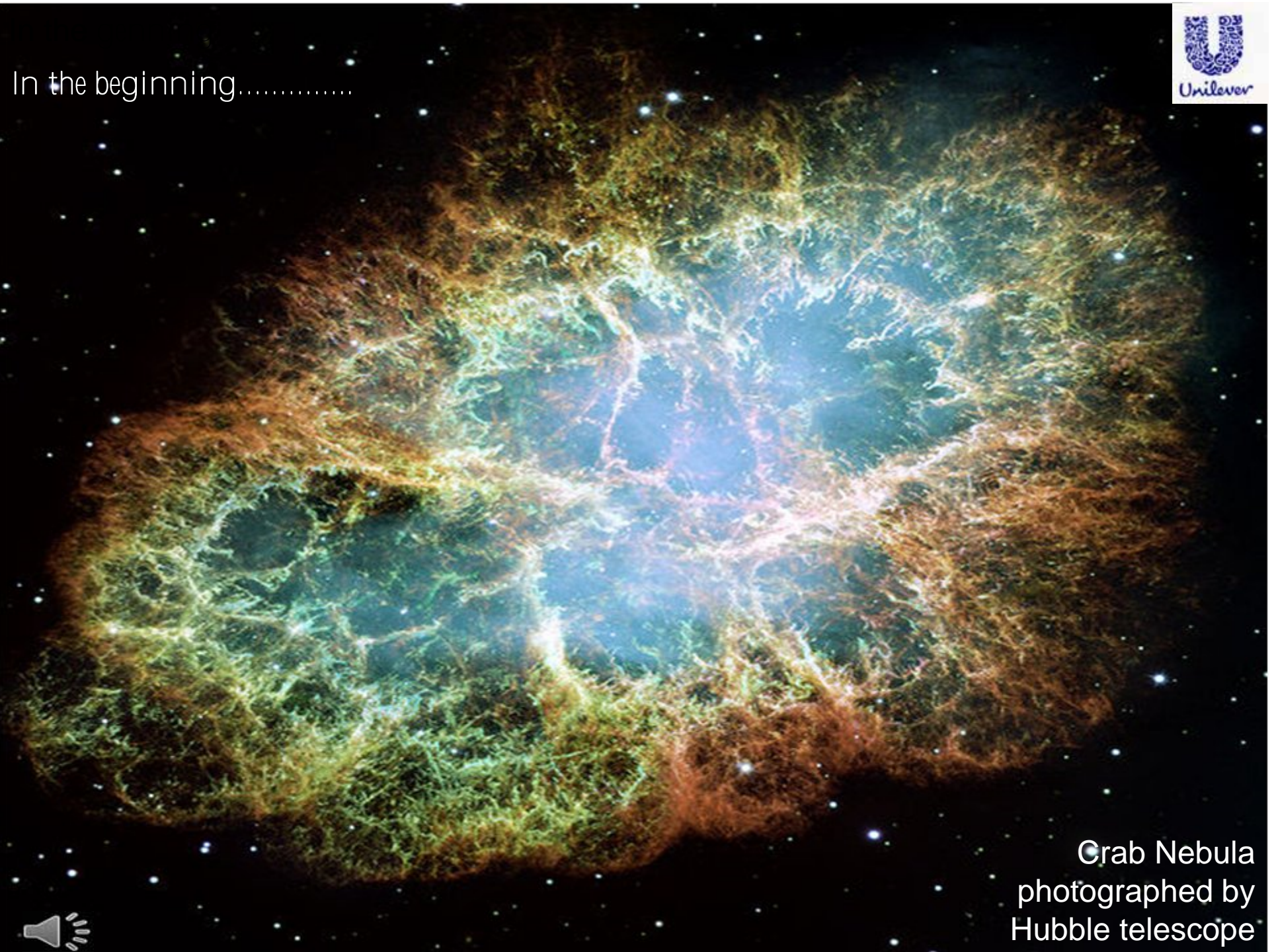


In the beginning.....



Crab Nebula  
photographed by  
Hubble telescope



# Soap is discovered?

Although no one really knows who or when soap was discovered, there are various legends surrounding its beginning.

According to Roman legend, soap was named after **Mount Sapo**, an ancient site of animal sacrifices.

After an animal sacrifice, rain would wash the animal fat and ash that collected under the ceremonial altars down the slopes to the banks of the Tiber River.

Women washing clothes in the river noticed that if they washed their clothes in certain parts of the river after a heavy rain their clothes were much cleaner.

Thus the emergence of the first soap – or at least the first use of soap.

# Soap is recognised

**Moses** gave the Israelites detailed laws governing personal cleanliness.

Biblical accounts suggest that the Israelites knew that mixing ashes and oil produced a kind of hair gel.

**Soap** is mentioned twice in the Bible, but it is generally agreed that the Hebrew word “*borith*”, which has been translated as soap, is a generic term for any cleansing agent.

**By the second century A.D.**, the Greek physician, Galen, recommended soap for both medicinal and cleansing purposes.

# Soap is more widely used

Bathing habits all over Europe rose and declined with **Roman civilization**. When Rome fell in 467 A.D., so did bathing.

It is said that the lack of cleanliness and poor living conditions contributed to the many **plagues of the Middle Ages**.

The English began making soap during the 12th century.

In 1633 **King Charles I** granted a 14 year monopoly to the Society of Soapmakers of Westminster.

In the reign of **Elizabeth I**, soap consumption in England was greater than in any other European country.



# Soap and Hygiene

It seems that **Queen Bess** set the fashion herself, for it was reported that the Queen **took a bath every four weeks "whether it was necessary or not."**

It wasn't until the 18th century that bathing came into fashion.

In 1791, the French chemist Nicolas Leblanc discovered how to extract soda from common salt.

Around the same time, **Louis Pasteur proclaimed that good personal hygiene would reduce the spread of diseases.**

# Lever Brothers

Starting with a small grocery business begun by his father, William Lever and his brothers entered the soap business in 1885 by buying a small soap works in Warrington, UK.

Using glycerin and vegetable oils such as palm oil, rather than tallow, to manufacture soap, they produced a good, free-lathering soap, called "Sunlight Soap", at a rate of 450 tons per week by 1888. Larger premises were built on marshes at what became "Port Sunlight".

By 1900 "Lifebuoy", "Lux" and "Vim" brands had been added and subsidiaries had been set up in the United States, Switzerland, Canada, Australia, Germany and elsewhere.

# Lever Brothers

By 1911 the company had its own oil palm plantations in the Congo and the Solomon Islands. Lever Brothers Ltd also acquired other soap companies including A&F Pears, Crosfield's of Warrington, Hudson's of Liverpool. Lever rode the cresting late-Victorian consumer revolution to build a vast industrial empire spread across the globe.

Four years after William Lever's death in 1925 his enterprises were amalgamated as Unilever.

By 1930 it employed a quarter of a million people and, in terms of market value, was the largest company in Britain.

# Lever Brothers (Unilever)Australia

In **1897**, Lever Brothers established a plant at Balmain to extract oil from copra which was shipped back to Liverpool, England.

In **1900**, the Balmain plant began to manufacture **Sunlight Soap** and glycerine, and other products followed.

Early in **1914**, William Lever visited Melbourne as part of a worldwide tour of Lever interests.



# Lever Brothers (Unilever)Australia

During the visit he met with J.Kitchen & Sons, who were established soap manufacturers, and offered to amalgamate the two firms.

By about **1923-24** Levers Brothers fully owned both companies. Shortly after, the company became known as **Lever & Kitchen**.

In **1989**, the Home and Personal Care businesses of Lever & Kitchen merged with Rexona in Australia to form **L&K: Rexona**.

# Lever Brothers (Unilever)Australia

The company changed name in **1993** to **Lever Rexona** and in **2000** merged with **Unilever Foods** to form what is now **Unilever Australasia**.

At its prime in 1958, the Balmain factory employed as many as 1,250 workers, many of whom were local residents.

The complex contained a glycerine refinery, toilet and laundry soap plant, soap and synthetic detergent powder towers, the original mill for coconut oil, an oil refinery and hydrogen generation for hardening fats and oils, margarines and fats for others such as Arnotts, as well as a large boiler house, many storage tanks, extensive wharves and a small fleet of lighters and workboats.

# Lever Brothers (Unilever)Australia

The site was also home to:

Edible Oil Industries (EOI),  
Continental soups,  
Puffin and Betty King cake mixes, and  
Mellah desserts.

The Balmain plant was wound down from the 1970s,  
having lost its waterfront to the container wharf  
development at White Bay.

Production eventually ceased in 1988.

# Port Sunlight Village



In 1887, Lever purchased 56 acres of unused marshy land at the site which became Port Sunlight.

The garden village was founded to house his factory workers. Between 1899 and 1914, 800 houses with a population of 3,500 were built, together with allotments and public buildings including the Lady Lever Art Gallery, a cottage hospital, schools, a concert hall, open air swimming pool, church, and a temperance hotel. He also introduced schemes for welfare, education and the entertainment of his workers, and encouraged recreation and organisations which promoted art, literature, science or music.

Lever's stated aims were *"to socialise and Christianise business relations and get back to that close family brotherhood that existed in the good old days of hand labour."*

He claimed that Port Sunlight was an exercise in profit sharing, but rather than share profits directly, he invested them in the village. He said, *"It would not do you much good if you send it down your throats in the form of bottles of whisky, bags of sweets, or fat geese at Christmas. On the other hand, if you leave the money with me, I shall use it to provide for you everything that makes life pleasant – nice houses, comfortable homes, and healthy recreation."*



## A CHRONOLOGY of COMPANY FOUNDATIONS & MERGERS

Established in **1873** at Footscray, Victoria, the **Apollo Company Works** was an early company producing organic chemicals such as glycerine, stearine, oleine and household soaps, from products found in slaughter yards.

Soap manufacturer **J. Kitchen & Sons Pty Ltd** was incorporated in Melbourne in **1883**.

**Lever Brothers** commenced operations at Balmain in **1897** with a copra oil mill followed by the first soap boil of Sunlight in 1900.

The **Apollo Stearine Candle Coy** was established in the **1890s** and was the Sydney successor of the Apollo Company Works. In **1912-14**, the Apollo Stearine Candle Coy became **part of Lever Bros Ltd**.

**Lever & Kitchen Pty Ltd** was established in **1962** as a result of a merger that took place between two Australian soap manufacturers, Lever Brothers Pty Ltd of Sydney and J. Kitchen & Sons Pty Ltd of Melbourne. In **1989** Lever & Kitchen **joined Rexona Pty Ltd, creating L&K: Rexona**.

The head office of the new company was located at Rexona's North Rocks site.

Lever Brothers New Zealand and L&K:Rexona then amalgamated to become a truly Australasian company in **1993** when it combined the Australian and New Zealand detergents and personal products businesses under one management structure and one trading name, **Lever Rexona**.

In **2000** **Lever Rexona merged with Unilever Foods to form Unilever Australasia**.

# **Lever Brothers**

## **Early Balmain**



William Hesketh Lever and his wife Elizabeth Ellen Hulme  
at about the time of their first visit to Australia in 1892



*Sunlight soap, the foundation of the Lever empire, with its famous guarantees and slogans.*





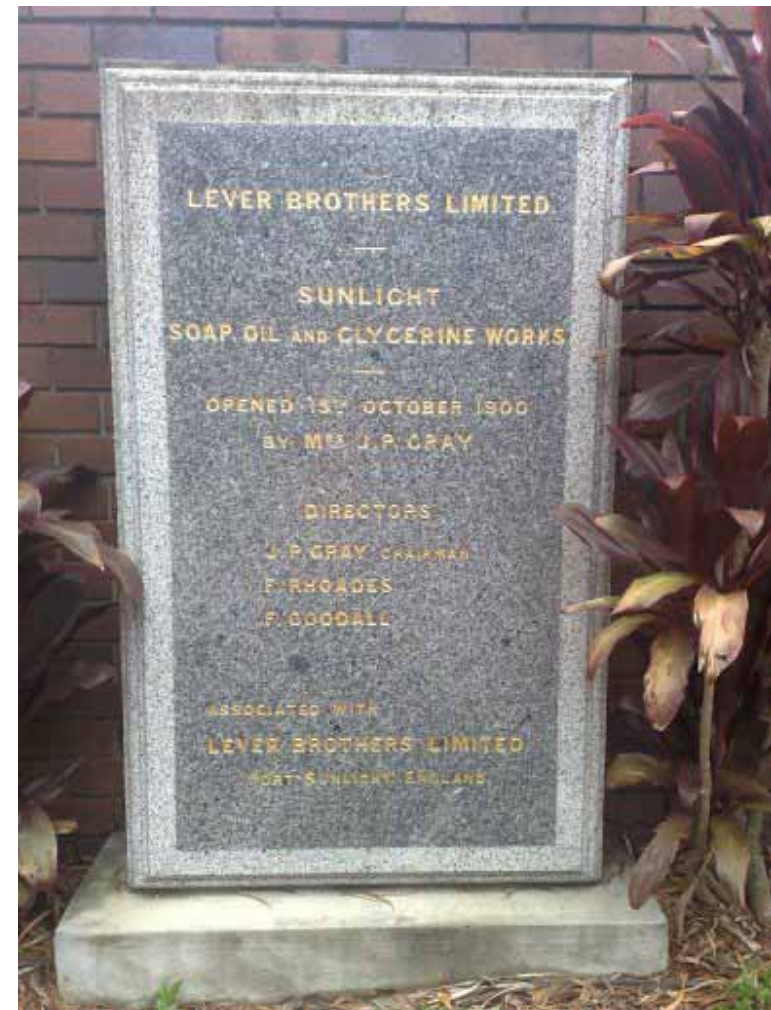
Balmain Works 1903 – Oil Mill

## COMMEMORATIVE STONES transferred from BALMAIN to NORTH ROCKS



### SUNLIGHT OIL WORKS

FIRST SOD TURNED BY Mrs W H LEVER  
26<sup>th</sup> DEC 1895

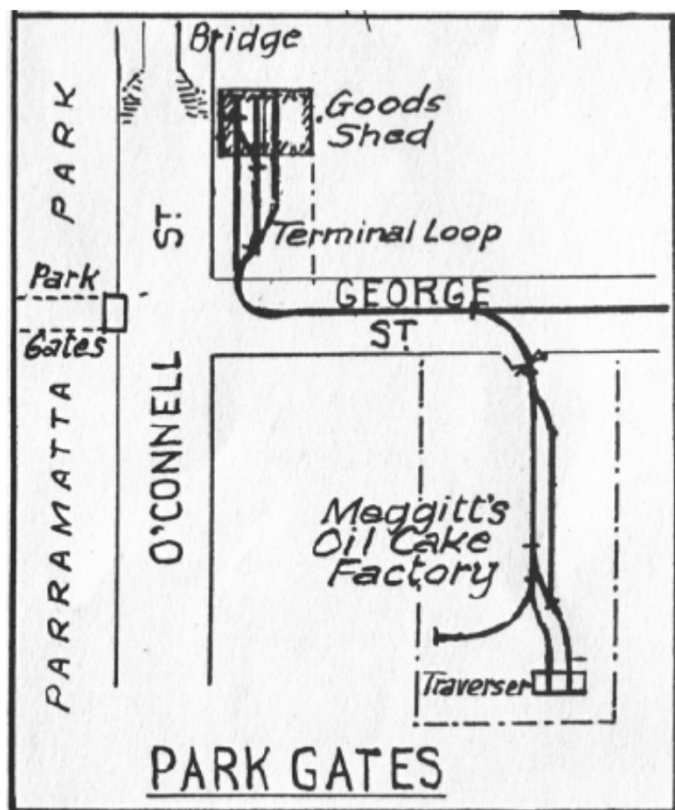


### SUNLIGHT SOAP, OIL AND GLYCERINE WORKS

OPENED BY Mrs J P GRAY  
15<sup>th</sup> OCT 1900

**H. W. Meggitt** came from Port Sunlight to manage the Lever Brothers Ltd oil mill in 1895.

In 1899, apparently unable to resist the lure of opportunity in the new land, he resigned the position to establish Meggitt Ltd of Parramatta in 1908 and the Australian linseed oil industry.

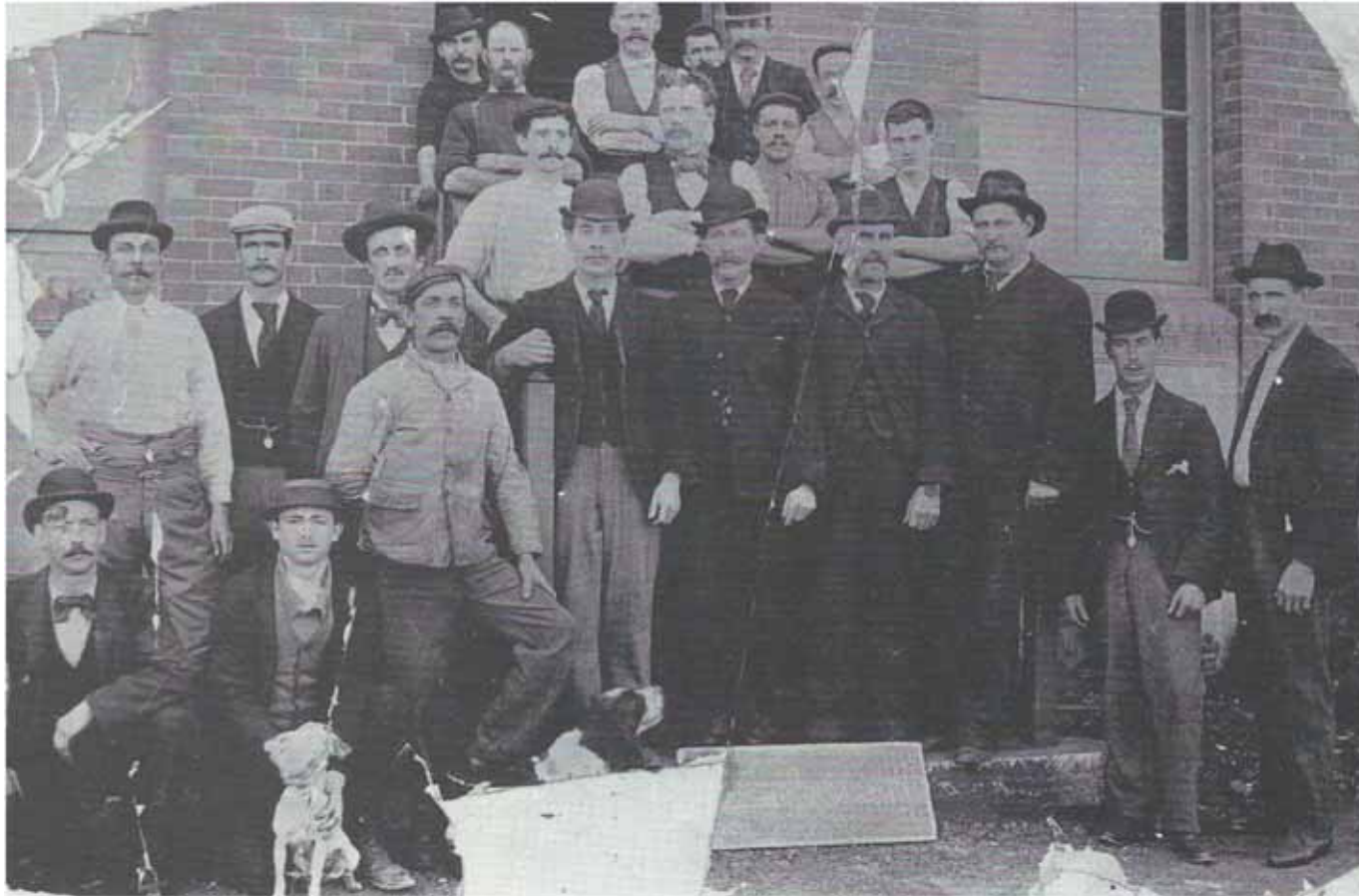


Monday, November 30, 1914, saw Meggitt's factory in Parramatta destroyed by fire. In the process 100,000 gallons of linseed oil were destroyed together with plant and buildings. Some of the latter were near new. The damage was covered by insurance and re-building commenced shortly afterwards.

