

HERITAGE PLACE

NAME OF PLACE: PRICE'S BAKERY, SHOP AND RESIDENCE

ADDRESS/LOCATION OF PLACE: McNicol Street BRANXHOLME

STUDY NUMBER: 218

HERITAGE OVERLAY NUMBER:

PRECINCT: Branholme

LOCAL GOVERNMENT AREA: Southern Grampians Shire

ALLOTMENT: 3, 4, 5, **SECTION:** 41 **PARISH:** PARISH OF BRANXHOLME
& 6

ACCESS DESCRIPTION:

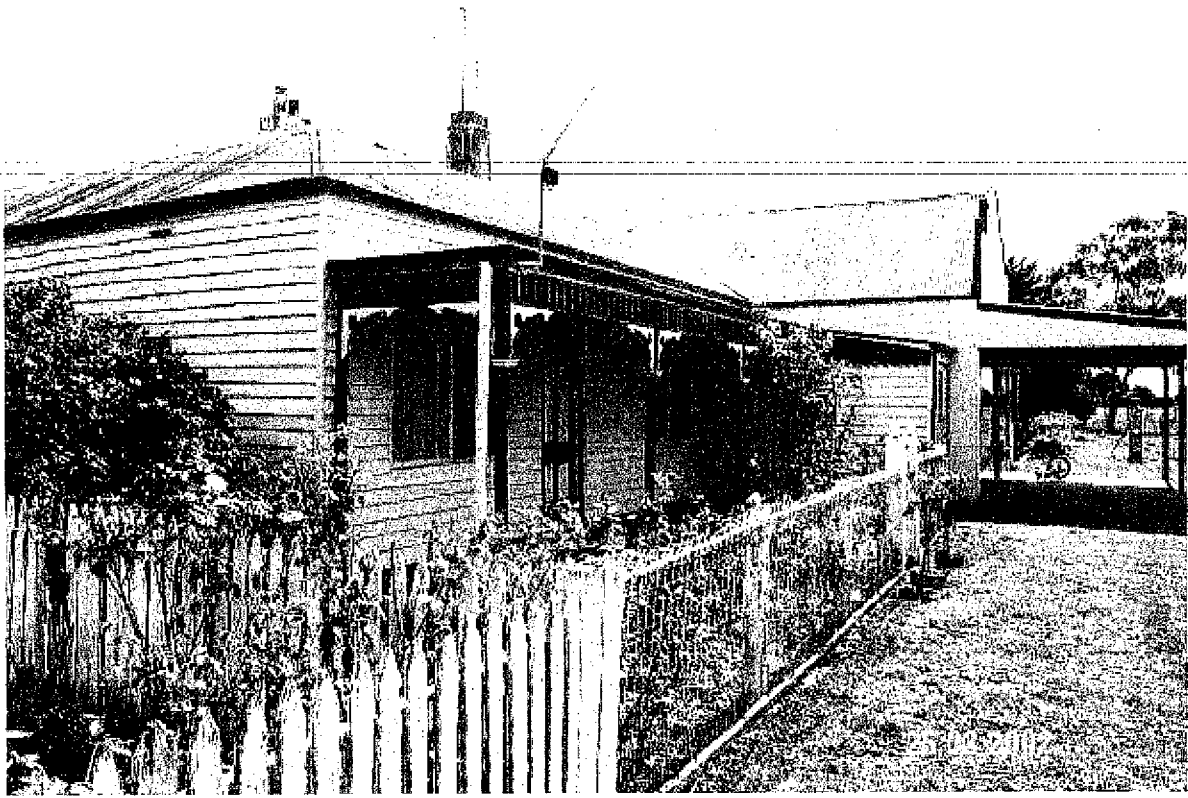
CFA 473 J-2; VicRoads 233 R3; located on the west side of McNicol Street about 75m south of the intersection with Cox Street.

SIGNIFICANCE RATING: Local



Price's Bakery, McNicol Street, Branholme

Image Date: 26/03/02



Price's Bakery Shop & House, McNicol Street, Branhholme.

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EXTENT OF LISTING:

To the extent of: 1. All the buildings including the bakery, shop, residence and outbuildings, but excluding the interior of the residence, and all the land.

