



BUSINESS SERIES 2b

Manufacturing (part 2)

In this second Bulletin devoted to manufacturing company records in Hocken Archives the emphasis moves more to consumer products, a field in which Dunedin in its economic heyday led New Zealand. As explained in previous Bulletins, much of this archival material is available for inspection without restriction. In some cases permission may be required from the company or its successors, or from the Hocken Librarian, but it is seldom refused to genuine researchers.

Quite a number of journals, magazines and papers on aspects of manufacturing, both here and overseas, can be found in the Hocken Collections catalogue under 'Journals'. The Hocken is also building up a fragmented collection of annual reports of public companies covering more recent years, and these include manufacturers like Fisher & Paykel, Scott Technology and national companies that acquired former Dunedin-based concerns

BEDDING

The Hocken Collections hold a reasonably complete set of annual accounts for **Arthur Ellis & Co. Ltd** from the period 1939 to 1977. In addition there are monthly financial returns for 1949–59, cash books 1935–67, papers of Broadway Trading Co. (a subsidiary company), and other sundry files. The company dates back to 1877 when Ephraim Ellis and his brother-in-law, William Nicholson, imported a flock-making machine, and became a limited liability company in 1913. The firm later imported kapok and began manufacturing mattresses, bedding and upholstery. Its trade names — 'Sleepwell' for mattresses and later 'Fairydown' for quilts — became well known throughout New Zealand. One or two members of the Ellis family were keen trappers and the company later gained a worldwide reputation for the sleeping bags and outdoor clothing it designed and produced for mountain climbing and polar conditions. Edmund Hillary and Sherpa Tensing both carried Arthur Ellis sleeping bags when they made their historic conquest of Mt Everest in 1953. Maurice Kelly's centennial history of the company, *Mill in the Valley*, was published in 1977. Ten years later, the Ellis family sold their shares in the company to the Northern

Feather Works of Copenhagen and the Dunedin plant closed in August 1988.

CLAY PRODUCTS

A substantial archive is held of the files of **McSkimming Industries Ltd**, whose antecedents go back to 1884. Most of the records, however, relate to more recent years: annual general meetings from 1918 to 1961, Directors' minutes 1951–58, annual reports 1953–75, balance sheets 1917–42, ledgers, journals & cash books for 1894–1966, and correspondence (in general and subject files) between 1917 and the 1970s. The records also cover such associated or subsidiary companies as Abbotsford Tileries, Benhar Coal, Black Lion Coal, Fairfield Brick & Sand, Glen Afton Potteries, Glenmore Bricks, Glenmore Quarries, Homebush Brick & Coal, Lambert Bros, Todd & Sons, and Mangapehi Coal Mining. McSkimming Industries was sold to the Wellington investment company Strontian Holdings in 1976, and in 1980 the McSkimming interests were purchased from Strontian by Ceramco Ltd.

No official history of the original company appears to have been written, but catalogues were issued from time to time, and a booklet entitled *Ceramic Harmony* described the firm's scope in the 1980s. The files contain a series of papers dealing with the various family interests, the manufacturing facilities and also some technical plans which, taken together, would form the nucleus of the group's history. The MA Honours thesis by Elizabeth M. Seed, 'The History of the brick, tile and pottery industries in Otago', has useful information on the origins of pottery, sources of clay in Otago, the early companies and materials used in manufacturing.

CLOTHING

One of the most comprehensive collections of business records held is that of **Hallenstein Bros**, running to more than 100 lineal metres and including extensive correspondence files dating from 1883 up to 1983, board minutes 1906 to 1966, shareholder records 1906–69, ledgers, journals, cash books, wages & tax returns for 1873–1978, employee records 1876–1979, as well as buildings, valuations, advertising,

newspaper clippings and photographs spread over 1250 separate files. Bendix Hallenstein, founder of the group, came to New Zealand in 1862 and opened a store in Queenstown. With his brothers, Isaac and Michaelis, and the manufacturer J.F.Anderson, the New Zealand Clothing Factory was established in Dunedin in 1873. It was the first, and for many years the largest clothing factory in the country, and a major employer of women. The company's main objective was to supply inexpensive, ready-made quality clothing, initially using materials from the Roslyn, Mosgiel and Kaiapoi woollen mills. In 1876, Hallenstein Bros was established as a retail outlet, by the turn of century the partnership had 34 stores around the country, and in 1906 it became a limited liability company. The retail stores were important for the N.Z. Clothing Factory and, in 1884, the Drapery and General Importing Company of N.Z. (D.I.C.) was established — initially as a co-operative, but later becoming limited liability company, its name being shortened to D.I.C. Ltd in 1965. In 1987, Hallenstein's menswear stores merged with Glasson's womenswear (which already had 101 retail shops in Australia and New Zealand, the head office moving to Auckland. Since then, Hallenstein Glasson has continued to be one of the more successful Australasian retailers.

