of the original house. The house itself is now disused but can be seen quite clearly from the rear of the site.

## CONDITION AND INTEGRITY

Apart from the loss of bowsers, air hoses and the usual paraphernalia the building is relatively intact, in good condition and in use as a tyre fitting business. The earlier 1921 house which was enclosed by the 1938 building is still extant and reasonably unchanged from its 1930's renovation when the major alterations at the site were undertaken.

## COMPARATIVE EXAMPLES

Several combined motor garage and car showroom buildings of the 1930s continue to survive, although many have been substantially modified and no longer operate in the auto trade. Comparative examples of the period include; the former A.J. Thomas Motor Garage and showroom, 40 Manifold Street, Camperdown, built in 1925/1936; and Parkers' Motors, 222 Murray Street, Colac, of 1931/1936. Closer in style to the streamlined Trumould building are Coles Motors in Murray Street, Colac, and the former Melford Motors' Service Station and Ford showroom at Sturt Street, South Melbourne, built in 1936 and designed by architects Eric C. Beedham and John W. Wright.<sup>14</sup> Both buildings combine a horizontal facade with a central predominating tower, yet Melford Motors adopted a moderne flat cantilever hood and smooth rendered surfaces for its facade, whereas the Trumould building opted for a more decorative art deco treatment to the facade featuring texture, colour and rhythm.

## SIGNIFICANCE

The Tru-Mould Tyre Service building is of **State** significance as an intact and extraordinary example of an art deco motor garage and showroom. The decorative,

<sup>12</sup> City of Collingwood Ratebook, 1955-56.

<sup>13</sup> City of Collingwood Ratebooks, 1956-57, 1964-65.

<sup>14</sup> *The Modern Store*, January 1937, p. 44.

horizontal treatment adopted for the facade and the dominating finned tower, built in 1938-9 are unique amongst surviving garages of the period in Victoria. The intact house that remains within the complex is representative of the not too distant time when proprietors and their families lived on the garage premises. The property is important for its ability to chart the rise of the motor car through the evolution of its buildings.

#### **NATIONAL ESTATE VALUES**

A.4 D.2 F.1