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PHYSICAL DESCRIPTION:

The former Price's Bakery complex includes three main buildings, being the detached bakery, the residence and the shop attached to the residence. The outbuildings include a small stable and coach house, a pair of lavatories and an elevated store recently relocated to the site.

The bakery is located behind the residence. It is a single storey rendered stone building with a shallow pitched hipped roof of corrugated iron. There is a simple skillion roof of corrugated iron forming a shelter in front of the bakery. The bakery consists of one large room with the ovens at the southern end and two smaller storage rooms at the northern end. The floor is paved with mid-twentieth century concrete slabs. The coved ceiling is lined with plywood and battens. The walls are plastered. The few windows are glazed with small panes. The main oven is cast iron and is set into the southern wall and has the words "Small and Shattle, Bakery Engineers Melbourne" cast into it. There is another, smaller oven set into the west wall. Two other oven doors are stored beside the ovens.

The residence is located on the street boundary. It is a single storey timber building with a timber and cast iron verandah at the front. The main roof is hipped but the ridge line continues into the higher roof of the shop. All the roofs are corrugated iron. The residence is symmetrical about the four panelled front door. The two front windows have been replaced with aluminium windows. The plan of the house is simple with four main rooms either side of the central hall. Fireplaces are located in the transverse walls. There are several additions at the rear.

The shop is attached to the north side of the residence and there is a small timber addition under the verandah roof of the residence linking the two. Although the materials used and the detailing of its fenestration are Interwar, the façade of the shop may have been remodelled and the structure may be as old as the residence. The shop verandah, supported by timber posts, covers the footpath. The shop façade is symmetrical about a recessed door. The plinth below the windows is covered with typical small red tiles. The gable end of the shop roof is covered by a stepped parapet of sheet iron. The rear end of the roof is hipped.

HISTORY:

According to Agnes Walter, in her history of Branhholme, "J. R. Price commenced baking bread in 1898" and the family continued the business into the 1970s. Joseph Richard Price was born in 1879, the sixth child of William and Caroline Price. William had married Caroline Condon in 1869 and they had ten children between 1870 and 1888 (VPI, Reg. No. 3572). He was from Oxfordshire and she was from Somerset in England. William and Caroline Price had opened the Coffee Palace opposite the bakery in 1890. William died in 1912, aged 64 and Caroline died in 1919 aged 69. Both are buried in the Branhholme cemetery. (William and Elizabeth Price operated a bakery at Black Springs, near Beechworth from 1875 but no connection between the families has been established.)

Since Joseph was only nineteen years old when the bakery opened, it may be that his father William was already experienced as a baker. The year 1898 seems to be the date of the construction of the residence, the detached bakery at the rear and possibly the shop, although the current shop front must date from after the First World War. An early photograph shows a smaller, simpler shop with "J. Price Baker" in gold lettering on the double hung sash window and the words "Baker and Grocer" on the sign above the verandah. The business also included a general store and newsagency for many years. Bakery items were also distributed through Mrs. J. R. Price's Kookaburra Café, located near the Railway Station. The cast iron baking equipment which survives was supplied by Small and Shattle, "bakery engineers" of Melbourne.

The establishment of the new bakery indicates the increased trade in the township of Branhholme. This was due to three factors, the subdivision of the great squatting estates for land selection, the arrival of the railway and the push for closer settlement at the end of the nineteenth century.

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Colonial governments of various political colours tried to address the popular call to "unlock the land" by introducing legislation aimed at subdividing the great squatting leases and selling land to selectors. The first acts failed, the squatters obtaining most of the best of 'their' land by using dummies. By the time tighter legislation had overcome the various loopholes, most of the land had been alienated. There was, however, a general increase in population in smaller towns. The first railway line through Branhholme was the Portland-Branxholme-Merino-Coleraine line constructed in 1876 by Overend and Robb and opened in 1877. (They were the successful contractors for the Ballarat to Ararat line which was essential for the traffic between gold towns.) The second railway was the line to Casterton which opened in 1884. At a very local level, the arrival of the railway changed the orientation of the town away from the Portland-Hamilton Road, or Creek Street, now the Henty Highway to the new focus of activity. The station and other new buildings were constructed on the higher ground on the western side of the town from 1876. Then, towards the end of the nineteenth century many of the large landholders were keen to subdivide their properties into small farms, especially for the new push for dairying where land was suitable. The state government's Closer Settlement Board purchased large estates and subdivided them. This brought an increase in population. After the First and Second World Wars there were further pushes to subdivide land as Soldier Settlement schemes.