During the rebuilding process the opportunity was taken to improve the transit facilities of the tramway. Previous to this, it appears that the transfer of linseed products had taken place at the tramway terminus facilities, opposite Meggitt's factory. Following Council approval, a modern siding facility was laid into Meggitt's, off the main tram line.

Newsletter of the Steam Tram and Railway  
Preservation (Co-Op) Society Ltd.  
t/a Valley Heights Steam Tramway





## One of the first shifts in the Balmain Oil Mill

Photographed on the Oil Mill steps in 1897


Back row L to R: J. Green, A. Agnew, R. Wilson, - -, W. Rose, A. Ward

Second row: J. Rennie, R. Scott, A. Holt, J. Woods,

Third row: - -, G. Day, H. Wing, **J. Zionzee**, W. Gurney, C. Gurney (brought from Hull by Meggitt), H. Dick, (the first engineer, also from Hull), A. Gurney, T. Soden

Front row: H. Pearson (?)

Refer: **Ruth Zionzee** – Occupational Health Nurse



Sourcing copra

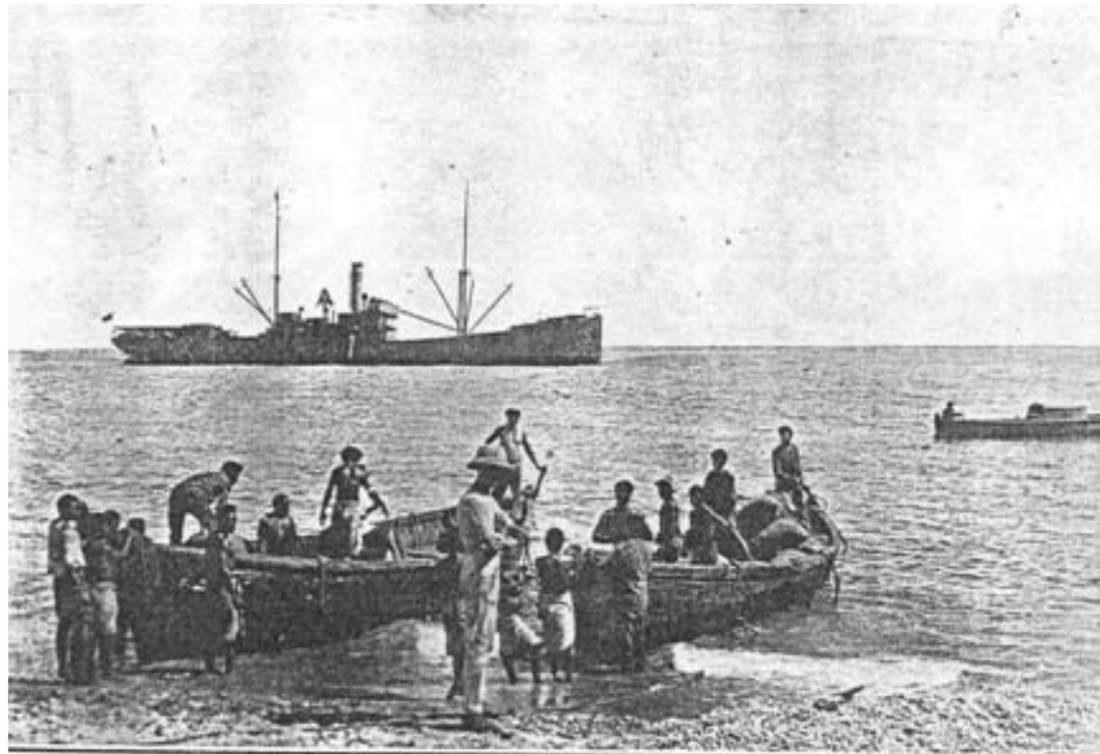
Christmas Atoll / island has the greatest land area of any coral atoll in the world: about 322 square kilometres; its lagoon is about the same size.

It comprises over 70% of the total land area of Kiribati (pronounced Kiribas), a country encompassing 33 Pacific atolls and islands.

Kiritimati (pronounced **Kirismas**) showing coconut plantations

Unloading coconuts for husking at a plantation in the Manning Straits. These images gave the impression that Solomon Islands copra could be harvested from remote plantations, processed, bagged and shipped within the archipelago to a depot, then to Sydney or direct to the west coast of the United States of America.

*Published in Sydney Mail, 20 Apr 1921, p18*



A caption noted a vista of one year old seedling palms was the result of a commitment by Lever Brothers, "the giant British soap makers (who) have invested millions in this group of islands and have many fine plantations".

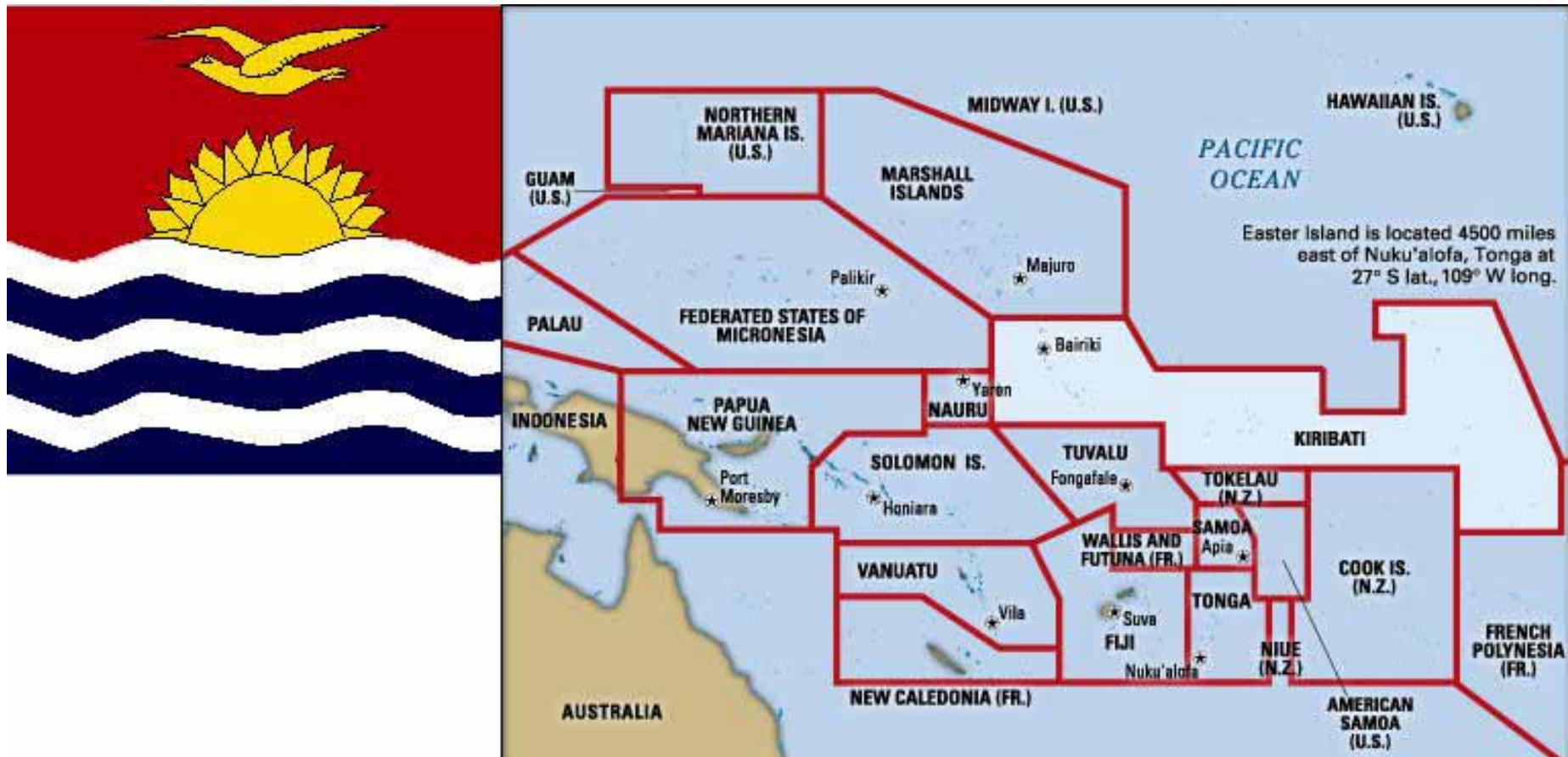


Gavuta Island, Solomon Islands Lever Brothers Plantations Ltd 1932









Western Pacific where Lever Brothers Plantations Ltd operated copra plantations

Kiritimati atoll was explored by Capt. James Cook in 1777, annexed by Great Britain in 1888, and included in the Gilbert and Ellice Islands colony in 1919.

British nuclear tests were conducted on the atoll in 1957 and 1958 and U.S. tests in 1962.



“REDOVA” one of the Pacific Island ships transporting copra

The Sydney Morning Herald

2 December 1896

**Wednesday 2 December 1896**

**NEW OIL MILLS AT BALMAIN.**—The extensive works of Messrs. Lever Brothers, at the foot of Reynolds Street, Balmain, are now rapidly approaching completion, and considerable interest has been manifested in the undertaking, in as-much as the works are the first of the kind erected in Australia, in which it is proposed to deal in a large way with the preparation of cocoa-nut oil. A trial of some of the machinery has been made, with satisfactory results.

**SUNLIGHT**  
**Laundry Soap**  
**First made 1900**

# SUNLIGHT

# SOAP



**£1000  
REWARD**

WILL BE PAID TO ANY  
PERSON WHO CAN PROVE THAT  
THIS SOAP MANUFACTURED  
BY LEVER BROTHERS PTY.  
LIMITED, SYDNEY, CONTAINS  
ANY HARMFUL ADULTERANT  
WHATSOEVER

**LESS LABOUR  
GREATER COMFORT**

**GUARANTEED**

**PERFECTLY PURE AND GENUINE**

**FREE GIFTS  
IMPORTANT**

Sunlight Free Gift 'Suns'  
are on the top flap of  
this carton

# SUNLIGHT SOAP







# **Lifebuoy**

**First made 1900**



William Street, Sydney 1916



# **MONKEY BRAND**

**First made 1902**



*"Smooth-cleans  
and Polishes"*

*Brooke's*  
**MONKEY  
BRAND**

MADE BY  
LEVER BROTHERS PTY. LIMITED

CONCENTRATED  
NET WEIGHT WHEN PACKED  
5 1/2 ozs.

**DIRECTIONS.** Rub a damp cloth on Monkey Brand to produce a soapy paste and apply cloth briskly to articles; rinse, and polish with dry cloth. FOR PLAIN WOOD TABLE-TOPS, DRAINING BOARDS, ETC., the Monkey Brand block can be rubbed directly on the wet wood. Rub with the grain, rinse and dry.

KEEP MONKEY BRAND IN A DRY PLACE,  
DO NOT IMMERSE IN WATER.

**MONKEY BRAND**

THE CONCENTRATED CLEANSER  
for: Aluminium-ware; Enamelled and Porcelain Baths, etc.; and all Metal Articles; Cork, Rubber, Paint, Glass, Terazzo, etc. Removes Grease, Burnt-on Food, Stains, Tarnish and Rust. Whitens Plain Woodwork.

LEAVES NO ODOURS.

**MONKEY BRAND** is made from specially fine polishing materials and mild pure soap, so that it *smooth-cleans* instead of scratches any surface. It is mild to the hands and quick and easy in use.





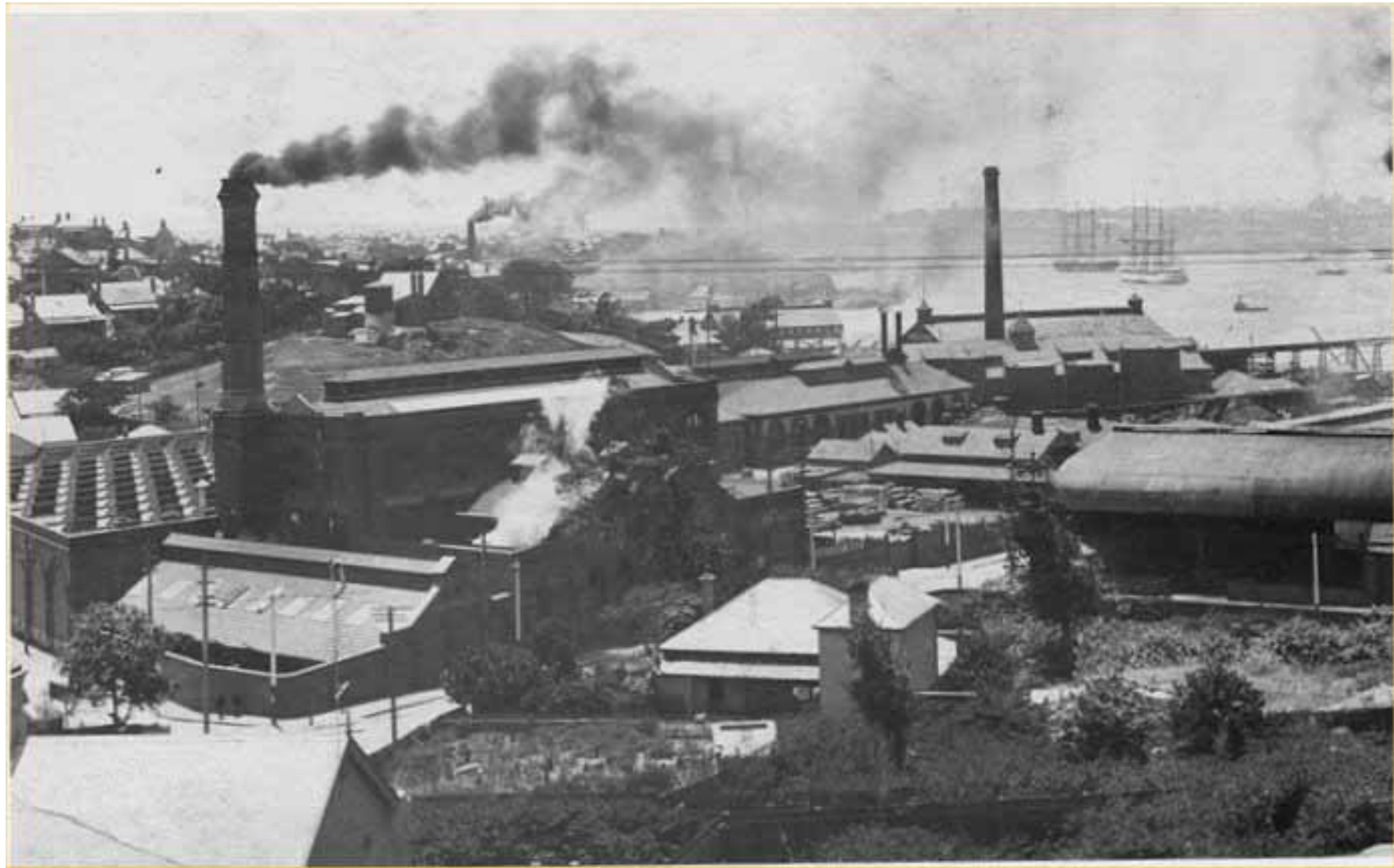
Enamelled signs were used to advertise popular brands.

They used bright colours and the hard, glossy enamel finish meant that they defied the worst of outdoor conditions for many years.

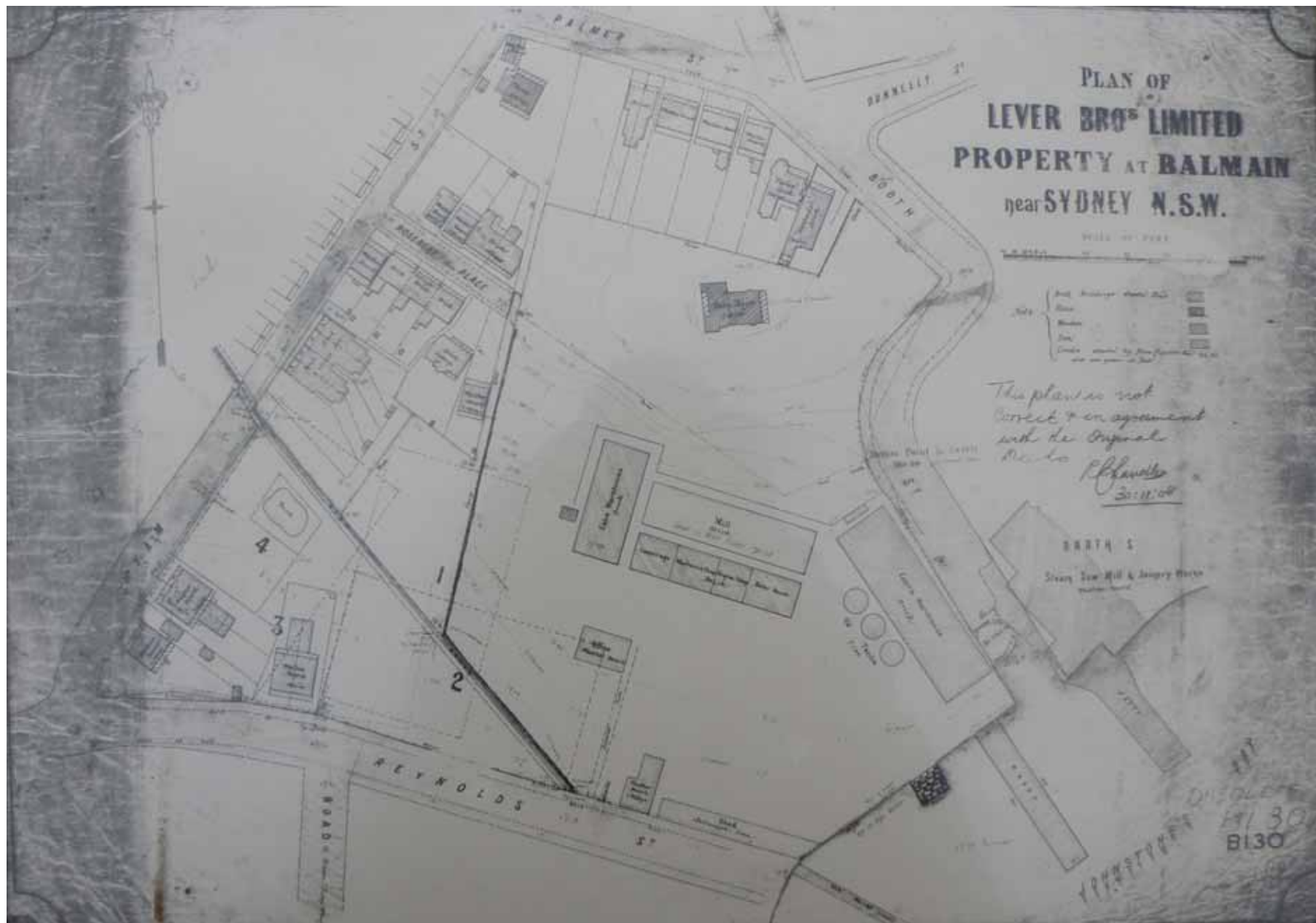
**Joseph Meek –  
Managing Director  
1903 - 1924**

