

**HOUSE  
407 HIGH STREET**

**SURVEY DATE: 1991-2**

**STUDY GRADING: B**

**CONSTRUCTION DATE: 1939**

**FIRST OWNER : PETHARD, GEORGE ALBERT**



**CITATION:**

**History**

A chaff mill, owned and operated by William Long, occupied Crown Allotments 10 and 11, Section 8A, in the 1930s.<sup>1</sup> George Albert Pethard purchased the allotments in the late 1930s and commissioned architect, Godfrey

1      DRP958; D1935

**BENDIGO & EAGLEHAWK HERITAGE STUDY-SIGNIFICANT SITES  
GRAEME BUTLER & ASSOCIATES**

Eathorne, to design a residence for the land.<sup>1</sup> The solid brick house was built in 1939 by Albert Clough.<sup>2</sup> G.B. 'Sugar' Lee was the bricklayer.<sup>3</sup> Pethard lived here until the 1950s. 1940-53 Arthur and Bessie Holt are the present owner-occupiers.

### **George Pethard**

A city councillor for 20 years, in three of which he was the Mayor, George Pethard had a variety of careers including travelling salesman, auctioneer, estate agent, land developer, citrus grower and nut wholesaler.<sup>4</sup> As a young man he brewed and sold a non-alcoholic dandelion beer known as Tarax Ale.<sup>5</sup> From Tarax Ale, Pethard developed Tarax soft drinks, for which he is probably best known.<sup>6</sup> A fascination with the American irrigation schemes used in California inspired Pethard to develop Robinvale into a prosperous irrigation area.<sup>7</sup>

### **Godfrey Eathorne**

Born and raised in Bendigo, Godfrey Eathorne was the son of a Bull Street blacksmith.<sup>8</sup> Eathorne was a partner of Garvin and Eathorne from 1920 until the early 1940s, a firm which originated from the stonemasons firm of William Beebe & Son.<sup>9</sup> St. Andrew's Church in Myers Street, Bendigo, was another of Garvin and Eathorne's more notable works.<sup>10</sup>

### **Description**

Moderne in style and streamlined in form, the house has curved projecting wings clad with cement, with manganese brickwork used as a plinth and as a soldier course above the main windows. Window frames are of steel and provide large multi-paned glass areas, unlike most of Bendigo's contemporary houses, although the roof is in a standard hipped and tiled form. The fence emulates the house, with its circular piers and horizontal cemented 'streamlines,' as it steps down the gentle incline. The garden it contains is similarly very much of the era, with clipped shrubs and rose standards.

Reputedly, the interior is largely unchanged and still very expressive of the era, particularly the tiled bathroom and lounge.

### **External Integrity**

Generally original, with a new, empathetically-designed garage.

### **Context**

Unrelated to surrounding housing except for the small estate at 417-423 High Street. As a corner site and a large distinctive design, the house creates its own built context.

### **Landscape**

Original garden includes many specimens of bush roses set in an expanse of lawn. Of local significance.

### **Significance**

Architecturally, a prominent large and well-preserved example of an unusual style for the study area, which appears to, in turn, underscore the individualism of its first owner, George Pethard. Its landmark qualities, like Banyan (q.v.), contribute to its significance: of regional importance.

Historically, Pethard was an outstanding figure within the region as well as Bendigo.

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- 1 *Bendigo Advertiser*, 20/7/1991, p.18
  - 2 *ibid.*; Butcher & Gregson, p.31
  - 3 *ibid.*
  - 4 *Bendigo Advertiser*, 20/7/1991, p.18
  - 5 *ibid.*
  - 6 *ibid.*
  - 7 *ibid.*
  - 8 *ibid.*
  - 9 *ibid.*
  - 10 *ibid.*