Although Charles Brasch and C.R.Nicolson wrote a company history in *Hallensteins — The First Century 1873–1973*, published by the company in its centennial year, a better insight into the origins and history of Hallensteins is contained in three theses. The first, 'Hallenstein Brothers and Co. 1876–1906 — the early years of mass retailing in New Zealand', was written by Louise Shaw for a Postgraduate Diploma of Arts (1994); Penelope Isaac, in a BA Hons thesis entitled 'Stir, Bustle and Whirl! A History of the N.Z. Clothing Company 1873–1905' (1996) provides a comprehensive coverage of the layout and operation

of the factory, progressive mechanisation, working conditions, wages, health and safety matters; and Louise Vickerman's BA Hons thesis in 1981, 'A Colonial Capitalist — Bendix Hallenstein 1835–1905', provides background to his career in New Zealand. Two further theses provide useful insights into factory working conditions: Diana Unwin's 'Women in N.Z. Industry, with special reference to factory industry and conditions in Dunedin' (MA Hons, 1944) and Penelope Harper in her 1988 PhD History thesis tells the story of 'The Dunedin Tailoresses' Union, 1889–1914'

In 1968 the **Garron Group Limited**, Dunedin manufacturers of women's garments, went into receivership, involving the separate companies of D.H.Blackie Ltd, Garron Manufacturing Co.Ltd, Regent Gowns Ltd, Judy Anne Ltd, Sabrina Dunedin Ltd and Julie Howard Gowns Ltd. As a result, the Hocken Collections obtained an extensive archive of correspondence files from the 1960s and financial records of the various associated companies in the group.

FOOD & BEVERAGES

Dunedin's principal manufacturer has for many years been **Cadbury's Confectionery Ltd**. Established as the biscuitmaker R.Hudson & Co. in 1868, it became Cadbury Fry Hudson Ltd in 1930, Cadbury Schweppes Hudson Ltd in 1973, and finally took its present name in 1991. For over 130 years it has been one of Dunedin's largest employers and the leading manufacturer of chocolate and confectionery in New Zealand. The Hocken Collections hold a modest archive of company records, mainly accounting, which includes ledgers for 1901–19 & 1928–69, journals 1930–75, cashbooks 1928–60, import books 1905–11 & 1924–33, sales books 1933–67, and some correspondence 1885–1943. Two histories, both entitled *Sweet Success*, have been written about the company's New Zealand operations — the first by

Sir Carl Smith in 1968 and the second, a more detailed account, by E.E.Barringer in 2000. There is also a useful 32-page booklet, liberally illustrated, entitled *R.Hudson & Co.Ltd — Diamond Jubilee Souvenir 1868–1928*.

Mackintosh Caley Phoenix Ltd, also a prominent biscuit and confectionery manufacturer in earlier years, with its head office in Dunedin and branches in Auckland, Wellington and Christchurch. It had developed under this name from several companies: John Mackintosh &



The shop (on right) in Filleul St, Dunedin, where James Irvine commenced business in 1864. Bacon and jam were processed in another building to the rear. [c/n E5992/28]



Packing sheep's tongues into tins at Irvine & Stevenson's St George Co. Ltd in May 1942, during World War 2. [E.A.Phillips, c/n E5954/2]

Co., the Phoenix Company Ltd, R.K.Murray & Son, and D.Kingsland & Co. After being taken over by AB Consolidated the plant, in Maclaggan St, closed in 1976. The Hocken holds some correspondence files, financial statements, employment records and other papers, but most of the material dates from the 1950s and 1960s

Another Dunedin icon in the food business for more than a century was **Irvine & Stevenson's St George Co. Ltd**, makers of jam and canners of meat, fish and fruit. The company had its origins when William Stevenson and James Irvine commenced business in 1881. The trademark of 'St George and the Dragon' was registered in 1885, and the partnership became a limited liability company in 1902. It also established factories in other centres and, from 1924, had a close association with another Dunedin manufacturer, W.Gregg & Co. It was eventually taken over by Sharland & Co. and was closed down in 1977. Of the 20 lineal metres of archives held by the Hocken, only one-third has so far been catalogued in detail. This material contains ledgers up to the year 1936, and five books containing a wealth of information, including recipes for company products — 23 types of jam, the processes for canning meat, jellied eels, toheroa soup, rabbits, crayfish, whitebait, mushrooms and many more. The archive also includes 91 labels for jam or meat products produced by the company from the early 1880s to about 1912 (Misc.-MS-1748). The remaining uncatalogued material contains minute books, correspondence, sales and wages records.