**William Wainwright Snr  
Master Soapmaker  
1908- 1923**





Balmain works 1903



**LEVER BROTHERS BALMAIN SITE PLAN (Notated 30 Nov 1908 as 'not correct')  
(original year when it was drawn does not appear: 1896?)**



AIF Stores WW 1 Port Said, Suez Canal, Boxes of Sunlight Soap ca 1918





***Sunlight Football Club, Lever Brothers, Balmain, 1914***

*Back row: R. Hart, H. Wilson, D. Thorburn, D. McLean, T. Clitheroe*

*Middle row: Harry Bearpatch, unknown, M. Cunningham*

*Front row: W. Wainwright, J. Sloman, B. Dixon, J. Murray, R. McGregor,  
Lever Brothers; Balmain Association*



***Toilet Room girls dressed up for a bazaar in the Sunlight Room, during WW I  
(Lever Brothers, Balmain Association)***



ARTISTS IMPRESSION OF  
LEVER BROTHERS FACTORY AT BALMAIN  
ABOUT 1928





Colgate-Palmolive factory, Balmain ca 1966  
The Colgate-Palmolive factory opened in 1923





Box making at Lever Brothers, Balmain ca 1930



## THE COOPERAGE ca. 1904

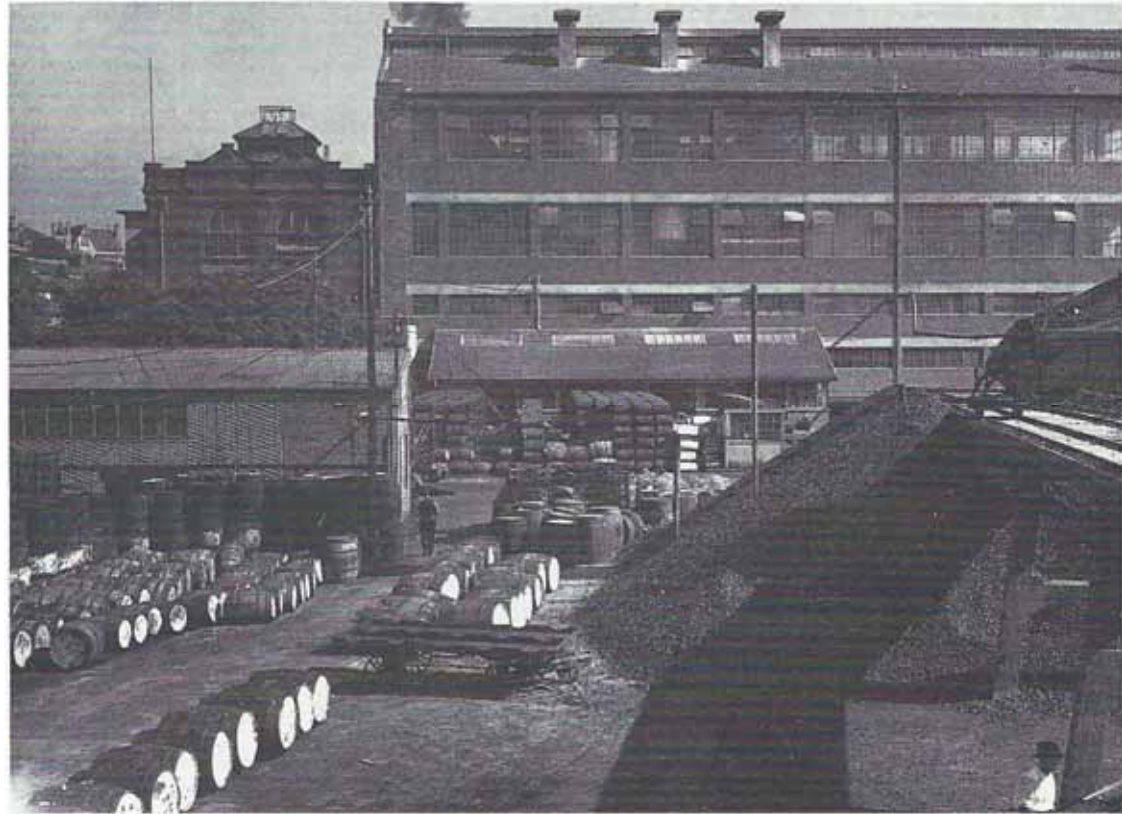
Situated where the engineering store last stood at the S-W corner of the services building adjacent to the oil mill. The cooperage was an essential part of the factory from its beginnings in 1896 until the late 1930s when 44 gallon drums gradually took over the handling of tallow coming in and coconut oil going out. Tankers were progressively used and steel drums and wooden barrels were essentially phased out by the late 1960s.

The coopers made and repaired wooden kegs, barrels, casks and tuns until 1915 entirely by hand but later with the assistance of powered tools.

The LAST cooper retired around 1950.

## **Tallow and coconut oil were stored and shipped in barrels**

made at first of tough Tasmanian blackwood, then of crab apple or white ash. The wood was cut on the northern coast of New South Wales and sent by rail to coastal boats for shipping to Balmain. At Lever Brothers staves were cut, then stored and seasoned in cooperage yards. Most of the barrel making process was carried out by hand until 1915 when machinery was installed. Some tallow was still being received in barrels in the early 1960s. The tallow was melted out in the M.O.D plant thence to storage .



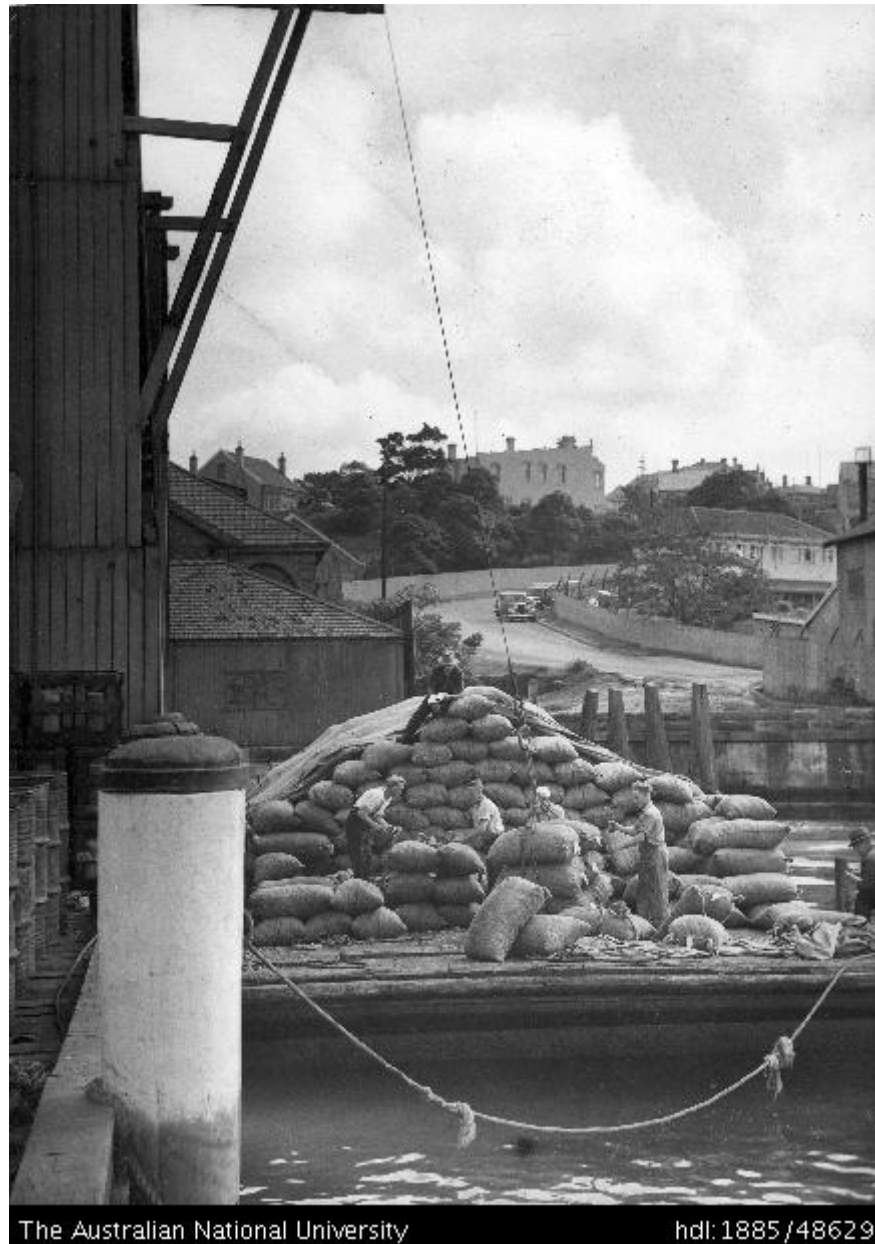
**Tallow barrels in the factory yard at Balmain**

The tallow was mostly from cattle but there was some sheep tallow (mutton fat). Colour varied from light cream to dark green (gut tallow). Tallow for Pears soap (Pears Dark) was a 'burnt' grade from the abattoirs and renderers.

The tallow had to be bleached to a standard colour in the S.A.F.E. plant (Sulphuric Acid & Fuller's Earth); the activated bleaching earth adsorbing the colourants before being filtered out in frame presses with canvas as the filter medium.

By the mid 1960s all the tallow was delivered in tankers from as far as Victoria and Queensland. Each had to be sampled for testing as it arrived . This could be quite hazardous for the young chemists who had to climb the slippery rear rungs then walk along the top to each of the hatches in order to take samples in screw top glass jars. The tankers often stood for half a day whilst connected to steam hoses in order to re-melt for pump-out.





The Australian National University

hdl:1885/48629

Unloading copra from barge at Lever Brothers Balmain jetty ca 1930



The Australian National University

hdl:1885/48626

Unloading copra from barge at Lever Brothers Balmain jetty ca 1930





The Australian National University

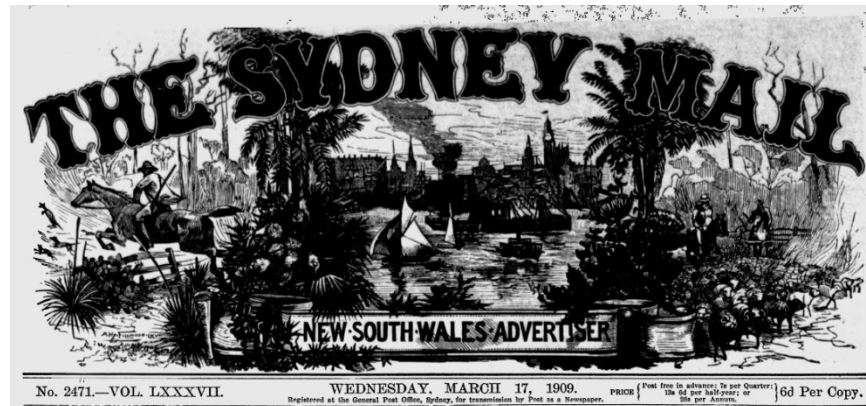
hdl:1885/48628

Copra storage shed



Copra Oil Mill. Residual cakes after most of oil expressed sold as animal fodder. ca 1930





## Milk Flow The £.s.d of it.

Mr. ALFRED GORRIE, Secretary of Queensland Dairy Herd Book Society, writes:—

Many years ago I recognised the value of Sunlight Oilcake as a fodder for dairy stock in conjunction with other foods, and have been using Sunlight Oilcake regularly for the past 11 or 12 years, and the prices ruling for fodder recently induced me to give a more careful trial of Sunlight Oilcake in comparison with other cattle fodders.

For one month previous to 10th January, ultimo, when the trial commenced, my cows were supplied with a feed ration of lucerne and green chaffed corn with 6lb of bran, the milk from each cow being weighed morning and evening, and a careful check kept on the cream results. On the date mentioned I substituted 3lb of Sunlight Oilcake for the bran ration (6lb), and continued with the same quantities of lucerne and green corn; the increase of milk for the succeeding twenty-one days averaged 2lb per cow per day, with no deterioration in the quality of the milk, 8½lb of milk being required to produce 1lb of 40 test cream. The results I consider very much in favour of Sunlight Oilcake as a food for milch cows; while the Sunlight Oilcake costs less than bran by one shilling and one penny per cow per week, the increased quantity of milk for that period had a value of elevenpence per cow. Thus the saving in feeding eight cows on Sunlight Oilcake instead of bran proved to be 16s per week. I believe, further, that the net profits from each cow would have been increased had I fed 4lb instead of 3lb of Sunlight Oilcake, because since the conclusion of the test I have given a more liberal ration of Sunlight Oilcake, and find a considerable increase in the milk yield from all cows, including some that were going dry.

NOTE.—THE NAME SUNLIGHT IS BRANDED ON EVERY CAKE.  
FOR FULLER PARTICULARS WRITE TO LEVER BROTHERS, LIMITED, SYDNEY, FOR BOOKLET.

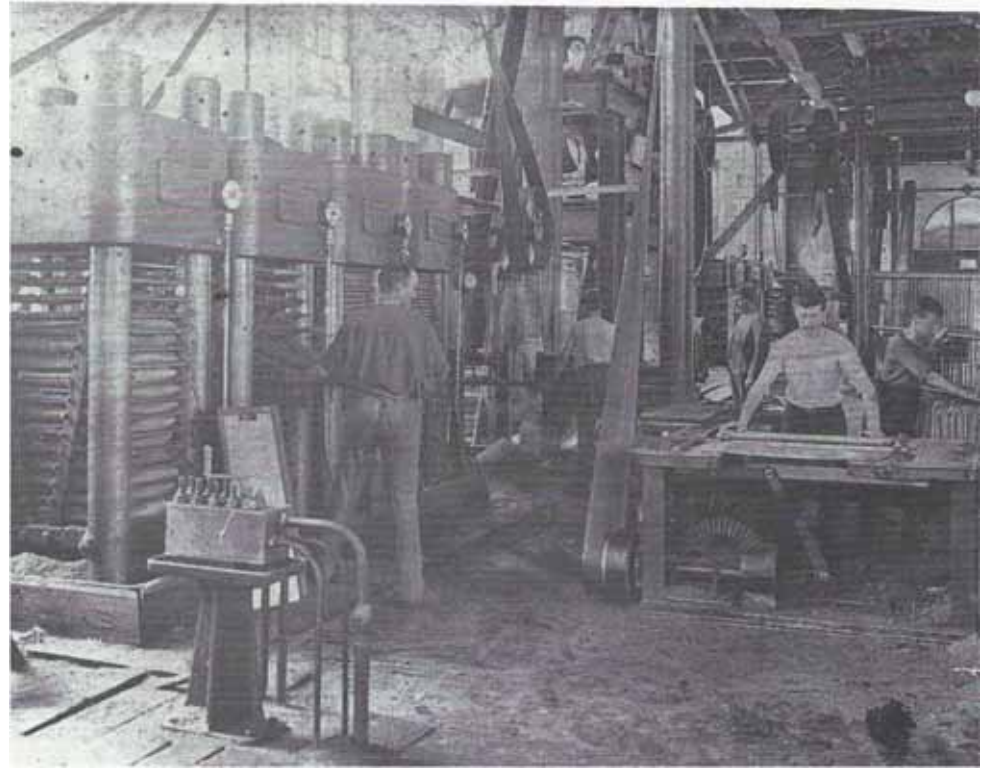
**“Sunlight Oil Cake : How to Use it.”**

The Sydney Mail March 17, 1909

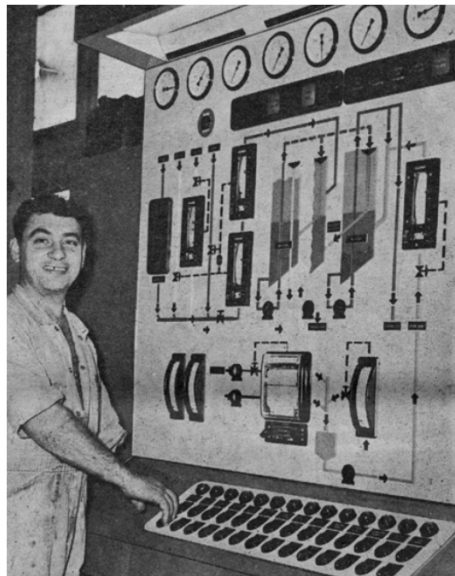
**Working in the Oil Mill** was hot, dirty and frequently dangerous, as the scarred hands of some of the retired oil men attest. (One young worker, *Joe Silleri*, lost an arm in the grinding plant).

In summer, as the interior temperatures soared, shirts and pants were often discarded and the work done in little more than loincloths. When the mill's steam engine blew up in the 1930s, it was replaced by three electric motors still driving the original line shafting. The hydraulic presses were replaced in 1949 and the old cooking kettles in 1955. It takes around 6000 full-grown coconuts to produce a tonne of dried copra.

Around 1914, the mill was processing 10,000 tons of copra per year .....so, 60 million full-grown coconuts!!



*Interior of the Balmain Oil Mill, circa 1902, with hazardous unguarded belts.*



The dried copra yields up to 60% oil. The meal contains 8-12% oil and 20-22% high quality protein suited to ruminants.

