

Research Notes: Promotional Wall Clock

Brief description and date

Rectangular wall clock, with hand painted business logos on front. Neon tube lighting around perimeter. C.1948 to 1953



Promotional Wall Clock c1948 to 1953 - Ungarie Museum, Ungarie NSW

Fabric, manufacture, condition

Rectangular metal wall clock, with front divided into six sections. Neon tube lighting around perimeter. Centre top square section has a white painted background with a clock-face bearing black Arabic numerals and black hands. Each of the five remaining rectangular shaped sections carry hand-painted business logos. They include Henderson Bros., F. R. Hayes, Rowling & Son, V. G. Wilson and Baker's. Clock manufactured by E & A Henderson Engineering, Ungarie NSW.

The inclusion of the Holden FX utility image in the design, dates the manufacture of the clock to a period between 1948 and 1953.

Some fading, flaking and watermarks on surface of clock.

Clock is in fair condition.

The wall clock measures 810mm (W) X 830mm (H) X 170mm (D)

Criteria

The promotional wall clock is a unique, socially and historically significant object, with connections to the Ungarie Show Society, E & A Henderson Engineering and five other Ungarie businesses operating in the from the 1920s through to the 1960s.

This object holds research potential and interprets the themes of advertising, engineering technology and retail promotion common in the mid 20th century.

History and provenance

Placed in the display pavilion of the Ungarie Showground in the early 1950s. The wall clock was used as a time piece and as a promotional or advertising device for five local businesses. These businesses included Henderson Bros. General Motors Dealer, F R Hayes General Merchants, Rowling & Son. Cash Butcher, V G Wilson Stock and Station Agent, and Baker's Bakery.

The style and colours of the hand painted signage on the clock face is typical of print-based American inspired advertising of the post-WWII period of the late 1940s and 1950s.

The promotional wall clock also references the Ungarie Show Society and the heritage listed mid 20th century street signage from West Wyalong.

Donor's, owner's and community recollections

Ungarie P.A.H. & I. Association:

Around 2500 people attended the first Ungarie Show in 1927 and it was reported that a "good number of entries were received"¹. The first pavilion was erected in 1928 for a cost of £350 and the show continued quite successfully for a number of years, despite the constant bad weather conditions. The Ungarie Show was disbanded during WWII (1940-1945). Instead, a series of sports days were run at the showground site as fund raising events.

The Ungarie Show continued throughout the 1950s, when in 1957 the show committee's finances were recorded as being at an all-time low. Disaster struck the show committee again in 1960, when a cyclone hit Ungarie and demolished the main show pavilion. The pavilion was rebuilt in 1965-66. The committee was again under pressure in 1969 when they were unable to elect a President. The show was postponed in 1969. The format of the show was completely revised in 1970 and in 1971 a night show was successfully included for the first time.²

The Ungarie Show continues to run in 2015.

The Names On the Clock:

The establishment of the Ungarie businesses of Henderson's Engineering/ Henderson Bros., William Baker's Bakery, Rowling's Butchery and F R Hayes General Merchants all fit within the timeframe of the 1920s and 1930s, with the Stock & Station Agency of V G Wilson being established in 1947. All of these business owners have connections to the Ungarie Show Society.

The *West Wyalong Advocate* of 1 May 1947 lists the contenders for positions on the Ungarie Show Association Management Committee. Among the names listed, are V G Wilson, who topped the ballot for positions on the committee, E Henderson and F R Hayes. The *West Wyalong Advocate* of 3 July 1952 also states that Harry Rowling "was a patron and past president of the Ungarie Show Committee. Although William Baker's name is not noted among the Ungarie Show's committee members, in his role as journalist and contributor of local news to the *West Wyalong Advocate* and for a short time (1933-35) the *Ungarie Farmer*, he no doubt reported on show activities.

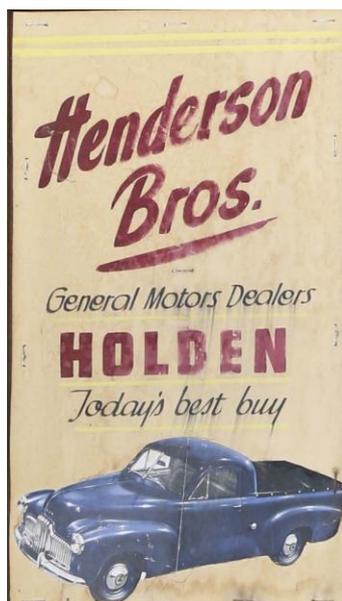
¹ *Astride the Humbug 1872-1972 Ungarie 100 years of town building.* p.81

² *Ibid.* p.82

Henderson Bros General Motors Dealers:

A subsidiary of E & A Henderson Engineering established at Ungarie in 1936. The *West Wyalong Advocate* of 1948 listed Henderson Bros. as one of only two local dealers for General Motors Holden.