Geoffrey Stevenson, a member of the family who had taken up journalism, wrote the 49-page history of *The House of St George* in 1964, as he said, 'under the watchful eye of his grandfather'.

Although the Hocken holds no business records of **W.Gregg & Co.** it does hold a company history by Professor Peter C.Matheson entitled *A Centennial History and Modern Review of W.Gregg & Co. Ltd. 1861-1961*. W.Gregg & Co, merged with Cerebos Foods Ltd in July 1984 to form Cerebos Greggs Ltd. An interesting analysis of the herb & spice department at Cerebos Greggs is contained in a Central Library MBA thesis, written by R.N.Helahunty in 1987.

Some background to the flour-milling industry, from the first mill at Milton in 1857, is contained in E.N.Harraway's MA thesis (1965) entitled 'A History of Flour Milling in Otago'. There is a small archive of records from the Dunedin bread-makers **J.G.Laurenson & Son Ltd**, as well as some Laurenson family material. The firm commenced business in 1891 and, operating out of premises in Highgate, beside the Roslyn township, remained under family ownership until it was sold to North's Bakery in 1987.

Bearing in mind that Dunedin was for many years the brewing capital of New Zealand, it is surprising that so few records survive in the Hocken. **Speight's Brewery** has been the most enduring of the city's breweries and the Speights brand of beer remains a nationwide seller.

Established in 1876 as the City Brewery by James Speight, Charles Greenslade and William Dawson, it amalgamated with ten other breweries in 1923 to



Speight's brewing complex in Rattray St c.1905. The building lower-right survives as a furniture workshop. [Hocken, *Cyclopedia of Otago-Southland*, 1905]

form N.Z. Breweries, and eventually became part of the present-day Lion Nathan group. Although the Hocken holds no company archives it does hold the brewing notes and other records of D.W.Cocks, who was Speight's head brewer from 1953 to 1979. The company's history is recorded in Donald Gordon's 1993 book *Speights — The Story of Dunedin's Historic Brewery*. Some background to C.F.Greenslade, one of the founders, is contained in *The History of a Family — the Life, the Times and the descendants of Charles Frederick Greenslade 1843–1917*, published by the family in 1965. Frank Leckie's *Otago Breweries Past and Present*, published in 1997, provides an excellent summary of all the breweries in the Dunedin area.

MATCHES

There is a modest record of the history of the match manufacturer, New Zealand Wax Vesta Co. Ltd, which was established in Dunedin in 1898 by Robert Rutherford, Robert William Rutherford and John Watson. The history covers the period 1898–1926. The plant closed in October 1953, and although new machinery was installed to make wooden matches, the company couldn't compete in price with imported matches. It was put up for sale in 1955 and the building was sold two years later to Bruce Woollen Manufacturing Co. for conversion to a knitwear factory.

ROPE & TWINE

One of the first rope-making plants in New Zealand was started by John Donaghy in Dunedin in 1876, as a branch of the Geelong-based Michael Donaghy. From 1881, Donaghy sold out to local business interests and in 1895 the company was renamed Donaghy's

Rope & Twine Company Ltd, with a further change to **Donaghys Industries Ltd** in 1968. In the early 1970s Donaghys diversified into food products and cold storage. The archive in the Hocken is extensive, occupying about 30 lineal metres. It includes directors' minutes 1895–1949, 1958–64; annual reports, 1896–1991; annual general meeting reports, 1912–1964; and accounting files, 1895–1973. Substantial correspondence files also include contacts with overseas suppliers, machinery purchases, price lists, shareholders' registers, price lists and photographs. Also included are a 140-page unpublished manuscript written in 1968 by Jeanne H. Goulding entitled 'The

Ropemakers of New Zealand — The History of Donaghy's Rope & Twine Co. Ltd', and H.J.Simcock's handwritten notes from 1944 on the first 50 years of the company. Kathryn Lucas's official 143-page history of the company was published in 1979 under the title of *A New Twist — A Centennial History of Donaghys Industries Limited*.

New Zealand flax (*Phormium tenax*) was also used for the manufacture of fibre and rope, and a 1952 MA thesis entitled 'Phormium Tenax in New Zealand History', by S.J.D.McDay, provides a comprehensive examination of its uses right back to the arrival of Capt James Cook on his first voyage in 1769.