The bakery business was passed on to the Prices' sons, Stanley, Harold 'Ray', and Arthur. The advent of much better road transport after the Second World War meant that shopping in small towns declined as larger towns became more accessible. The introduction of supermarket shopping also changed shopping habits. The local bakery lost both passing trade because it was not located on the Henty Highway and local trade because more and more people would shop in Hamilton or Portland. Joseph Price died in 1957 aged 77 and Margaret Price died in 1965 aged 80. Stanley died in 1972 aged 63, Ray died in 2000 aged 89, and Arthur died in 1994 aged 81. All are buried in the Branhholme cemetery. The bakery closed about 1980.

THEMATIC CONTEXT:

Theme 3: Developing local, regional and national economies

3.12 Feeding people

3.12. Retailing foods and beverages

3.19 marketing and Retailing

Theme 4: Building settlements, towns and cities

4.5 Making settlements to serve rural Australia

Theme 8 Developing Australia's cultural life

8.4 Eating and drinking

8.12 Living in and around Australian homes

8.14 Living in the country and rural settlements

CONDITION:

The buildings are in fair condition.

INTEGRITY:

A high degree of integrity including the original baking equipment in the detached bakery.

STATEMENT OF SIGNIFICANCE:

What is significant?

Price's Bakery complex is located in McNicol Street, Branhholme close to the railway station. The complex includes a residence and attached shop on the street boundary and the bakery, stables and coach house and other outbuildings at the rear. It was established in 1898 by Joseph Richard Price and his wife, Margaret. She subsequently ran the Kookaburra Café near the railway station and his parents, William and Caroline Price ran

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the Branhholme Coffee Palace opposite the bakery. The bakery business was passed on to a third generation and finally closed about 1980. The bakery is a masonry building with substantial ovens at one end and storage rooms at the other end. The cast iron baking equipment was supplied by Small and Shattle, "bakery engineers" of Melbourne. The building and its equipment survive intact although in poor condition. The residence is a conventional four room cottage with rear additions. The adjacent shop is also timber. At first relatively small, it was substantially enlarged in the Interwar period. It then operated as much as a general store and newsagency as a bakery. These buildings survive intact although the shop is now vacant. The coach house and stables, essential for the delivery of products from the bakery, also survive.

How is it significant?

Price's Bakery is of historical, architectural and technological significance to the State of Victoria, to the community of Branhholme and the Southern Grampians Shire.

Why is it significant?

Price's Bakery is of historic significance as the most representative and best surviving collection of such buildings that existed in the study area at the end of the nineteenth century. It is an excellent example of a family business over three generations with connections to further businesses. The bakery is also significant for reflecting the consolidation of the township of Branhholme after the arrival of the railway and as a result of the migration of people to the land in response to the Land Acts of the 1860s. The acts were instrumental in changing settlement patterns and land use throughout the state but their effects were most marked on the squatting runs of the Western District. Price's Bakery complex is of historical significance as an intact collection of purpose built structures which demonstrate an example of nineteenth century rural industry. The Price's Bakery oven is of technological significance as a rare example of an intact nineteenth century commercial wood fired baker's oven. The buildings of Price's Bakery are of architectural significance as a comprehensive collection of intact buildings demonstrating nineteenth and twentieth century construction techniques and patterns of use.

COMPARISON:

210 Bakery (Former), Hamilton-Port Fairy Road, Byaduk

202 Kookaburra Café, Brown Street and Railway Parade

428 The Old Bakery, Martin Street, Dunkeld

H777 Tintaldra General Store and Former Bakery, Main Street Tintaldra

H2038 Black Springs Bakery, 464 Beechworth-Wangaratta Road, Black Springs

ASSESSED BY: tfh

ASSESSMENT DATE:

29-Mar-02

EXISTING LISTINGS:

HERITAGE STUDY RECOMMENDATIONS:

Include in VHR Include in RNE Include in Local Planning Scheme

No Recommendations for Inclusions

REFERENCES:

Author	Title	Year	Page
Agnes V. Walter	Branholme 1843-1973	1973	14
Anthony Peters	Personal Communication, 9/12/03	2003	
Department of Justice Victoria	Pioneer Index Victoria 1836 - 1888	2001	