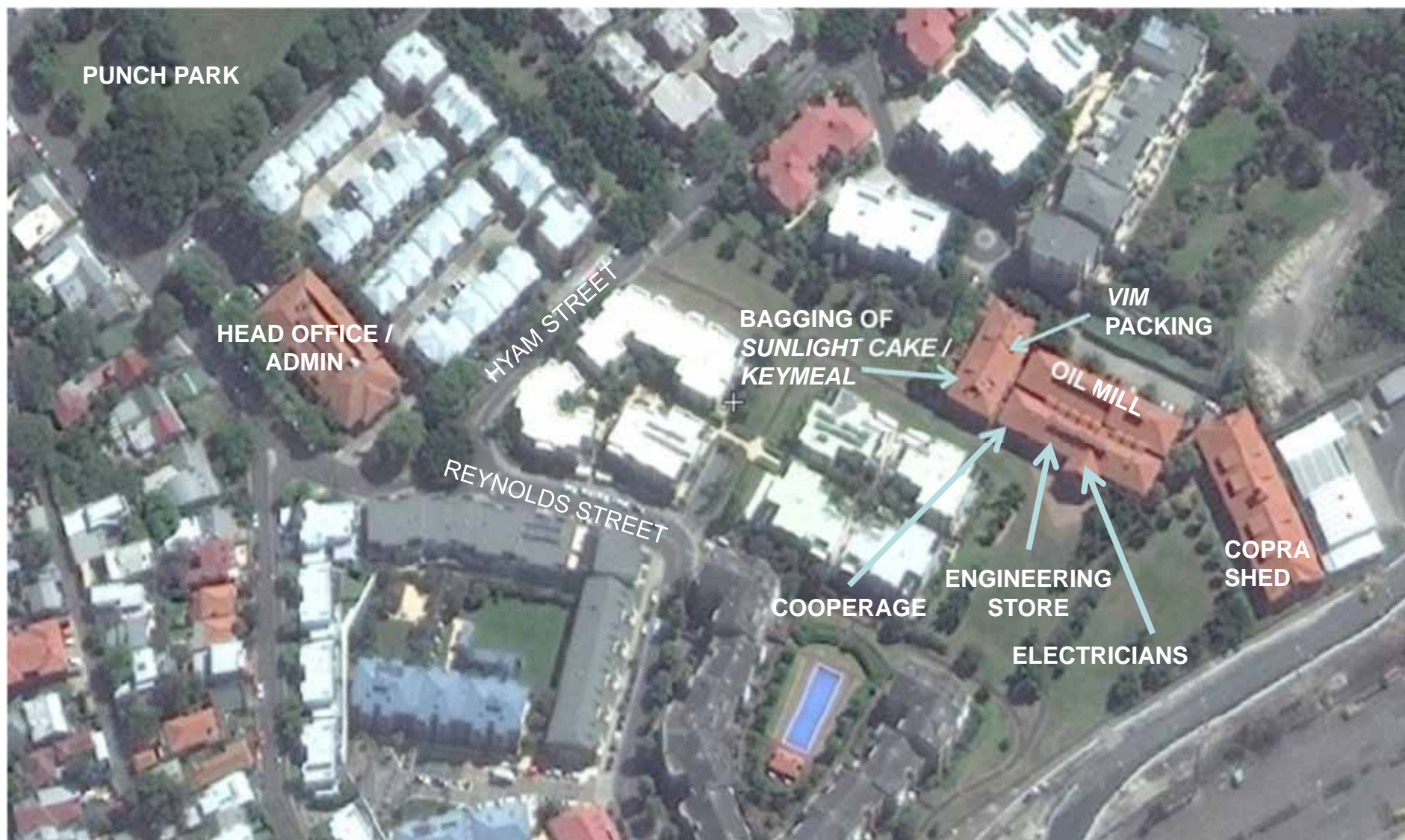
*Joe Silleri* controlling saponification and the counter-current washing of the soap through the D.P.U. (Divided Pan Unit). He adapted well to the loss of his left arm. Joe was also known as 'the one-armed' bandit after he was revealed as one of a team 'milking' poker machines in the early 1960s including over in Las Vegas. Apparently they 'milked' the machines for a significant windfall by jiggling the arm until the inserted coin was held in the mechanism whilst they waited for the moment to complete the arm pull for a large payout.

A video of the technique is at [www.youtube.com/watch?v=PBRYUFUhxw0](https://www.youtube.com/watch?v=PBRYUFUhxw0)





Balmain Works 1921

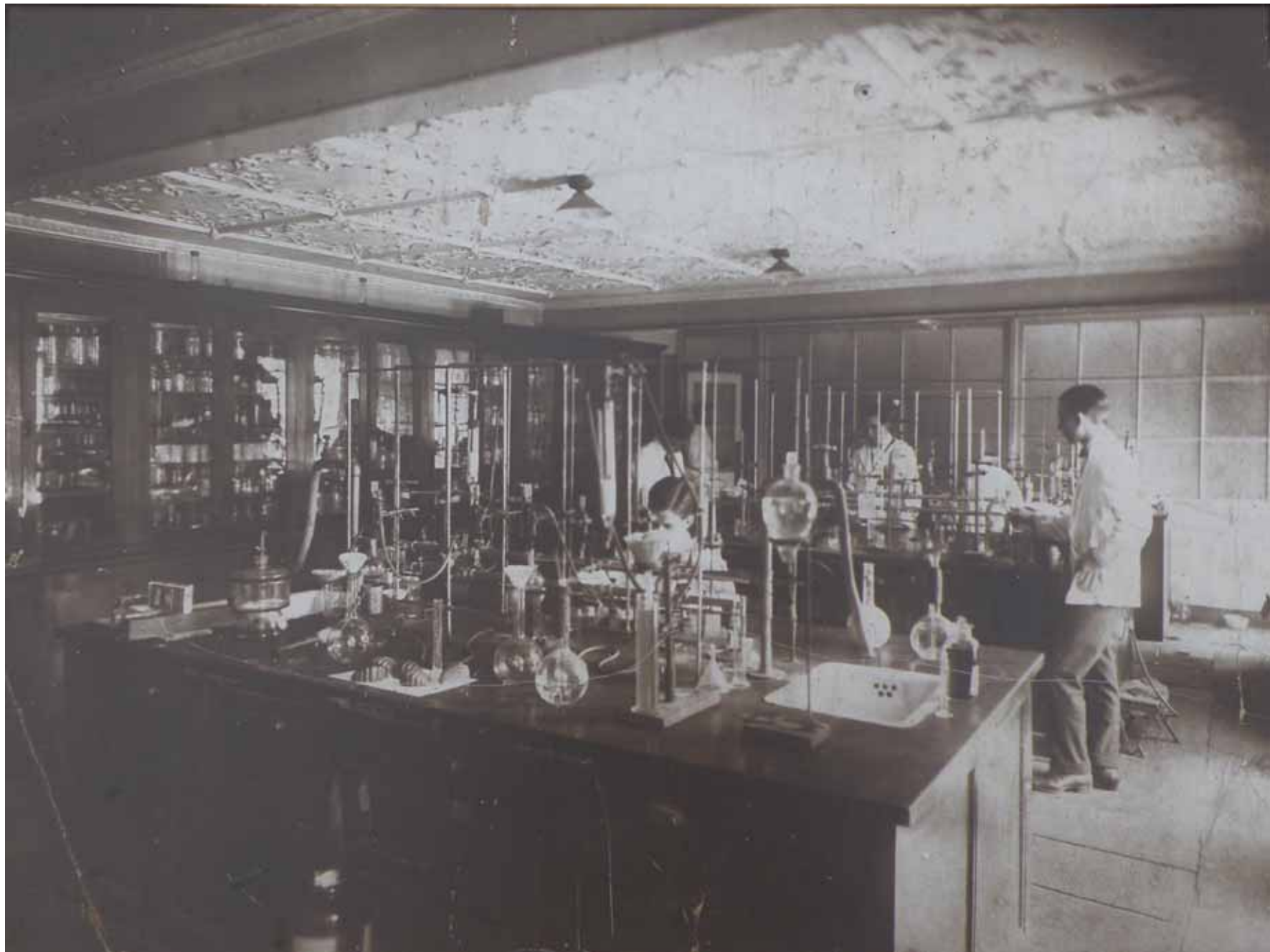


LEVER BROTHERS, BALMAIN FACTORY SITE  
REMAINING HERITAGE BUILDINGS

2013







Laboratory Lever Brothers Balmain ca 1920





Head Office Balmain before it was moved to become Sunlight Hall 1912



Coal dump for boiler house - trolleyed up from wharf

**Joseph Meek –  
Managing Director  
1903 - 1924**

**William Wainwright Snr  
Master Soapmaker  
1908- 1923**



*Joseph Meek, circa 1925.*

## JOSEPH MEEK'S CAREER 1903 - 1924

### AS DIRECTOR AND MANAGING DIRECTOR OF LEVER BROTHERS AUSTRALIA

Joseph Meek joined Ward & Company Ltd, printers and publishers, on leaving school and in fifteen years had become managing director over more than 500 employees. An half-hour interview with Meek was enough to convince William Lever of his qualities.

Joseph Meek began work in the printing department of Port Sunlight but Lever Brothers turned to him for help with reorganisation of overseas branches. After 18 months in Canada Meek was sent to Sydney, expecting to stay no more than a year or two.

There was strong mutual respect between Meek and William Lever but there was an occasional collision of their strong personalities and convictions.

During his almost twenty-two year tenure as managing director in Australia, he was generally admired by both workers and management for his 'just and equitable treatment and never-failing courtesy'.

When ***Lone Hand*** magazine published a 'Great Australian Industries' series in 1911, Lever Brothers was the first to be featured. The author of the series, **C.A. Jeffries**, visited the Balmain factory and was particularly struck by its self-sufficiency and modernity:

*It is absolutely self-contained. Practically everything required in the industry is made on the premises. Cardboard boxes, wooden boxes, barrels, tins, labels, coloured and floral wrappings.... All made on the premises. Labour-saving machinery of bewildering ingenuity is installed, but in no case does a machine do anything the hand of a skilled employee can do better.*

*Some of the most exquisite colour printing and gilding done in Sydney or Australia is produced as a side line in a corner of the factory. At the very least four colours are printed on some of the wrappers and then, in some cases a delicate blending tone is laid on over all.*





*Joseph Meek, circa 1925.*

## JOSEPH MEEK'S CAREER 1903 - 1924

### AS DIRECTOR AND MANAGING DIRECTOR OF LEVER BROTHERS AUSTRALIA

The pan charge returns from Balmain to Port Sunlight revealed that some red (low quality) palm oil had been put into Sunlight soap. This could not be tolerated and Mr Meek was so informed. He replied that he thought the red palm oil improved the appearance of the soap, but this did not impress head office and Mr Meek was asked to think again. He did so in a particularly long letter which came to the notice of William Lever who wrote to Mr Meek reminding him that he was by trade a printer...and that he was therefore not in a position to argue with a real soap maker (William Lever himself) about what went into Sunlight soap. Red palm oil disappeared from the pan charge returns and it was not long thereafter that Mr Meek relinquished the chairmanship of Lever Brothers

Australia.

***Meek presided over his last Lever Brothers Limited Australia board meeting on 7 July 1924.*** At the 12 September meeting, chaired by J. L. Heyworth, letters were submitted from Meek resigning his positions as director and managing director of the company.

He went on to devote his energies to his 'first love', the Lever Brothers copra interests, as chairman of Levers Pacific Plantations Limited.



*Joseph Meek (standing), chairman, Lever Brothers, Australia; James A. MacReadie (right), secretary; Ramsey Bruce Campbell (left), general manager. 1925.*









**William Wainwright, Senior**

*MASTER SOAPMAKER*

Like William Lever, Freemason



# William Wainwright

**MASTER SOAP MAKER**  
**Lever Brothers at Balmain**

**BALMAIN  
COUNCIL  
ALDERMAN  
1917 to 1922  
MAYOR**



BALMAIN TOWN HALL





**COMMEMORATING AUSTRALIA'S SESQUI-CENTENARY OF WHITE SETTLEMENT  
1788 - 1938**





COASTAL SHIPPING – FREMANTLE 1930S



Into the 1950s at least 50 % of Lever Brothers products manufactured in Sydney and destined for interstate were shipped in **coastal freighters**.

**Rail wagons** were progressively adopted into the 1970s to be then gradually replaced by **road transport** as the road system and quality and capacity of haulage vehicles improved.

Unilever's transport company SPD (Speedy Prompt Delivery) had the lion's share of haulage. It was later sold to Brambles and one still occasionally sees shipping containers with SPD signage.

Lever & Kitchen in the early 1980s had a large warehouse with a rail siding on the corner of The Crescent and what is now CityWest Link. When this closed the Cooks River intermodal transport terminal on Canal Road at St. Peters was used.

When the Minto factory was opened in 1979 serious thought was given to a large warehouse at the bottom of the property adjoining the Sydney-Melbourne line.





Early soap stamper at Lever Brothers Balmain ca 1930



Packing toilet soap, possibly Vinolia by the shape



Broadway, Sydney 1930



Lever Brothers products ca 1935





Pan Room on left and Dry Soap building ca 1935

## Neil Hawley



Austin Shiner described Neil Hawley, the works manager, at the time he started in 1936 as 'a hard man but a fair man – but he wanted his pound of flesh'.

He used to come back at night-time, early in the mornings, two or three o'clock – come straight from a turn-out with his big torch.

Every Saturday morning he would come and run his finger down the stamper dies to see if you had the oil on them for the weekend.

Old-timers at Balmain missed the more easy-going atmosphere under *Joseph Meek*.

The poem on this page was written and distributed around the Balmain works in the early 1930s and, according to *J. A. Kelly*, it may be termed a 'poem of protest' and caused quite a stir in the organisation at Balmain.

Of course the identities of the individuals mentioned in the poem were no secret, thinly disguised as they were by nicknames. 'Splinter' was Hawley.

Neil Hawley was born and grew up in Glasgow. He became a gunner in the Royal Field Artillery in 1915 and was with the ANZACS at Gallipoli until he was invalided home; then served another two years as a captain in India before being invalided again.

N.W.Hawley went on to be Technical Director on the U.A.P.L Board until September 1959 when he was replaced by S.G. Cousin.

### NURSERY RHYMES UP TO DATE

*This is the works that Jack built.  
These are the boys, from over the way,  
Who tried to make the factory pay,  
But like the Irishman, Barney O'Shea,  
We found they didn't know sand from clay.  
Still, they put in the bounce in the same old way  
In the wonderful works that Jack built.*

*This is the works that Jack built.  
This is the money they scatter like chaff  
Running the place with a big general staff.  
With inspectors of this, and controllers of that,  
And the office dolled up like a madwoman's flat.  
With Mickey the Mouse peeping round every stack  
And Brussels McKenzie, so free with the sack:  
It's a hell of a works that Jack built.*

*This is the works that Jack built.  
This is the daily parade of the 'Heads',  
Brussels and Splinter and Greasy and Threads.  
Critics may jeer, we can bid them defiance,  
Secure in the power of this potent alliance.  
Never mind common sense, they just blind 'em with science,  
But, of course, if this fails we can place our reliance  
On the blokes in the works that Jack built.*

*Alas, for the works that Jack built.  
Oh! for the days of heady old Meek,  
When men were never afraid to speak,  
No army of brass hats to run a small show,  
Or sneaking surveillance, so English, you know!  
He ran it himself, and he sure made it go,  
And those were the days when we did make the dough,  
In the happy old works that Jack built.*

## Austin Shiner

(1941-1955)

Team	Record (W-D-L)		Overall Record (W-D-L)*		Difference
Balmain	10-1-7	58.33%	152-14-103	59.11%	-0.77
Canterbury	11-1-13	46.00%	105-11-139	43.33%	2.67
Manly	5-0-4	55.56%	71-4-92	43.71%	11.84
Newtown	9-2-6	58.82%	150-14-98	59.92%	-1.1
Norths	6-1-12	34.21%	103-12-140	42.75%	-8.53
Parramatta	6-0-6	50.00%	47-9-106	31.79%	18.21
Souths	10-1-8	55.26%	146-7-110	56.84%	-1.58
St George	13-0-5	72.22%	161-10-100	61.25%	10.97
Sydney Roosters	9-1-10	47.50%	106-7-140	43.28%	4.22
Wests	7-1-15	32.61%	118-8-131	47.47%	-14.86

\*During the referee's career

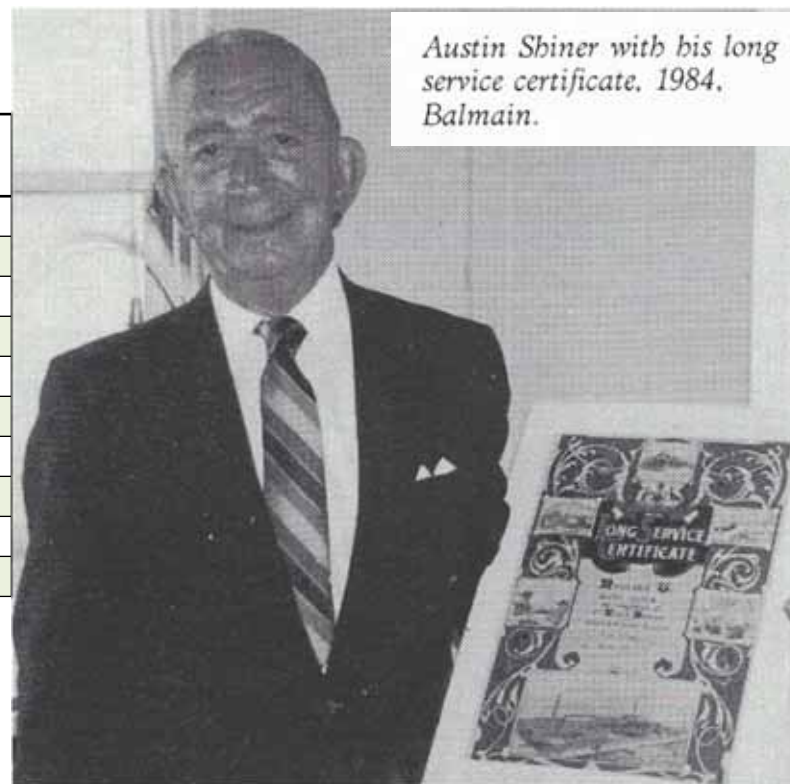
**Austin was a first grade Sydney Rugby League referee for 15 years,** officiating at the Sydney Cricket Ground on several occasions.

He was known as a good controller of a game, was unswervingly courteous and had the respect of most players.

He addressed the players as 'gentlemen', e.g., "Pack the scrum down here please gentlemen".

He was a proud member of Balmain Leagues Club.

At the time of his retirement in 1984 **Austin Shiner** was the longest serving Unilever employee left in New South Wales. Forty-nine years before, when he began work at Balmain, the repercussions of the Great Depression were still being felt and 'you had to be thankful to God that you had a job'. Austin remembers seeing fifty or more men waiting outside the nearby Overalls foundry hoping for half a day of back breaking labour. At age 16 he was operating a Lifebuoy stamping machine on a nine-hour shift. Workers had an half-hour lunch break and the women were allowed a cup of morning tea to drink as well as they could without stopping work. There was no smoking in the factory and a watchman known as 'Mickey the Mouse' patrolled the men's toilets to be sure no one was sneaking a cigarette there.



1936 – 1984  
SERVICE

# **Lever Brothers**

**War in the Pacific**





Jetty at Milne Bay formerly owned by Lever Pacific Plantations Ltd ca 1942



## Milne Bay

1942 - 1943



The Argus (Melbourne, Vic.)