SOAP

Although the Hocken has 15.8 lineal metres of records from the Dunedin soap manufacturers **McLeod Bros Ltd** containing minute books, financial and staff records, correspondence, share records, photographs etc, the detailed inventory still had to be prepared when this Bulletin went to print. McLeod Bros, established in 1869, was for 100 years one of the leading soap and candle manufacturers in the country, Laundrine soap being its major brand. The company probably took its status too much for granted, and the progressive company of Sharland & Co carried out a successful take-over in 1969, before becoming in turn a subsidiary of Carter Holt Harvey in 1973. The soap-making plant was sold to Stevens KMS Corporation in April 1988, being on-sold to Colgate Palmolive Ltd in April 1989. This company closed it down in August 1989, and the McLeod Bros building in Great King St was later demolished — the site subsequently being occupied by a new Cadbury's warehouse.

The Central Library holds an interesting MBA thesis by R.A.Wood entitled 'An Evaluation of a Soap Manufacturing Company for Purpose of Acquisition' (1984). It highlights the dilemma of the company with run-down plant, not being able to support a major capital injection unless sales could be dramatically improved, not only within New Zealand, but also in Australia. Some of the history of the early soap and candle making in Dunedin, incidentally, is covered in John Dennison's thesis, 'The History of the Chemical Industry in Otago up to 1914', mentioned in 'Hocken Bulletin 53' under **Fertiliser**.

WOOL

Otago had more woollen mills than any other New Zealand province, the largest being the Roslyn Mill in Kaikorai Valley. The owners, **Ross & Glendining Ltd**, had been established as warehousemen in 1862 and built the mill in 1879. The enterprise of the company spread nationwide with warehouse facilities and clothing manufacture. In Dunedin alone, a clothing factory was added in 1881, a hat factory in 1901, footwear in 1908 and neckwear in 1957.

including a unique set of the Napier warehouse following the 1931 Napier earthquake. Published histories include a 36p booklet by Norah Ross, *March of Time, 100 Years with Ross & Glendining Ltd* (1967); and an Otago University economics discussion paper by S.R.H.Jones in 1995 ('Ross & Glendining, warehousemen & manufacturers: pioneers in big business in 19th century New Zealand') provides informed comment on the company's operations and useful additional references in the footnotes. An earlier, well-illustrated promotional booklet, *Roslyn. The Saga of a Woollen Mill* (1948) recorded that at time of publication the company had a staff of more than 2000 spread throughout New Zealand.

The other major woollen mill was established by A.J.Burns at Mosgiel in 1871 and re-structured as the **Mosgiel Woollen Factory Ltd** in 1873. It became Mosgiel Woollens Ltd in 1965 and finally Mosgiel Ltd in 1874. Records of the company held by the Hocken include: minute books, 1873–1969; annual reports, 1874–1973; chairmen's addresses to annual meetings, 1928–1968; balance sheets, 1874–1979; letterbooks/



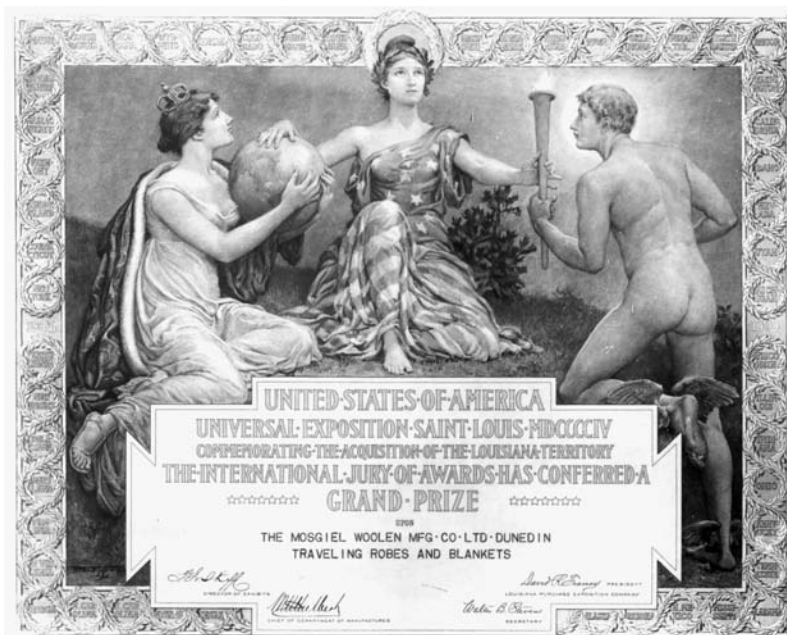
A crowded workroom in the Roslyn Woollen Mills, Kaikorai Valley, in 1921. [c/n E3359/7]