At the Ungarie Show in 1952, Henderson Bros. had a "most comprehensive display"³, which included a Holden sedan and a Holden utility. In 1954, Henderson Bros. of Ungarie once again displayed cars and trucks. "Included in the vehicles were a new Holden Special, Holden Business sedan, Holden Standard sedan, Holden Utility, Holden panel van."⁴ Henderson Bros. also ran comprehensive advertisements for Holden cars in 1955 and 1956.



Holden FX model (1948 to 1953) utility featured on the Promotional Clock

F R Hayes General Merchants:

The *West Wyalong Advocate* of 11 October 1929 listed F. R. Hayes Ltd. Farming Supplies among eleven other businesses operating in Ungarie. In 1930, an advertisement for F. R. Hayes Ltd. stated that they had also "Opened up a Big Indent of Manchester Goods direct from the Makers in England"⁵. They were not only appealing to the farmers of the district, but also to the farmers' wives and daughters. Advertising of the late 1940s saw F. R. Hayes Pty. Ltd. offering a "Treat For Ungarie Farmers ... [they] have arranged a demonstration of the latest type McCormack-Deering Farm Machinery".⁶

A new premises was opened in 1948, with the *West Wyalong Advocate* declaring that:

Residents of Ungarie and many others from the outlying parts of the district gathered to inspect the spectacular and ultra-modern new showroom opened by Hayes store.

³ *West Wyalong Advocate* 8 September 1952. pg.5

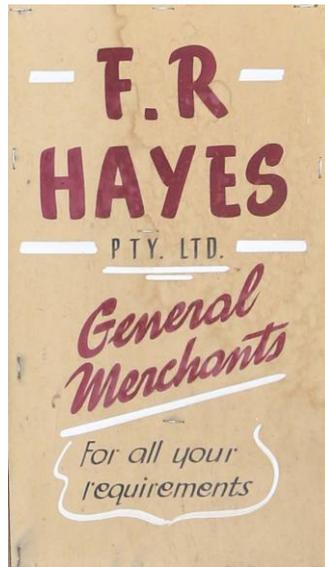
⁴ *West Wyalong Advocate* 2 September 1954. pg.1

⁵ *West Wyalong Advocate* 28 March 1930.

⁶ *West Wyalong Advocate* 9 October 1947.

... the new store combined all the features that modern merchants in America have developed to improve their service to their customers ... At the store visitors saw a range of colourful displays ... bright with plastic tops and plate glass.⁷

A serving member of Bland Shire Council for nine years, chairman of the Ungarie Hospital Board and committee member of the Ungarie Show Society for many years, F. R. Hayes moved from Ungarie to Bowral in 1951.



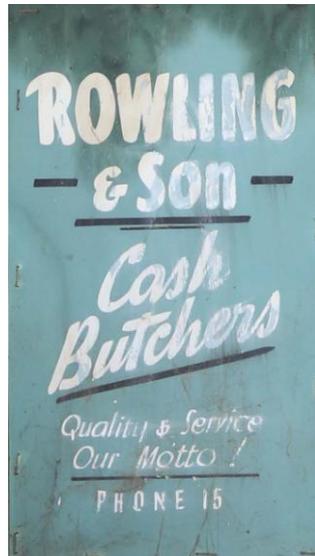
F R Hayes advertising panel featured on promotional clock face

Rowling & Son Cash Butchers:

After share farming at Blayney and West Wyalong, Harry Rowling was among the 2962 applicants who entered the 1913 ballot to acquire one of 48 blocks of land. These blocks were offered as part of the partitioning of *Woollongough* and *Ungarie* homesteads. Successful in his bid, Harry Rowling began the process of developing his property, *Arcadia*, on which he went on to breed prize winning Clydesdale horses. With his involvement in several sporting clubs, both as a player and committee member, Harry Rowling became a well known identity in the community. After the opening of his Ungarie butchery business in 1941, his standing in the community as a business owner, and as a member of various social and sporting committees continued to grow. He occupied the positions on the Ungarie Show Committee, the Ungarie School P & C Association, Ungarie Hospital Board, AFL Club, Tennis Club, Golf Club, Bowling Club, Progress Association, and the Recreation Ground Trust. After his death in 1952, the running of the butchery business was taken over by his son, Roy Rowling.

⁷ *West Wyalong Advocate* 15 July 1948.

According to the *West Wyalong Advocate*, "To know Mr. Harry Rowling was to be acquainted with a man of quiet disposition, tenacity of purpose, and one who pulled his weight."⁸



Rowling & Son advertising panel featured on the promotional clock face

V G Wilson Stock & Station Agent:

Victor Wilson and his older brother Norman purchased the property *Pinevale* in 1927. The advent of WWII and the severe drought conditions of that time made farming conditions difficult and Victor eventually sold his share in the property to Norman. Victor and his wife Una, and their family moved into Ungarie in 1947, where Victor began his career as a Stock and Station Agent.