Friday 18 July 1947

Friday 18 July 1947

## **Women plead for soap**

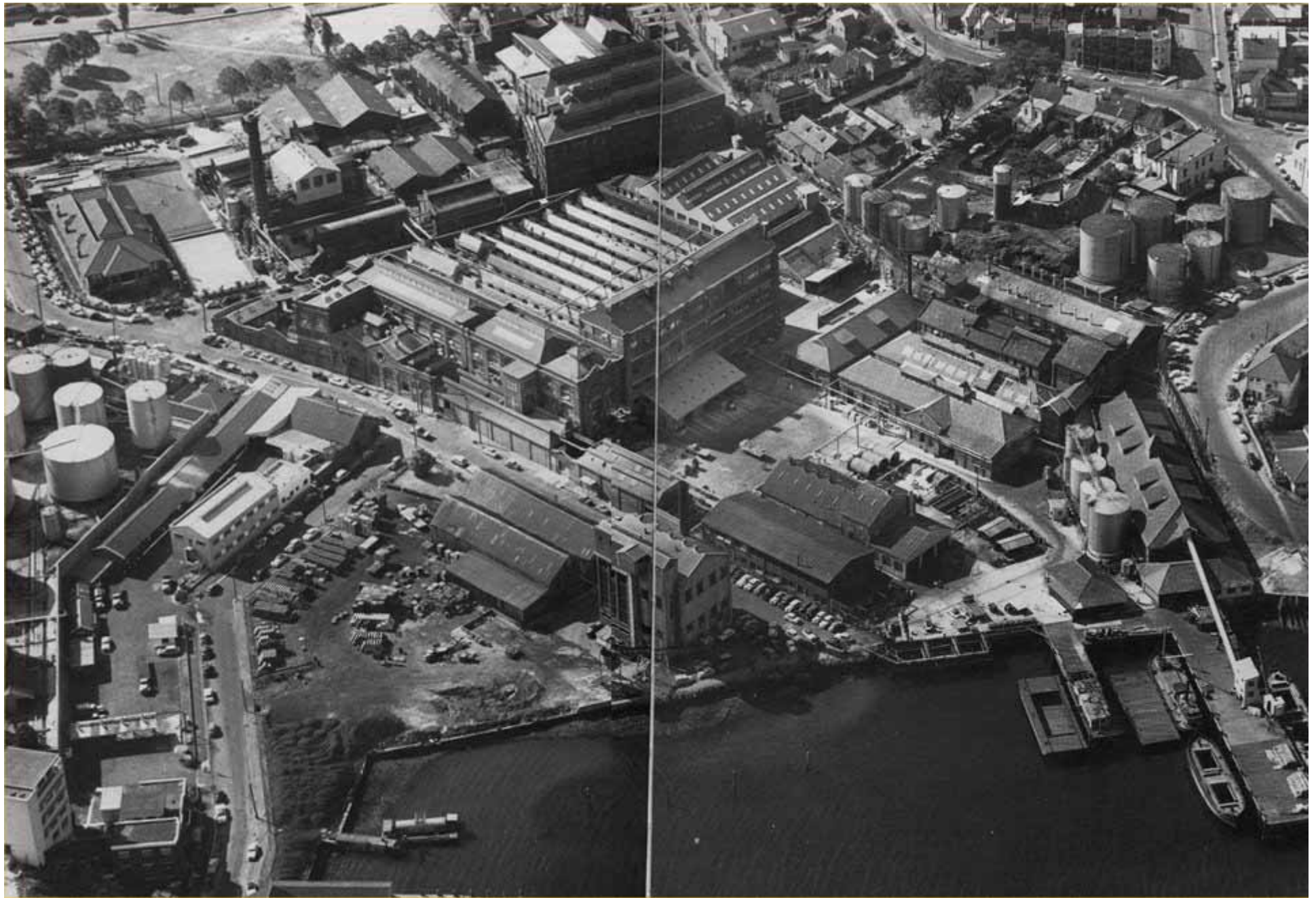
SYDNEY, Thurs: The shortage of laundry soap was so acute in Sydney that women were begging grocers to **let them have supplies, Mr W. A Flanagan**, secretary of the New South Wales Grocers' Association, said to-day. Toilet soap was becoming scarce too.





Lever Brothers Balmain 14 acre site in 1956





Balmain Works 1957



Filling Soap Powder, Lever Brothers, Balmain, 1956

# **Lever Brothers**

**Occupational Health & Safety**





Ruth Zionzee (inset). The Health Centre at Lever Brothers, Balmain



## Is Ruth Zionzee the longest-serving hands-on Occupational Health nurse in the world?

Extracts from Ian Steeps article in the Journal of the Australian College of Nursing November 2013

***Ruth started at Lever Brothers, Balmain in 1947.*** After completing 3 years of business studies in an office environment she was accepted in the first intake of the inaugural Preliminary Training School of **Balmain Hospital**. She graduated in 1954 and was awarded the Silver Medal for General Proficiency, the only Silver Medal ever to have been awarded.

In May 1954 Ruth began a Midwifery Certificate at the Royal Hospital for Women at Paddington and was double certificated by May 1955.

After two years as an industrial nurse at Ira L. and A.C. Berk, car manufacturers in Chullora, she **re-joined Lever Brothers at Balmain in 1957.**

She was in charge of a busy, well-appointed Health Centre, providing nursing services for up to **1600 employees including other sites**. A sessional doctor came daily for an hour.

Following a visit to Lever Brothers in 1970 by Miss Mary Blakely, the President of the Royal College of Nursing, UK, and also the Principal Nursing Advisor to Unilever, UK, Ruth was enrolled in a post-graduate course at The Royal College of Nursing.

Among Ruth's duties was judging the **Pears Beautiful Baby competition** on a Channel 9 show sponsored by Lever Brothers.

**Ruth worked at Lever Brothers as the Occupational Health nurse from 1957 to 1989.**

Ruth exemplifies the not unusual **inter-generational employment history** of many employees of the time, most of whom lived in the locality. Her grandfather was Charles Fairclough who joined as a fitter and turner in 1900 and by 1909 was Chief Engineer. Her husband George and his brother Bob worked there and their grandfather, Joseph Zionzee, is in the Oil Mill team photo of 1897.

In Ruth's words she has been "a lucky person who has been able to successfully pursue a chosen career, able to earn a good living and make lifelong friends along the way .. without any regrets".



**Matron Shaw (left) and Ruth (centre) at the final of the Pears Beautiful Baby Competition**

# **Lever Brothers**

**Quality Assurance**

**Research & Development**



Balmain lab in 1957. Moved to new lab in 1961. John Hancock front left



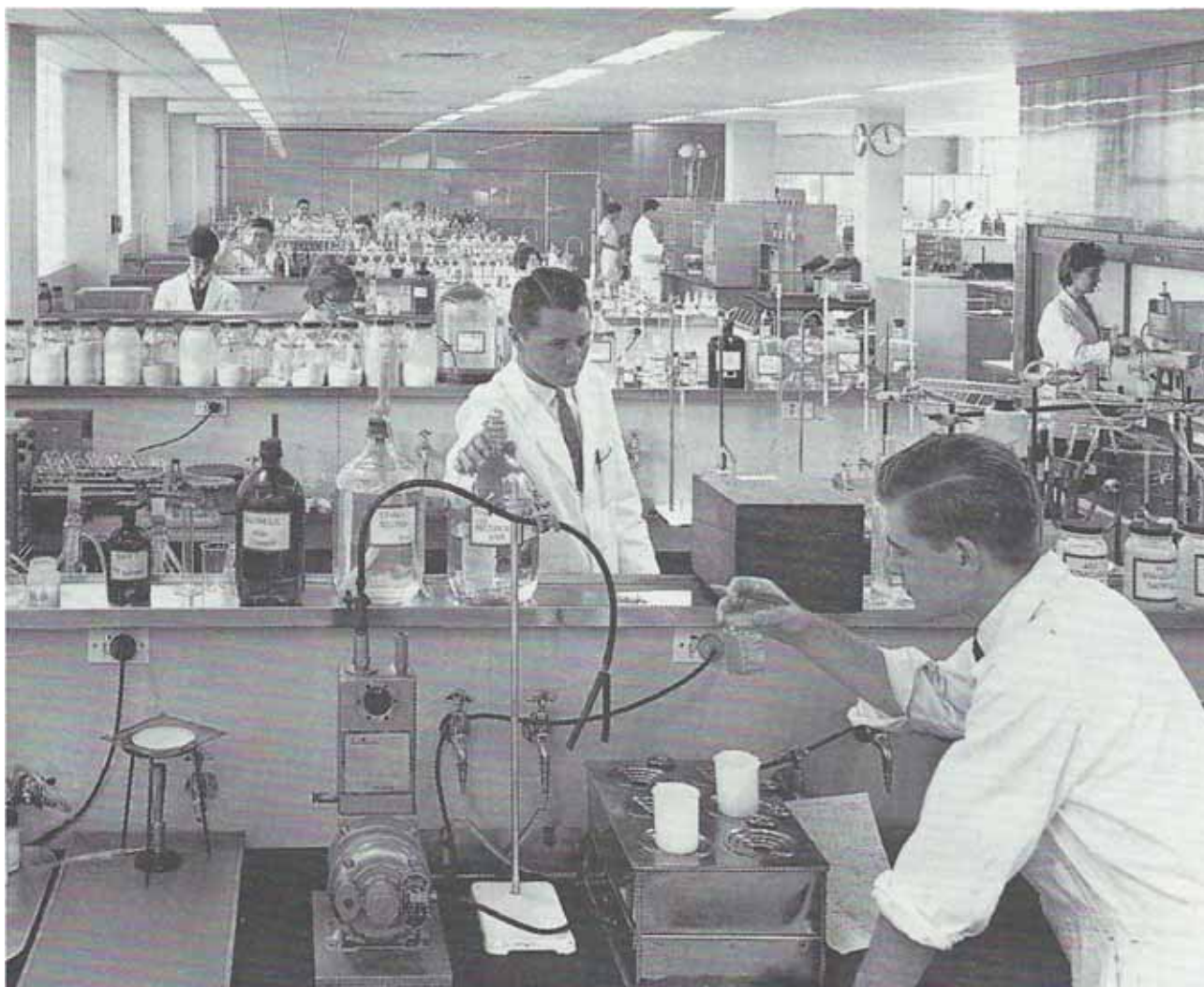


BALMAIN LABORATORY'S WAX SEAL STAMP



Moving to the New Technical Building 1961  
L to R  
Jeff Hole, Tony Boughton, John Bull, Mal Bracken





## The Balmain Laboratory

On **26 June 1961** George J. Cole, Chairman of Unilever Ltd., officially opened the new Technical Building at Balmain. The building, designed by the architectural firm of Stafford, Moore and Farrington in conjunction with Unilever technical staff, provided 23,000 square feet of air-conditioned laboratories, offices and related facilities.

### The new Balmain laboratory in the Technical Building 1961

*Starting at front:*

Peter Barber, Graham Peterson, Sue Hill, Paul Carey, Greg Deakin, Tanya Orlova. Margareta Rupp at fume cupboard.

# Central Research Department, Unilever Australia Limited

Central Research Department, Unilever Australia Limited,  
PO Box 9, Balmain, NSW 2041, Australia

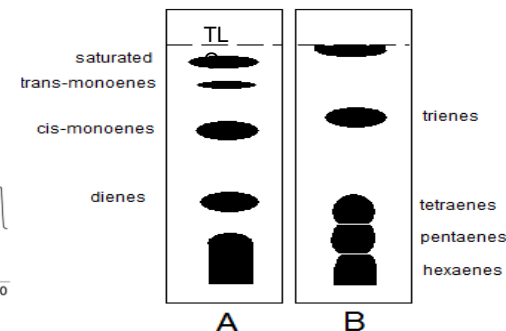
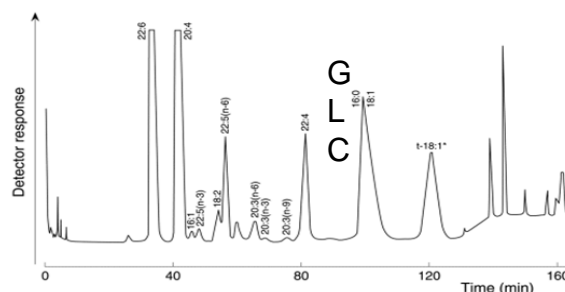
**CRD** was headed up by Dr. John Craske with team members including:

Dr. Cecil Bannon, Dr. Geoff Breen, Dr. Ken Sparrow, Charlotte Szonyi, Jeffery Potter, Audrey Hilliker, Kerry Lynch and Kim Tran.

John, Cecil and Charlotte specialised in GLC and TLC analysis of lipids and had several papers published in international science journals.

Craske, J.D. and Bannon, C.D.

**Gas-liquid chromatography analysis of the fatty acid composition of fats and oils: a total system for high accuracy.** *J. Am. Oil Chem. Soc.*, **64**, 1413-1417 (1987).



Another major patented project was their research into and application of sodium borohydride as a reducing agent in soap manufacture to greatly reduce residual fatty odours and colour in soap after the brine wash to extract glycerine and before final milling.

Publication number	US3542823 A
Publication type	Grant
Publication date	Nov 24, 1970
Filing date	Jun 18, 1968
Priority date	Jun 21, 1967
Also published as	<a href="#">DE1767808A1</a>
Inventors	<a href="#">Craske John David</a> , <a href="#">Szonyi Charlotte</a>
Original Assignee	<a href="#">Lever Brothers Ltd</a>
Export Citation	<a href="#">BiBTeX</a> , <a href="#">EndNote</a> , <a href="#">RefMan</a>
<a href="#">Patent Citations</a> (1), <a href="#">Referenced by</a> (3), <a href="#">Classifications</a> (8)	

Publication number	WO1992022504 A1
Publication type	Application
Application number	PCT/AU1992/000272
Publication date	Dec 12, 1992
Filing date	Jun 10, 1992
Priority date	Jun 11, 1991
Also published as	<a href="#">CA2103247A1</a> , <a href="#">EP0589953A1</a> , <a href="#">EP0589953A4</a>
Inventors	<a href="#">Terence Charles Hughes</a>
Applicant	<a href="#">Unilever Australia</a>
Export Citation	<a href="#">BiBTeX</a> , <a href="#">EndNote</a> , <a href="#">RefMan</a>
<a href="#">Patent Citations</a> (5), <a href="#">Non-Patent Citations</a> (5), <a href="#">Referenced by</a> (1), <a href="#">Classifications</a> (13), <a href="#">Legal Events</a> (10)	

Patented Treatment of Waste Water to Reduce Contaminants

**Determination of fluoride and monofluorophosphate in toothpastes by ion chromatography**

JEFFREY J. POTTER, AUDREY E. HILLIKER and GEOFFREY J. BREEN\*

Unilever was also involved with froth flotation and dewatering of coal and ore fines using low hydrophilic-hydrophobic (HLB) ratio surfactants and fatty acids. Dr. Geoff Breen led this.

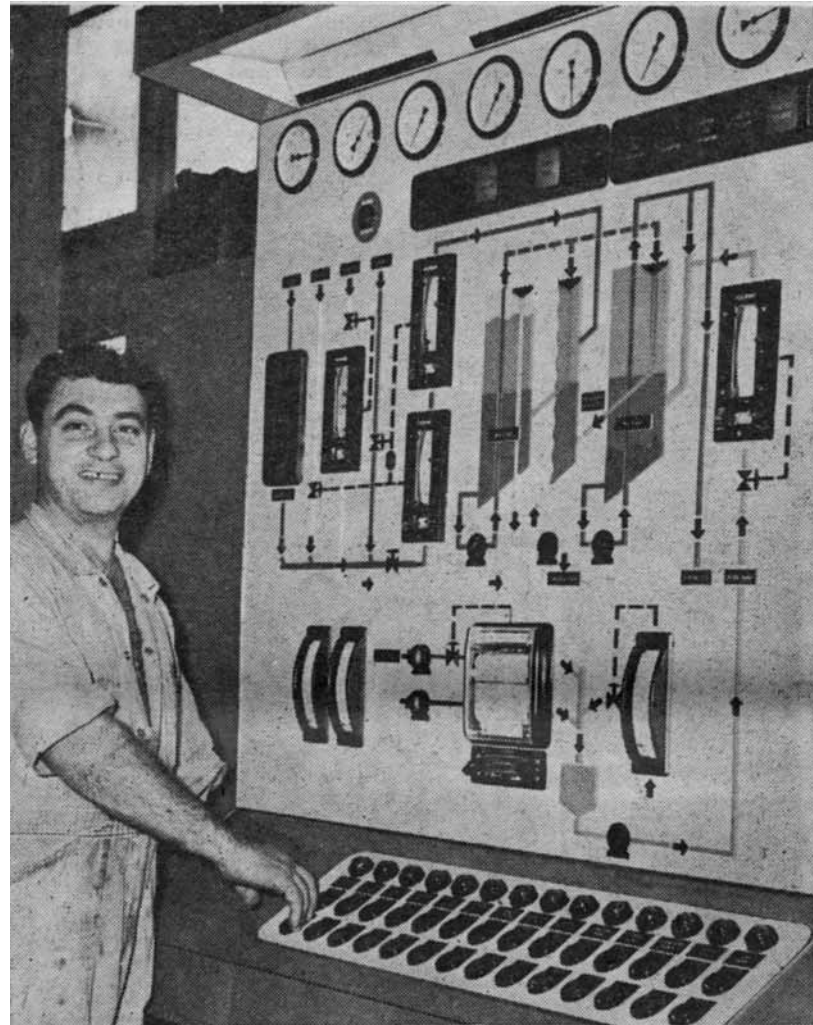


# **Lever Brothers**

## **Soap Making**



Pan Room where soap was boiled. Lever Brothers, Balmain ca 1935  
50 ton capacity soap pans



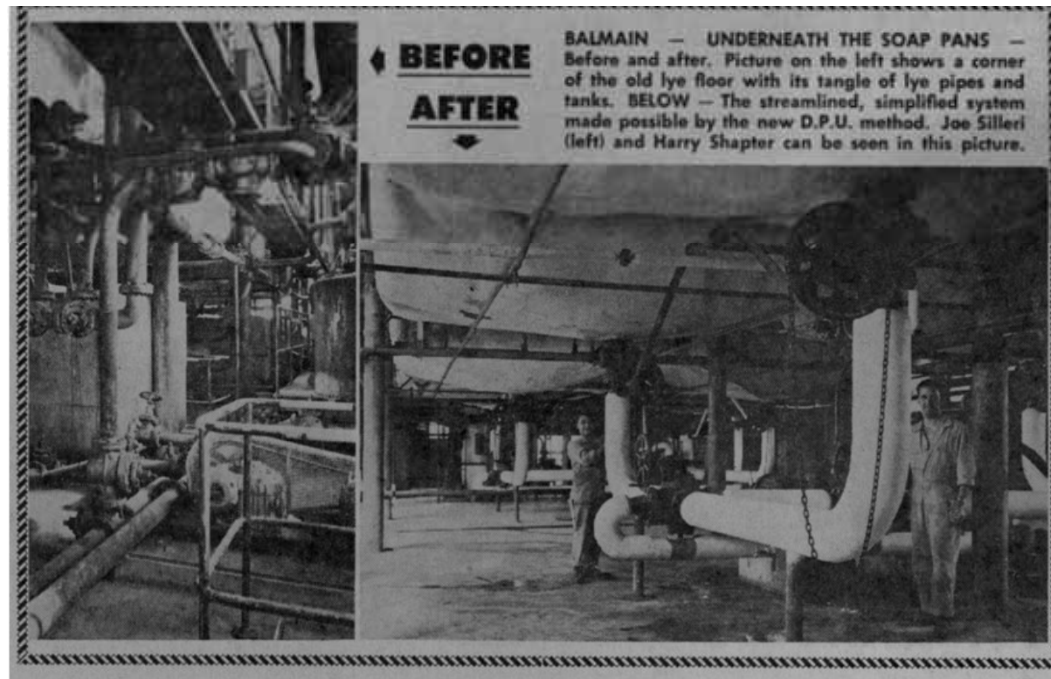
**BALMAIN —** (Above) THIS PANEL OF INSTRUMENTS DOES A "MASTER MIND" JOB IN THE PAN ROOM. To an old-time soapmaker this would be quite unbelievable, but the Soapery instrument board operates and controls the saponification processes in the big soap pans, plus the complex D.P.U. (Divided Pan Unit) continuous soap process—automatically.

Joe Silleri, shown in the picture, is the "Plant Driver." His job is starting up and stopping the processes or any sections of them as required. Joe keeps a check on all the dials and meters, particularly those which indicate the availability of materials flowing in from tanks in other parts of the factory area.

The **DPU (Divided Pan Unit)** project was managed by Mal Somers. The process is one of counter-current washing of the 'finished' soap boil in order to **extract the glycerine**.