The company was taken over by UEB Industries in 1966 and the Roslyn Mill was acquired by the rival Mosgiel Woollens in 1969. The extensive Ross & Glendining archive in the Hocken covers letterbooks/correspondence, 1865–1948; minute books, 1900–1935; annual reports, 1935–1965, annual and half-yearly reports, 1870–1963; various financial records, 1861–1941; and share records, 1900–1951. Many photographs survive from the period 1871–1972,

correspondence, 1886–1912; shareholder and some accounting records, 1873–1963; and stock books, 1874–1898. A centennial history of the company, *Patterns on the Plain*, by Peter J.Stewart, published in 1975, portrayed a healthy company, but by 1980 Mosgiel was in dire financial trouble and was placed in receivership. The records of the company given to the Hocken after the receivership appear as though the entire office records had 'stopped in time'. They also

include the Receiver's own records and thus provide a comprehensive coverage of a collapsed company, including information on an Appeal to the Privy Council on asset distribution.

Other woollen mills, like the Bruce Woollen Factory at Milton (est. 1897) and the Oamaru Woollen Factory Co. (1881) merged into **Alliance Textiles Ltd** in 1962, and it was this company that acquired Mosgiel from the Receiver in 1980. The Hocken holds a well-illustrated, 24-page brochure covering the first 50 years of Bruce Woollen, and a 30-page illustrated brochure marking the 75th anniversary of Oamaru Worsted & Woollen Mills Ltd in 1956. Few Alliance Textiles records are held and those that are have come from Mosgiel Ltd. Gavin McLean's *Spinning Yarns* (1981) contains a comprehensive history of Alliance



Grand Prize certificate awarded to Mosgiel Woollen at the 1904 St Louis Exposition for the company's entry of 'travelling robes and blankets' [c/n E2603/1]

Textiles. The collapse of Mosgiel was drastic, and an interesting analysis of the effects on staff and the community is given in a 1981 University of Otago Business Development Study entitled 'The social and economic impact of the collapse of Mosgiel Limited on the towns of Ashburton and Mosgiel' (Mosgiel having purchased the Alford Forest mill at Ashburton a few years earlier). A working paper by A.J. Robb, of the University of Canterbury, entitled 'Mosgiel Ltd: cash flows and life events', contains a withering analysis of the reasons for the collapse of the company. The Milton closure in 1992 also caused considerable bitterness, a group of workers demonstrating in public for many years afterwards — their case was put by David Tranter in *Milton. The Story of a Lockout* (1996), with a resume by Helen McAra in *Locked Out* (2003).

An interesting study of the relationships between workers and management in the early woollen industry is contained in a BA Hons thesis by J.E. Bartlett entitled 'Woven Together: the industrial workplace in the Otago woollen mills, 1871–1930' (1987). It covers such aspects as working conditions, the effects on the communities around each mill, the rise of unionism, annual picnics, worker amenities and 'perks'. In the early days, labour was always cheaper than new technology.

ASSOCIATIONS & UNIONS

In addition to the records of individual companies, the Hocken Collections hold the records of the Otago & Southland Manufacturers Assn, 1889–2001 (the minutes not only providing information on matters of direct concern to manufacturers, but also an

insight into government policies of the time); the Otago Master Builders Assn, 1873–1960; the Otago Master Plumbers Assn, 1884–1981; the Otago Master Plumbers, Gasfitters & Drainlayers Assn, 1987–1996; and the Otago & Southland Plasterers Assn, 1928–1981. Of trade unions related to manufacturing, the Hocken has records of the Otago & Southland branch, NZ Building Trades Union, 1939–1997; the Otago & Southland branch, NZ Carpenters & Related Trades Industrial Union, 1875–1970; Otago branch, NZ Engineering Employees Federation, 1911–1977; Otago branch, NZ Plumbers, Gasfitters & Related Trades Industrial Union, 1904–1965; N.Z. Biscuit & Confectionery Manufacturers

Industrial Union of Workers, 1956–1988; Otago & Southland branch, N.Z. Footwear Workers Union; Otago branch, NZ Printing & Related Trades Industrial Union, 1955–1990; and the NZ Printing, Packaging Media Union, 1973–1994.

Other books relevant to these manufacturing Bulletins include: E. Shaw & J. Simpson. *The Master Plumbers of Otago. Commemorating the first 100 years*, 1997, 146p; and P.J. Stewart, *Type of a Century: 100 years of trade unionism in the printing industry in Otago*, 1974.

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