West Wyalong Advocate 15 April 1950:

**Another Forward Step for
UNGARIE**

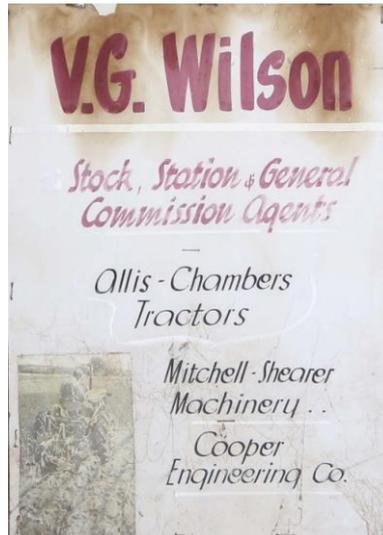
**V. G. WILSON, Stock and Station Agent,
announces that he has let the contract for
building of Pig Yards at Ungarie.
It is hoped that regular monthly markets will
be held starting in the very near future.
Patronage of pig breeders will be appreciated
and good service assured.**

In addition, farm machinery was also marketed and as the business developed and farming conditions improved V G Wilson was able to employ six people.

⁸ *West Wyalong Advocate* 3 July 1952. pg1.

West Wyalong Advocate 14 February 1963:

**Shearer Farm Machinery
Demonstrations Of
*Tillers *Chisel *Plows *Disc Plows
CAN BE ARRANGED
ON YOUR OWN PROPERTY
WITH YOUR OWN TRACTOR
FOR FULL PARTICULARS, CONTACT
V. G. WILSON
SHEARER AGENT - UNGARIE**



V G Wilson advertising panel featured on promotional clock face

Baker's Bakery:

William (Bill) Baker came to Ungarie in 1928 and established his bakery.

Advertising in 1929 proclaimed that:

Mr. William Baker, baker and pastrycook, of Ungarie, announces that he has a choice range of Xmas cakes, mixed nuts and confectionery of all descriptions at his shop in Wollongough St ... Mr. Baker requests all customers to place their orders early so as to avoid disappointment.⁹

Bill Baker also operated as a journalist in the Ungarie community, reporting for the *West Wyalong Advocate* and the *Ungarie Farmer* on local events, including football games. Always happy to embrace new technology, Bill Baker was the first person in Ungarie to own a radio and became the local agent for the sale of radios. In a 1938 article, possibly written by Bill Baker in his role as "Special Representative" for the *West Wyalong Advocate*, it was proudly stated that:

Although frequent mention is made to the number of wireless masts or poles that are to be seen in other country towns, Ungarie can hold its own in this direction. Many homes in the town have their own radio sets, which shows that the radio is just as popular in the smaller country towns as it is in the big towns and cities.¹⁰

⁹ *West Wyalong Advocate* 13 December 1929. pg.3.

¹⁰ *West Wyalong Advocate* 4 February 1938.

His entrepreneurial streak extended to his bakery, when it was reported in 1933 that:

In keeping with his policy of "progress" Mr. W. J. Baker (baker and pastrycook, of Ungarie) returned from Sydney, accompanied by Mr. A. W. Stidwell, on Thursday night, with the very latest in delivery vans. The van, which is also used for conveying mail and parcels, is the latest Willys-Knight creation, and is greatly admired locally. It is claimed by Mr. Baker that his new motor is the most up-to-date in any part of the district.¹¹

In 1953, Bill Baker built a new "City Styled Bakery" in the centre of Ungarie, which was operated by his son, Colin Baker, until its closure in the 1980s.



Baker's Bakery advertising panel featured on the promotional clock face

Comparative Examples

Although clocks bearing the logos of brewing companies and other individual companies can be found listed on museum sites, it would appear that the Ungarie Promotional Clock, which features the names of five local businesses on the one clock face, is a unique object.

Context of use

The clock was displayed on the wall of the pavilion at the Ungarie show ground during the 1950s and 1960s. All of the five names displayed on the clock (Rowling, Henderson, Hayes, Wilson and Baker) had connections to the Ungarie Show Society. It is possible that the clock was included as part of the fixtures and fittings in the "new pavilion"¹², which was mentioned in an article written in *The Land* newspaper of September 1950.

Advertising panels and hoardings have been a common site in and around infrastructure at country show grounds and sports grounds since the late 1800s. Many of these advertisements were produced by local professional sign writers.

¹¹ *West Wyalong Advocate* 20 October 1933. pg.5.

¹² *Ungarie Show*. *The Land*. Sydney NSW. Friday 1 September 1950. pg. 28 (TROVE)

Statement of Significance: Promotional Wall Clock

The promotional clock is a rare, one-off, or bespoke object with strong social, historical and research significance, related to Ungarie and district. Although the manufacture of the clock can be dated to the late 1940s or the early 1950s, the historic and social significance of this object extends back to the development of the Ungarie business sector of the late 1920s.

Not only are the stories of the five businesses represented on the clock face activated, but also the accompanying stories of the flare underpinned the commercial growth in Ungarie from the 1920s until the 1950s. They embraced technological and marketing advances, particularly after the end of WWII, and rode the wave of confidence engendered by the rural boom of the 1950s.

This rare and unique object acts as a link to narratives surrounding the development of the commercial heart of Ungarie from the 1920s to the 1950s. It also acts as a poignant reminder of the optimism and growth seen in small regional communities during the 1950s.

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May 2015