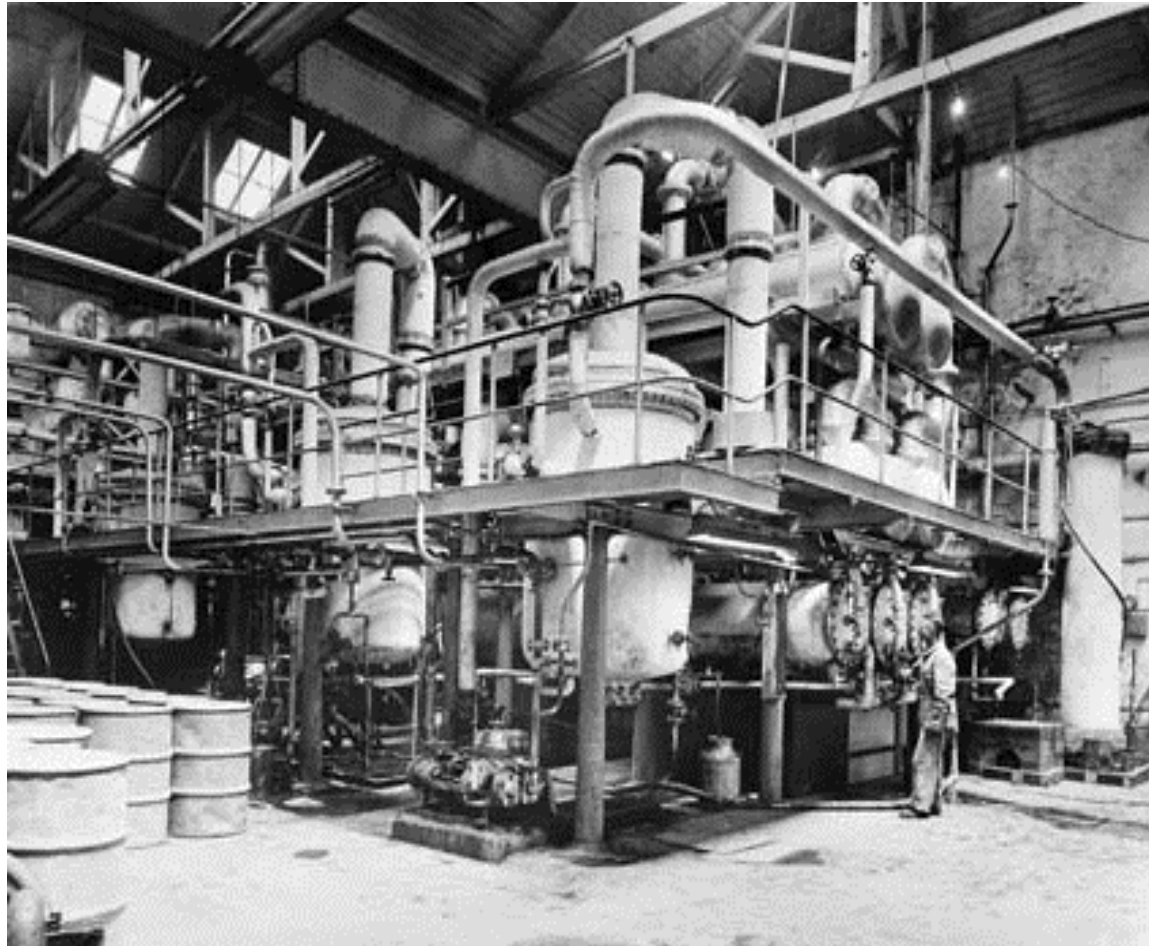
The molten soap was introduced to the bottom unit; brine solution into the top. The soap floated on the brine, flowed over a weir and was distributed by pump into the next higher unit where it floated again to the top and in the process had more glycerine washed out. There were around seven units.

The glycerine enriched brine lye was then pumped over to the glycerine refinery to be concentrated and refined.



Big cuts in pan-room times have resulted from the successful introduction at Balmain of the Divided Pan Unit (D.P.U.) system of soap "washing."





Glycerine refinery, Lever Brothers, Balmain. 1956

The glycerine enriched brine lye from the DPU was concentrated in the vacuum stills and the glycerine separated.

The crude glycerine was then treated with activated carbon to remove odours and colourants.

There were two grades:

1. Pharmaceutical / confectionary

2. Dynamite



Soap Chilling Drum – molten soap streamed on and chilled soap sliced off like tissue. ca 1956



Lux hand dishwash ca 1961



John McDiarmid & girls packing toothbrushes & tumblers as giveaways with new Stripe toothpaste 1961







Children's Christmas party Sunlight Hall 1950s

Sunlight Hall, in Roseberry Place, was demolished in 1965

**FIRESIDE  
CHAIRS  
FOR JIM  
APPLEBY**

Retirement after  
52 years at Alex.

*Started  
in 1907*

1907 - 1959

Jim Appleby started at Alexandria in November 1907 at the age of thirteen. He was first engaged in washing cases in the oil shed of Neptune Oil Co. (then a Kitchens subsidiary). On reaching 16 he was transferred to the soda shed.

Horse-drawn vehicles were of course the rule in those days. Shortly before the first World War Jim became driver of the horse and cart used around the factory, and later became a regular driver of delivery wagons.

When the company introduced motor vehicles Jim was chosen to be the first motor driver but found that holding the reins was more to his taste than a steering wheel. He soon went back to his horses!

Jim's later service covered several different jobs in the old Kitchens factory at Alex. He became gardener when manufacturing was discontinued at Alex in 1953.

He had always been keenly interested in all forms of horticulture. Twenty years ago he bought a small property at Menangle and took up mixed farming as a hobby.

Jim Appleby's 52 years of service is possibly a record in the Unilever group of companies

**TRYING OUT THE FIRE-  
SIDE CHAIRS — Mr. Jim  
Appleby (right) and Mr.  
Bretnall relax in the  
presentation chairs at  
the farewell party De-  
cember 23.**





**Bob Paxton**  
NSW Tennis administrator & Davis Cup  
organiser

**Bill Hunt**, cricketer, NSW slow left-armer, Test  
for Australia 1933  
Born: August 26, 1908

**ANZAC DAY 26 April**  
**Balmain Observance**





Marching up Reynolds Street led by the Leichhardt Police Boys Band (ca 1963)

The Lever Ex-Servicemen's Club held a short march and commemorative service each year, usually on the eve of April 24, Anzac Day.

A wreath would be laid beneath the Honour Roll at the office building on the corner of Reynolds and Hyam Streets and another on the Memorial Plaque at Sunlight Hall until its demolition in 1965.

## Anzac Day Remembered



### BALMAIN MARCH

As is customary the Lever Ex-Servicemen's Club organized a short March and Commemoration Service at Balmain works on the eve of Anzac, April 24.

The march was well attended and this year the club was grateful to Keith Gates who volunteered his services as a piper. Keith is not an ex-serviceman but his gesture was greatly appreciated by the mem-

bers as the pipes added a colourful note to the atmosphere of the occasion.

A wreath was laid beneath the Honour Roll at Head Office by Arthur Baker and Len Imison, and another was placed on the Memorial Plaque at Sunlight Hall by Arthur Davis.

It was also decided to place a wreath on the plaque erected in the Sunlight Hall to the memory

of the late Mrs. Batchelor, whose untiring efforts on behalf of the welfare of serving members of the forces during World War II will be well remembered. This wreath was laid by Jack Gilchrist.

After the ceremonies refreshments were provided. The President of the Club, Fred Jones, called upon the Vice-President, Len Imison, to propose the toast to Anzac and fallen comrades.

# **Advertising & Promotions**

## 1931

Cinema film advertising Rinso soap powder



Rinso Soap Powder Then Came Happiness (1931) clip 1 on ASO - Australia's audio and visual heritage online.mp4

## 1939

### *Lux Radio Theatre*

By now radio programmes were fully-sponsored, with the sponsor's name in the show's title. Advertising agencies, which had large radio departments, had involvement in the production of these shows. The ***Lux Radio Theatre*** began in Australia on **March 19, 1939**, after five years broadcasting on American radio. The programme was a one-hour play on a commercial network, relayed to all states. It went out at 8pm on Sunday nights, which was peak listening time. Produced in conjunction with J. Walter Thompson and the head of JWT's radio department, Phil Mygatt, he was brought to Australia to guide the Lux Radio Theatre through its first months of its life in Australia.

Lyn Foster from Mosman, wrote for a number of different sponsors during the war years before becoming the main adaptor of radio scripts from America for *Lux Radio Theatre*. In 1942, Foster became the director of the serial *Big Sister*, the first nationally sponsored morning serial, billed as 'the first Australia-wide show designed exclusively for women, with the biggest cast of stars in any show on the air'.

Ruth Cracknell *et al* in Lux Radio

<http://aso.gov.au/titles/documentaries/its-ruth/clip2/>





**1939**

***Lux Radio Theatre (cont.)***

Series: 143501

Summary: Series of radio plays produced and presented by Australian artists and broadcast live in front of an audience. Some of the plays include: 'Dark Angel', 'Michael and Mary', 'Monsieur Beaucaire', 'The Scarlet Pimpernel', 'Interference', 'Madame X', 'Dark Victory', 'Hands Across the Table', 'Pygmalion', 'The Last of Mrs Cheney', 'Wuthering Heights', 'All My Sons'.

Contributors: Philip Mygatt (PDR), Douglas Garrick (PDR), Harry Dearth (PDR), Paul Jacklin (PDR), Stirling Macoboy (PDE), Dick Fair (PDR), Lynn Foster (SCR), Harry Harper (PDR), Len London (SFX, ANN), Lawrence H. Cecil (PRT).

Cast: Most major actors of the day.

Label: AWA

Episode duration: 60 mins

Broadcast details: 1939-1941 (2GB), 1941-1951 (2UW), 1955-1956 (2UE); Sunday on 2GB and 2KO at 8.00pm ; Sunday on 2UE at 8.00pm.

Notes: Based on an American program of the same name. Mostly the plays were adaptations of contemporary Broadway or West End plays and American or British films but occasionally were Australian written. Originally adaptations came directly from Lux in America. The first play broadcast was 'Interference' produced by American Philip Mygatt and starred visiting American Irene Purcell and locals Thelma Scott, Peter Finch and Harvey Adams. Hollywood and British actors occasionally starred in particular plays. As with Macquarie Radio Theatre, all good Sydney and Melbourne actors appeared at some time or another.

***NFSA Holdings:*** Selected scripts held

**National Film and Sound Archive of Australia**

**1940 – 1958**

## ***Australia's Amateur Hour***

The program was very popular during the war years. During this time radio became an important form of communication and entertainment as people largely stayed at home and there were blackouts. Over time the show had three comperes: the last of these, George Alexander **Dear** (known as **Terry**) described the impact the show had during the war years:

*When **Sammy Dobbs**, the great power-that-was at **Lever Bros**, started up **Amateur Hour**, he first got Harry Dearth to do it, and he was very good indeed. Then when he joined up, Dick Fair took over and carried it through the war years.*

*That's when the show got its tremendous popularity. People couldn't go out; there were blackouts and no street lights and since everybody stayed at home, the radio was the best means of communication. Amateur Hour wasn't just made in Sydney. It was broadcast from all over Australia. So if a listener heard Dick saying, 'Good evening, this is Amateur Hour from Cairns in Queensland', this was real glamour. It was also comforting: the show was still there and still going on, even when the Japs came into the war and people were afraid Australia might be invaded.*

*Dick left the show in 1950, and that's when I took over. When I did, we were at show number 423 or something like that, and when I finished ten years later we had done something like 930 shows. I was there the longest of the three of us.*

*The Amateur Hour audience was invited to ring in and vote on the best act. There was a **switch board of 10-15 'girls' supplied by Lever Brothers taking down votes**. People could also write in. Sometimes people would phone in 50 or 60 votes from a pub for one act. The phone 'girls' judged by the background noise whether to accept the votes. Amateur Hour compere Terry Dear describes the tabulation system:*

*We had a switchboard of ten to fifteen girls supplied by Lever Brothers, taking down votes, or people could write in. There were many ways they could vote, and we sometimes had colossal totals. Sometimes people would ring with a huge number of votes for one act. We wouldn't know how many people were putting them in, but if there was a lot of background noise, we could assume that they were in a pub. If they put in, say fifty-seven votes, we accepted them. The Amateur Hour organisation was very good, believe me.*

The show kept a register as a theatre agent, and would provide performers from the show. **Performers such as Bobby Limb, Donald Smith, Rolf Harris and Johnny O'Keefe appeared on the show, and got work that way.**

1940 – 1958

## *Australia's Amateur Hour (cont.)*

Originally made in Sydney, `Australia's Amateur Hour' was later broadcast from all major cities; Richard Fair with a staff of six travelled for eight months a year to audition some five thousand people and to rehearse the ten needed for each Thursday performance. His `deep, friendly, confident and confidential voice' calmed `the fears of thousands of amateur performers', according to *People* magazine. Six feet (183 cm) tall, `strongly built and maturely handsome', he could cajole audiences into doing what he wanted. The show was immensely popular. He journeyed to Sydney to present the *Lux Radio Theatre* every Sunday night until Dearth returned in January 1946. Finding the travelling increasingly arduous, Fair resigned in 1950 and moved to 2UW.

This article was published in [Australian Dictionary of Biography](#), Volume 17, (MUP), 2007

**Broadcast details:** 1940- ; Thursday on 2UW, 3DB and 4BK at 8.00pm; 5AD at 7.30pm.

The TV version of *Australia's Amateur Hour* suffered declining ratings in the face of growing competition in this new visual medium from artists and entertainers on other channels. The final show was in November, 1958.



Sponsored by Lever Brothers, the makers of **Rinso**.

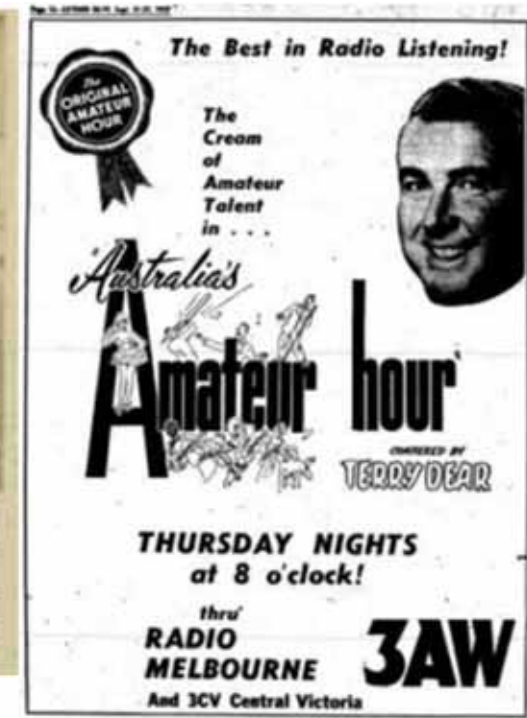
### TCN 9 Highlights 1956-1957

Including Australia's Amateur Hour 15Aug1957 at 4:35 playtime

<http://www.youtube.com/watch?v=hJw1kJYzdUA>



15 Aug 1957



## 1942

### ***Big Sister***

On February 2, 1942 the serial ***Big Sister*** went to air over 2UW in Sydney and a **national network of stations, sponsored by Lever Brothers and J. Kitchen & Sons. Australia's first nationally sponsored morning serial, it was heard five mornings a week throughout Australia.** The scripts were American. Throughout its five-year run it held top-rating position among daytime programmes and was the forerunner of many other daytime serials in that genre.

Lyn Foster from Mosman, wrote for a number of different sponsors during the war years before becoming the main adaptor of radio scripts from America for *Lux Radio Theatre*. In 1942, Foster became the director of the serial *Big Sister*, the first nationally sponsored morning serial, billed as 'the first Australia-wide show designed exclusively for women, with the biggest cast of stars in any show on the air'. Adapted from American scripts, the serial was extremely popular, attaining top ratings among daytime programs during its five-year run. Lynn Foster's direction on *Big Sister* gained her enormous respect among her peers and colleagues; they fondly dubbed her 'The Sergeant' due to both her authority and iron discipline.

#### **BIG SISTER (MACQUARIE : FIRST SERIES 1942 - 1946)**

Series: 269056

Summary: Radio drama serial.

Contributors: Gwen Plumb (SCR), Artransa (PDC), Norman Blackler (NRT), Lawrence H. Cecil (PDR).

Cast: Thelma Scott (Ruth), Lloyd Lamble (Reed), John Tate (John), Alfred Bristowe (Dr. Carvel), Neva Carr Glyn (Diane), John Bushelle (David).

Label: Macquarie/Artransa

Episode duration: 15 mins

Broadcast details: 1947-1948 ; Monday to Friday on 3AW at 9.15 am ; 2GB.

Notes: 'With the exception of Lloyd Lamble all of these artists are playing in the roles they played when 'Big Sister' was produced by 2UW [during 1942-1946]' extract from: *The Listener* In, October 18-24, 1947. The series was adapted from American scripts.

**NFSA Holdings:** Selected scripts held



## ***Big Sister (cont.)***

### **BIG SISTER (MACQUARIE : SECOND SERIES 1957 - 1960)**

Series: 245567

Summary: Radio drama serial.

Contributors: Reginald Goldsworthy (PDR, NRT).

Cast: Laurel Mather (Ruth), Thelma Scott (Ruth), Hal Lashwood (Reed), Ray Hartley (Richard), Max Osbiston (Perry), Amber Mae Cecil (Margo), Derani Scarr (Valerie), Richard Davies (Anton).

Label: Macquarie/Artransa

Episode duration: 15 mins

Episodes produced: 780

Broadcast details: 1957-1960 ; Macquarie

Notes: In earlier episodes the part of Ruth Wayne was played by Laurel Mather and in later episodes, it was played by Thelma Scott who had played the same part in previous series of 'Big Sister' made during 1940s.

***NFSA Holdings:*** Selected scripts held

## The Beatles 'Down Under' Tour of Australia 1964

Unilever had radio station rights to the Beatles' tour. (Network?)

In exchange for a healthy fee, the tour manager, NEMS, permitted one of the two shows on 12th June 1964 to be recorded for radio transmission. The broadcast, titled The Beatles Show and sponsored by the manufacturers of **Surf washing powder**, was transmitted the following Monday evening, 15 June.

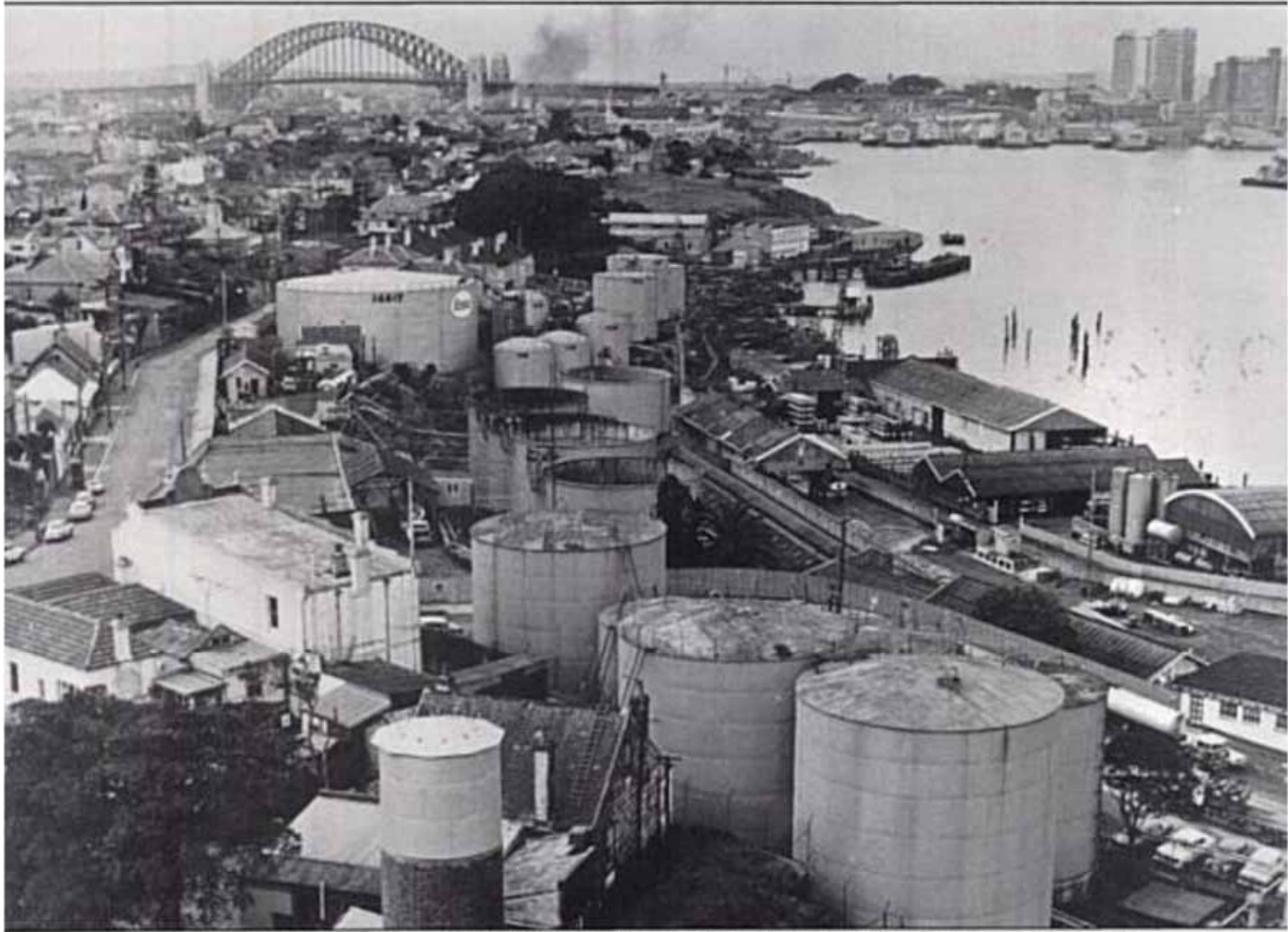


**Farewell**  
**Balmain Factory**  
**28 November 1988**

**THANKS  
BALMAIN**

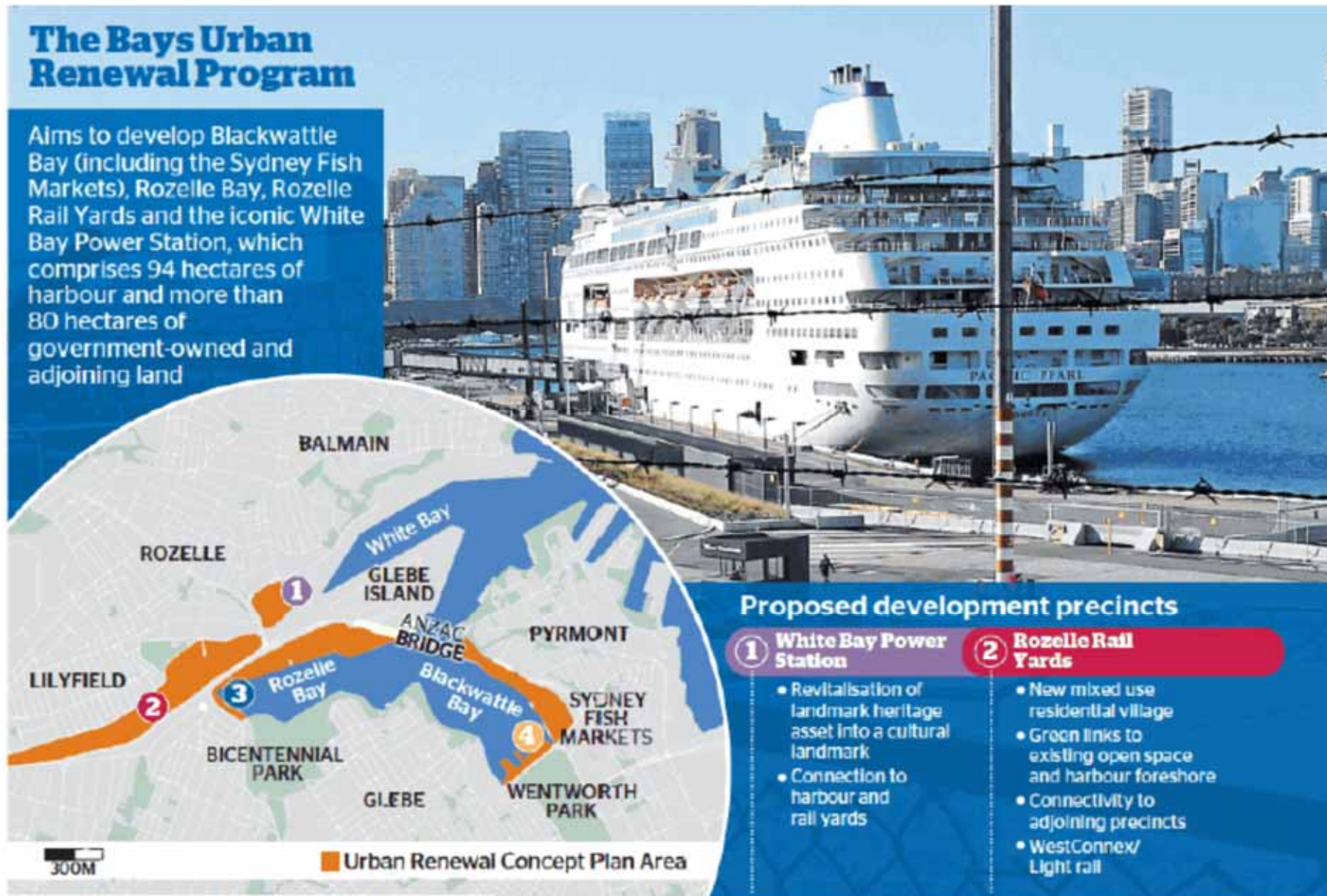
The Balmain Factory  
Was Farewelled  
By  
Jon Peterson  
On  
28th November 1988





*Lever & Kitchen, Balmain c. 1965 from the NSD tower with Palmer Street on the left hand side  
(Lever Brothers; Balmain Association)*

White Bay passenger terminal looking from near Lever Brothers' original waterfront and copra wharf



# **J. Kitchen & Sons**

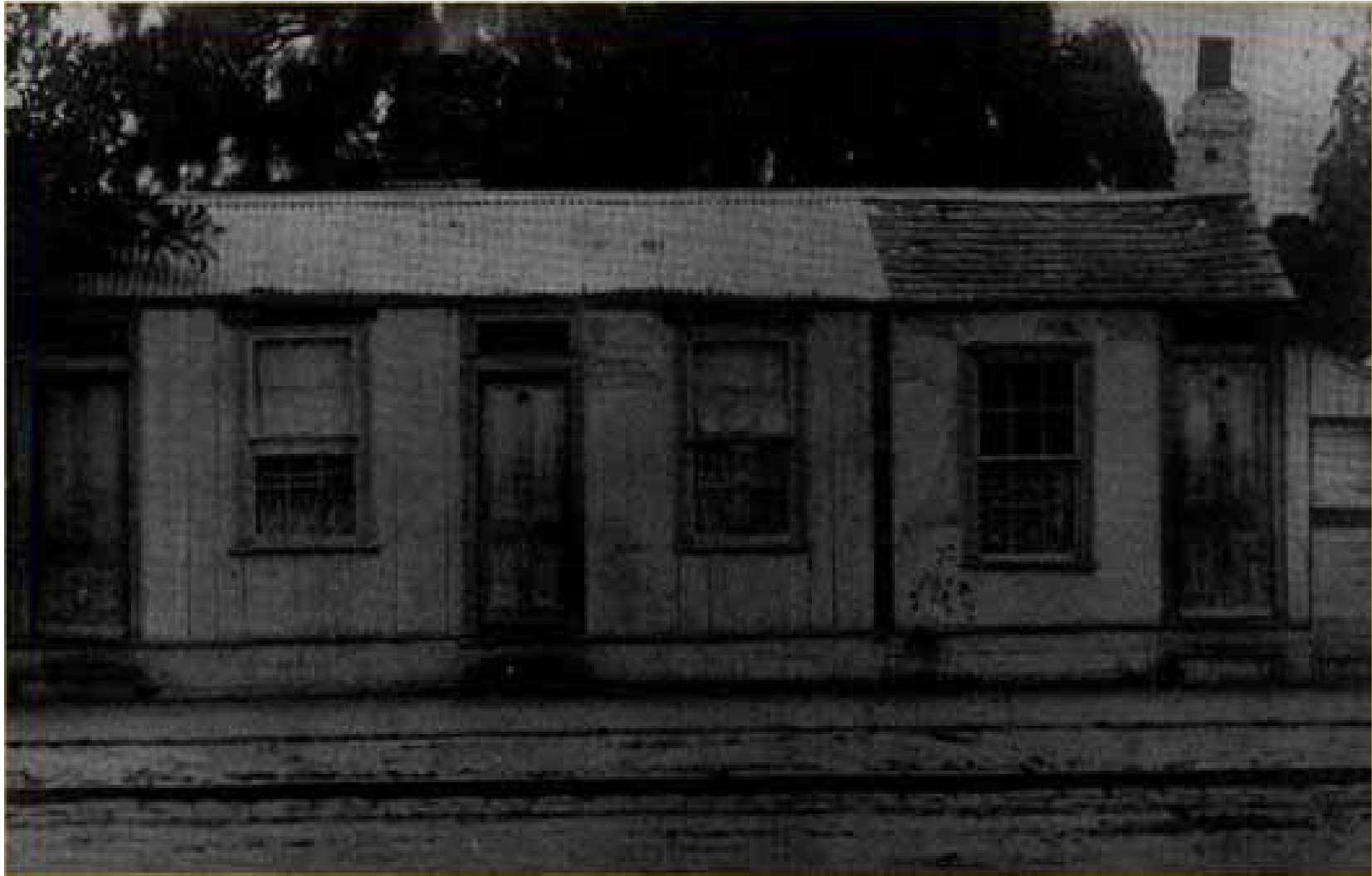
## **Early Melbourne**





*John Kitchen, the founder.*





First Candle factory for J.Kitchen & Sons

# CANDLES

A stearine and candle plant was installed at Balmain in 1911.  
It was closed in 1924 and sold to Candles Ltd.



The candles  
produced at  
Balmain were  
branded  
**ELECTRINE**



# Sydney Soap and Candle Company

The largest factory of its kind in the Southern Hemisphere was constructed in 1885, on a 8.9 ha (22-acre) site between the suburbs of Tighes Hill and Port Waratah, Newcastle by Charles Upfold, from London, for his **Sydney Soap and Candle Company**, to replace a smaller factory in Wickham. Their soap products won 17 medals at International Exhibitions. At the Sydney International Exhibition they won a bronze medal "against all-comers from every part of the world", the only first prize awarded for soap and candles. Following World War I the company was sold to Lever Brothers, and the factory closed in the mid-1930s.



1895



Horse drawn load of Persil in wooden boxes 1920s



# NEPTUNE MOTOR OIL COMPANY PTY LTD

In 1885 a separate organisation of Kitchens and Apollo Company was established at Alexandria in Sydney.

A very successful business was created blending lubricating and supplying oils for lubricating and many other purposes. Branches were established in all the other states.

The **Neptune Oil Company** was registered in Australia in 1905 but Neptune products had been sold here since about 1894.

Motor spirit went on sale in 1917 under the **Waratah** brand name and was available in every state by 1924. The first company-owned pump was at a multi-brand service station in Hunter Street, Sydney.

In 1926 the Anglo-Dutch Shell Company purchased the Neptune/Waratah concern from Lever Brothers Limited.

It was not until 1952 that petrol became available under the Neptune name. This was short lived as Shell dropped the name all together in 1959.

Pumps, with their horizontal pinstriping, were characterised by the unique 'King Neptune' logo.

11/1909	Neptune Oil Company registered
06/1924	Neptune Oil Company Share Account converted into 22,500 new shares of £4 each.
04/1926	Sale to Lever Brothers Limited for £132,100



# NEPTUNE MOTOR OIL COMPANY PTY LTD



1931



**Unilever House**  
**No. 1 Macquarie Street**  
**East Circular Quay**

Bennelong Point

Farm Cove

Garden Island

A dry dock built between the island and the mainland during WW II joined the two.



Sydney in the Depression years, probably about **1920?**. Height restrictions meant only medium-rise buildings, and - long before Darling Harbour was transformed - cargo ships ruled and Pyrmont Bridge took road traffic through an unattractive industrial area. *Photo: Fairfax Archive*

Read more: <http://www.smh.com.au/nsw/reaching-for-the-sky-20130225-2f1uh.html#ixzz2LxLxjW1Q>





1940s?

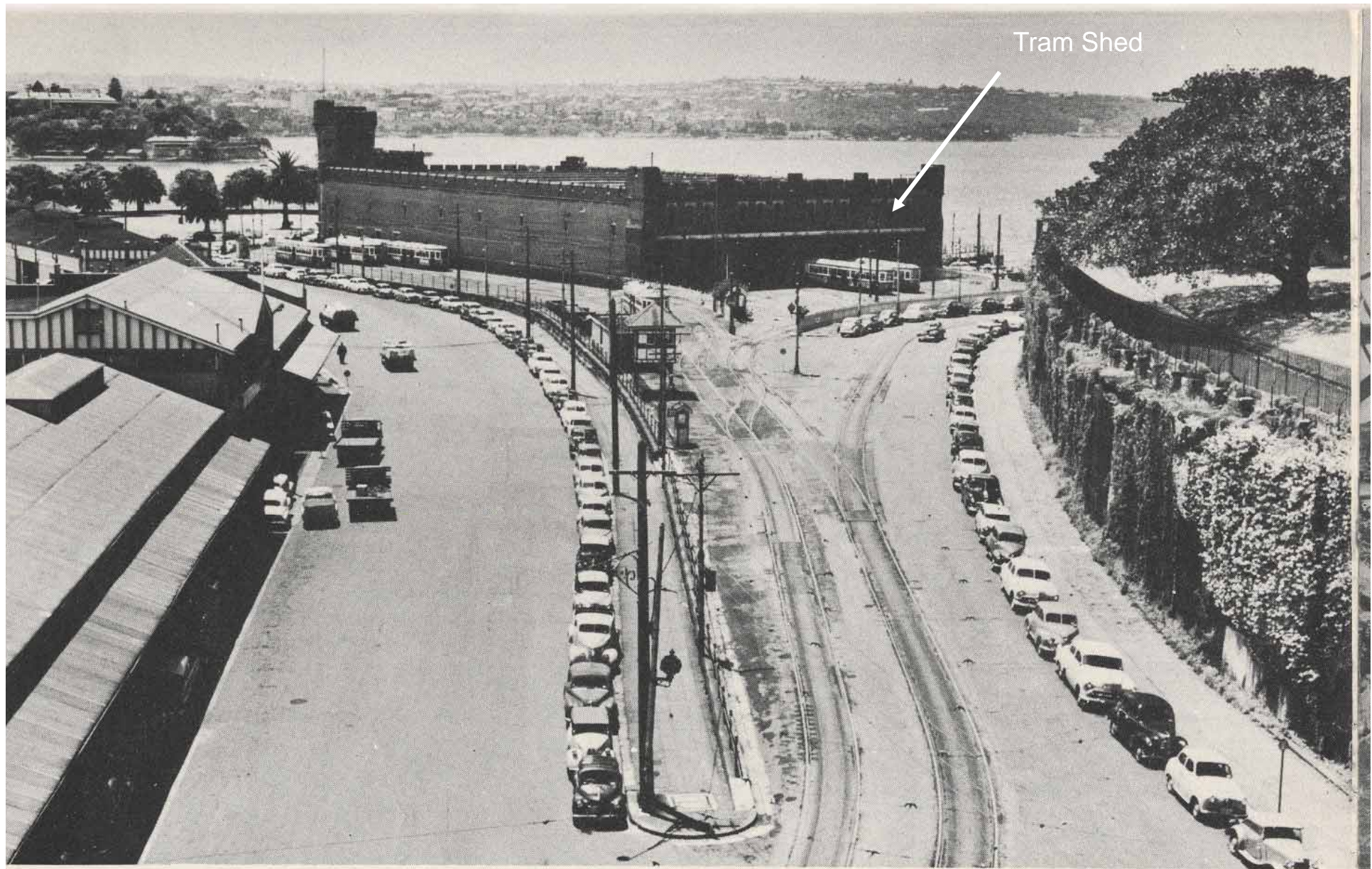
Tram Shed

AERIAL VIEW OF BENNELONG POINT AND SURROUNDING HARBOUR FORESHORES LOOKING TOWARDS THE SOUTHWEST

*Photo by Courtesy of "Sydney Morning Herald".*

Page 1





1. VIEW FROM THE NORTHERN END OF MACQUARIE STREET SHOWING APPROACH AND EXISTING BUILDINGS

**Construction of Unilever House**, 1 Macquarie Street, East Circular Quay, commenced in **1955** and the building was officially **opened in 1958**.

The Peko-Wallsend group, which had bought the building from Unilever in December 1980 for about \$8 million, was seeking to sell it in the face of cash flow problems at its Tennant Creek mining operations.

After the opening of the Opera House on October 20 1973 by H.M. Queen Elizabeth II the prime East Circular Quay location became increasingly the focus of developers and the City of Sydney.

After protracted negotiations, David Brice, a developer, agreed to pay \$22.8 million.

Unilever was still the main tenant and had an extremely favourable rental agreement negotiated with Peko-Wallsend. This rental was fixed at \$10 a square foot. Brice eventually bought Unilever out of its lease at a cost of \$4.5 million to put a total purchase price of \$27.3 million on the building.





**Unilever House (1,500,000 pounds) 1958**





Unilever House No. 1 Macquarie Street – opened 1958

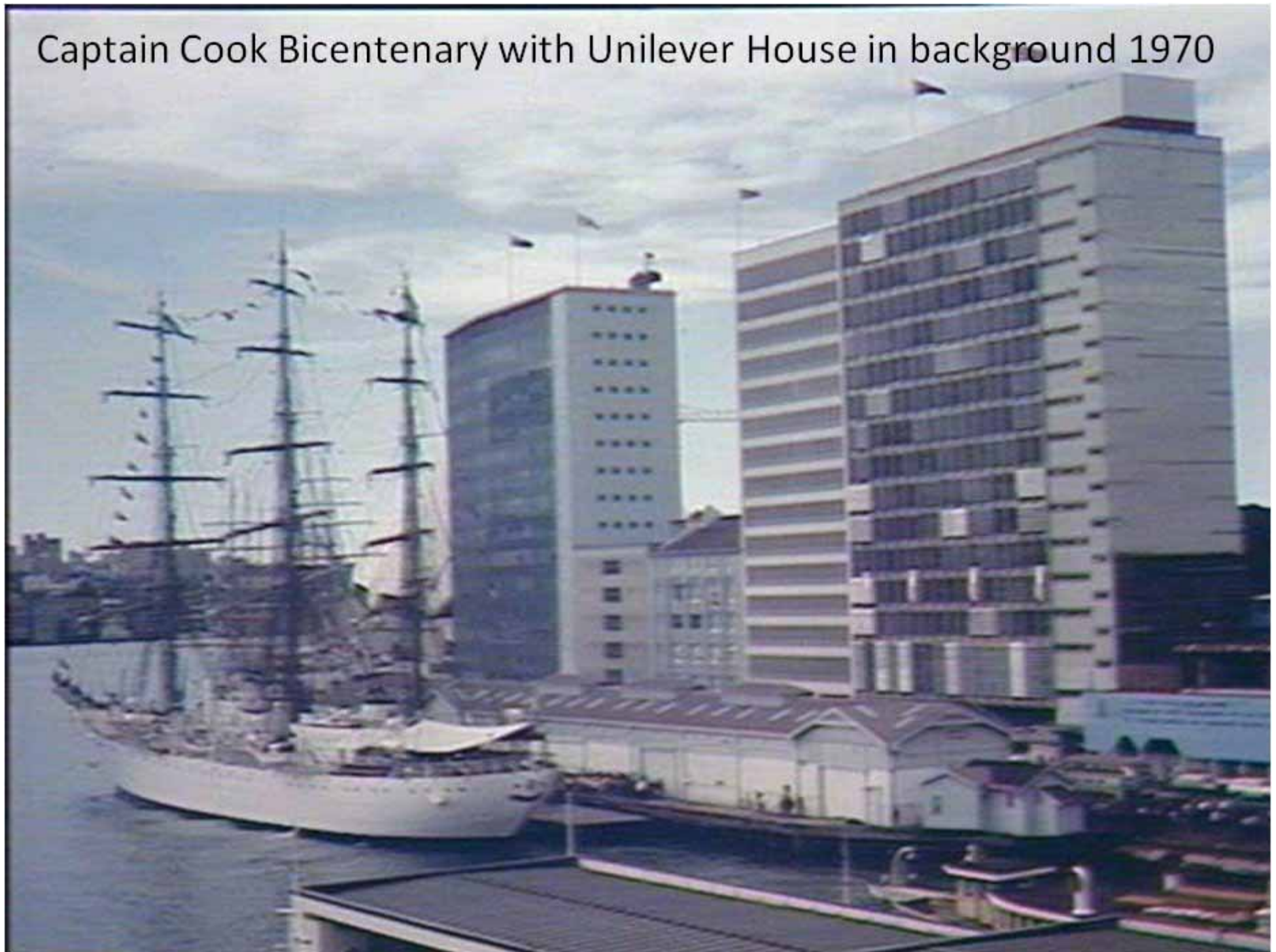
**Opera House under construction & Unilever House at No1 Macquarie Street 1966**



Adjudication of the entries in the competition for the Opera House commenced in January 1957



Captain Cook Bicentenary with Unilever House in background 1970



# Minto





Minto Site 1993 – start dates – powders 1978 liquids 1987

# North Rocks



North Rocks site 1993 - Interpack 1964 Rexona 1969

Eastern end of office added 1989. Most of Rexona production on site by 1971.

# **ALEXANDRIA**

**Formerly J. Kitchen & Sons Sydney  
rendering factory.**

**Operations commenced 1885**

**Principal finished goods warehouse in  
1960s and tallow yard before tankers.**





Loading rail wagons with Continental soup at new Alexandria warehouse 1959

**OPENING OF 'NEW' ALEXANDRIA  
WAREHOUSE 1959**  
— FORMERLY J. KITCHEN & SONS DEPOT /  
FACTORY



**READY TO LOAD** — All the stock required is stacked around the dock by fork-lift, ready for the loaders to start.



**FRIDAY** — A line-up of World Brands vans, which come in to Alex for weekly check-up, inspection and re-stocking.

**O&M becomes IT**

**also Bob Paxton & Sport**

## The OLD and the NEW



Mainframe in Unilever House ca 1964  
Bob Paxton on left.



*Time for some spring cleaning! Charlie Tadrour with the new VAX computer which replaced eight square metres of old computer equipment.*



## COMPUTING IN THE EARLY 1960s



Card from a [Fortran](#) program:  $Z(1) = Y + W(1)$



Software on paper tape for the [Data General Nova](#) minicomputer.



The Honeywell 1800-II is a high-speed computer in every sense. Take memory time, for example. It's two microseconds. That's the time required to take a 48-bit word out of memory and put it back again. Take instruction time. The H-1800-II processes more than seven million three-address instructions a minute. (Multiply that by 2.2, if you're comparing it with a one-address system.) Take floating-point speeds. It's tough to come up with a meaningful average, but many H-1800-II floating-point instructions are measured in nanoseconds (billionths of a second). Let's take magnetic tapes, too, while we're on speed. There are four models available. The fastest can transfer 186,000 decimal digits a second and you can have as many as eight reading and eight more writing at once.

First desktop  
computers at  
Balmain rolled  
out 1981



Lever Cricket Club.  
 Moore Park Cricket Association.  
 "B" Grade Premiers, 1935-36.



*R. R. Forshaw. W. F. Robbins. N. A. Henze. R. B. Brown. J. Paul. H. J. Barnard*  
*P. L. Alcock. W. H. Bearpark. W. D. Knox. W. H. Fowler. R. A. Fowler. H. R. Paxton. J. Clitheroe.*  
Vice Pres. Vice Capt. Capt. Vice Pres.



Lever Cricket Club.  
Moore Park Cricket Association.  
"B" Grade Premiers, 1935-36.



Bob Paxton



POPULAR **POTTS CARTOON** THAT RAN FOR MANY YEARS

CARTOONIST, *JIM RUSSELL*, WAS A FRIEND OF *BOB PAXTON* WHO WAS IN CHARGE OF UNILEVER'S O&M DIVISION. SEND UP OF EFFICIENCY EXPERTS.



Bob  
Paxton







Col Harrison Bob Paxton

??

Bill Galbraith

??

Chris Heyde

**Chris (G.C.) Heyde** was born in 1914 and after leaving school worked as an office clerk, a factory production worker, an industrial chemist, a production worker and a research officer. He became **Chief of Management Services for Unilever Australia** and for 19 years led a team of management specialists working on 'improvement'. It was in the latter part of these 19 years, in 1965, that work on **MODAPTS** started formally in response to major difficulties with work study systems available at the time.

Chris Heyde founded AAPT SAR, **the Australian Association for Predetermined Time Standards and Research** and became chairman and research leader. In 1970 he resigned from his position at Unilever to work full-time on completing the MODAPTS work study system. This work continued until 1983 when the second and enlarged edition of MODAPTS PLUS was published. In the process of investigating factors that influenced work, Chris wrote *The Sensible Task Master*, a book covering such topics as quality, task times, error rates, energy use, rest allowances and the use of yardsticks. He also wrote MODAPTS software, lectured and ran training courses around the world.



Reference: <http://www.modapts.com/modnew-GCH.html>



Apart from his work on MODAPTS, Chris was **a leading Australian numismatist**, president at various times of the Australian Numismatic Society and author of books on coins. He assembled the biggest collection of Australian coins and tokens in its day, notable for its comprehensiveness and diversity. He was also a large-scale gardener, planting over 2000 trees on his country property. He died in the year 2000.

**SINKING of S.S. TITANIC**

**Vinolia Toilet Soap**

**First made 19??**

**Starlight Toilet Soap**

**First made 19??**







**SINKING OF THE TITANIC**  
 AN UNPARALLELED CATASTROPHE.  
 OVER 1600 LIVES LOST.  
 WOMEN & CHILDREN SAVED.  
 MEN GO DOWN WITH THE SHIP.  
 ALLEGED INSUFFICIENCY OF BOATS.



**Olympic, Titanic and Britannic** were all sisters.

**Titanic** hit an iceberg on the evening of 14<sup>th</sup> & sank 15<sup>th</sup> April 1912.

**Britannic** hit a sea mine in the Mediterranean and sank during WW1.

**Olympic** soldiered on and was scrapped in the 1930's.

**Vinolia** Soap was in First Class. **Starlight** probably in lower classes.







# **Vinolia Hand Lotion**

**First made 196?**



# **Rosee Des Prairies**





# **MONKEY BRAND**

**First made 1902**



*"Smooth-cleans  
and Polishes"*

*Brooke's*  
**MONKEY  
BRAND**

MADE BY  
LEVER BROTHERS PTY. LIMITED

CONCENTRATED  
NET WEIGHT WHEN PACKED  
5 1/2 OZS.

**DIRECTIONS.** Rub a damp cloth on Monkey Brand to produce a soapy paste and apply cloth briskly to articles; rinse, and polish with dry cloth. FOR PLAIN WOOD TABLE-TOPS, DRAINING BOARDS, ETC., the Monkey Brand block can be rubbed directly on the wet wood. Rub with the grain, rinse and dry.

KEEP MONKEY BRAND IN A DRY PLACE,  
DO NOT IMMERSE IN WATER.

**MONKEY BRAND**

THE CONCENTRATED CLEANSER  
for: Aluminium-ware; Enamelled and  
Porcelain Baths, etc.; and all Metal  
Articles; Cork, Rubber, Paint, Glass,  
Terazzo, etc. Removes Grease, Burnt-  
on Food, Stains, Tarnish and Rust.  
Whitens Plain Woodwork.

LEAVES NO ODOURS.

**MONKEY BRAND** is made from  
specially fine polishing materials  
and mild pure soap, so that it  
*smooth-cleans* instead of  
scratches any surface.  
It is mild to the hands and quick  
and easy in use.



**Monkey Brand soap** was introduced in around 1888 as a scouring soap. Sidney & Harry Gross opened a small factory in Philadelphia, USA.

Lever Brothers bought the company in 1899 and transferred the production of Monkey Brand soap to Port Sunlight on the Wirral. The name '*Benjamin Brooke*' was used to promote the Monkey Brand soap both in the States and in Britain.

Benjamin Brooke's **Monkey Brand Soap** was a versatile product with the capacity to clean almost any object or surface but "***It Won't Wash Clothes***" that was an unusual strap line used first and foremost to tell you what it couldn't do. It was a '*scouring soap*' as opposed to a '*soft soap*' in that it contained pumice that was ideal for washing pots & pans and almost anything else according to the adverts. A Victorian equivalent of VIM perhaps.

The soap was a popular product, as were the adverts which usually featured monkeys washing dishes, or involved in other household tasks.

There is a lot more that could be said about the advertising for Monkey Brand Soap and the use of pavement artists and monkey/human hybrids...this was certainly a fascinating and almost surreal advertising campaign that brings to the surface certain attitudes regarding Victorian tastes and social order.

Researched & written by **Philip Battle**

*Production of Monkey Brand commenced at Lever Brothers, Balmain in 1902.*





Bright Windows  
Bright Glasses  
Bright Metals  
Bright Cutlery  
Bright Brass  
Bright Silver

**MONKEY BRAND**  
Brightens Everything

**MONKEY BRAND SOAP**  
BRIGHTENS HOME.

WONT WASH CLOTHES.  
LEAVE MONKEY BRAND NOT SPREAD CLOTHES.

Clear Walls  
Clear Floors  
Clear Windows  
Clear Glass  
Clear Mirrors  
Clear Stoves

**MONKEY BRAND**  
Clears All Things



**MONKEY BRAND**  
For Bright Windows  
**MONKEY BRAND**  
For Clear Floors  
**MONKEY BRAND**  
For Bright Metals  
**MONKEY BRAND**  
For Bright Cutlery  
**MONKEY BRAND**  
For Bright Brass  
**MONKEY BRAND**  
For Bright Silver

**MONKEY BRAND**  
SOAP

The King of Household and Kitchen Soap  
WILL DO A DAYS WORK IN AN HOUR  
**WONT WASH CLOTHES**

**MONKEY BRAND**  
For Bright Windows  
**MONKEY BRAND**  
For Clear Floors  
**MONKEY BRAND**  
For Bright Metals  
**MONKEY BRAND**  
For Bright Cutlery  
**MONKEY BRAND**  
For Bright Brass  
**MONKEY BRAND**  
For Bright Silver







WONT WASH CLOTHES. BROOKE'S WONT WASH CLOTHES.

**MONKEY BRAND**

SOAP

**FOR KITCHEN TABLES AND FLOORS, LINOLEUM AND OILCLOTHS.**

*For Polishing Metals, Marble, Paint, Cutlery, Crockery, Machinery, Bells, Stair-Rods*

**FOR STEEL, IRON, BRASS AND COPPER VESSELS, FIRE-IRON, MANTELS, &c.** REMOVES DUST, DIRT, STAINS, TARNISH, &c.



WONT WASH CLOTHES. BROOKE'S WONT WASH CLOTHES.

**MONKEY BRAND**

SOAP

**FOR MAKING BICYCLES LOOK LIKE NEW.**

*For Polishing Metals, Marble, Paint, Cutlery, Crockery, Machinery, Bells, Stair-Rods*

**FOR STEEL, IRON, BRASS AND COPPER VESSELS, FIRE-IRON, MANTELS, &c.** REMOVES DUST, DIRT, STAINS, TARNISH, &c.



Enamelled signs were used to advertise popular brands.

They used bright colours and the hard, glossy enamel finish meant that they defied the worst of outdoor conditions for many years.



# **SOLVOL**

**First made 1915**

**Port Melbourne**



**LUX**

**Toilet Soap**

**First made 1927**



The Australian National University

hdl:1885/48630

Packing Lux toilet soap

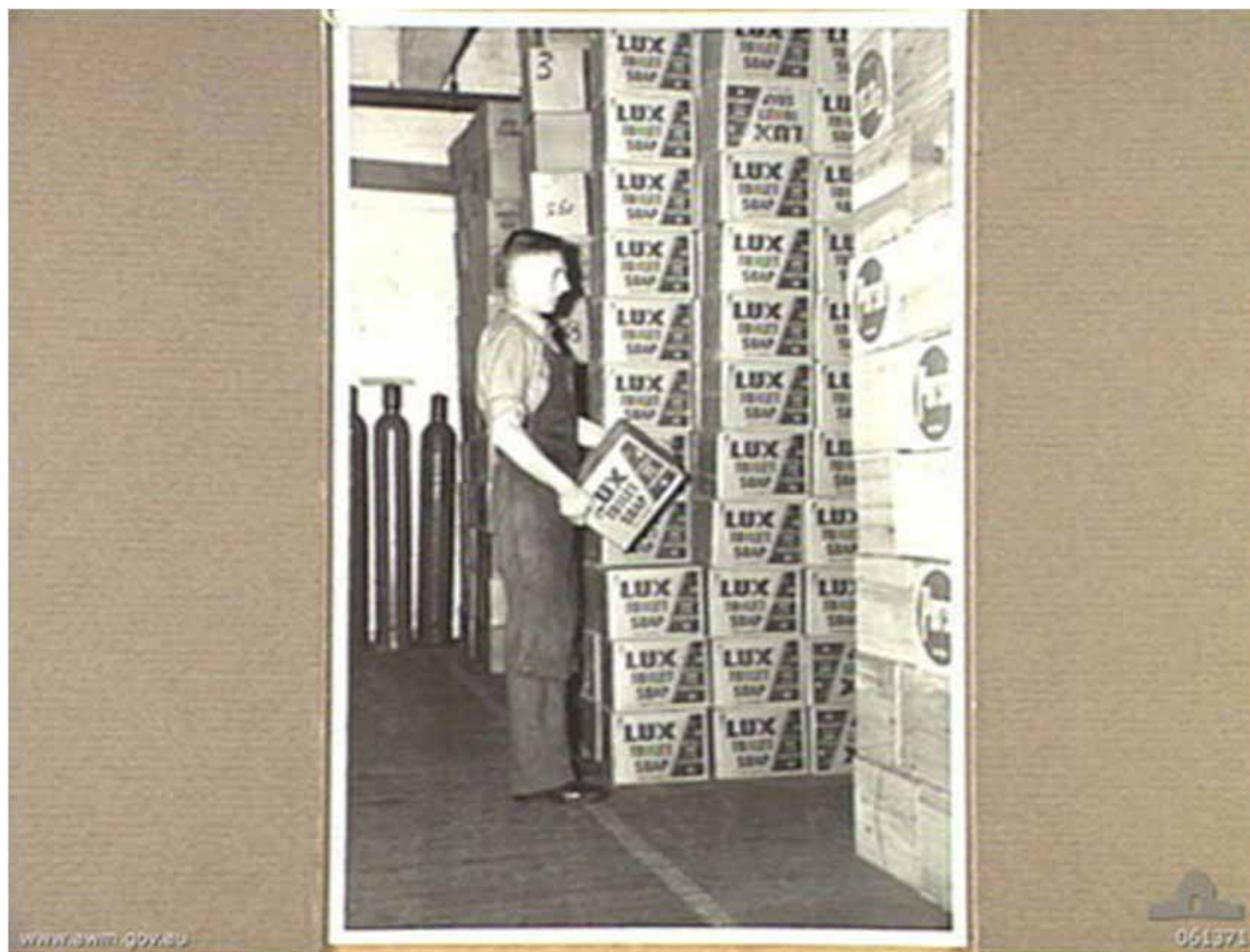




Film stars were used extensively worldwide to promote Lux







Stacking LUX at army store

# **Lux Hand Dishwash**

**First made 195?**

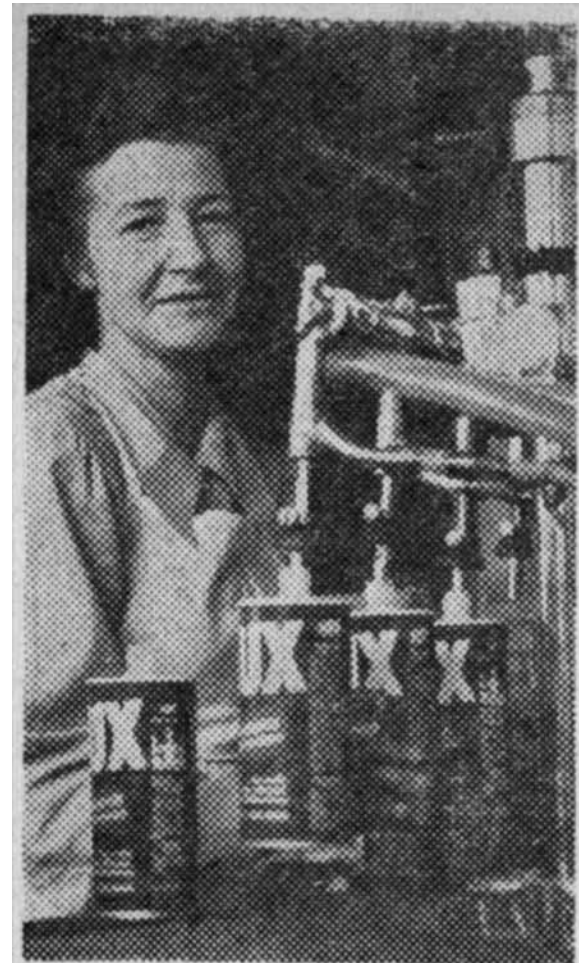




<http://aso.gov.au/titles/documentaries/its-ruth/clip2/?nojs>



'LUX' hand dishwash liquid in metal can before conversion  
to blown polyethylene cylindrical bottle 1959



**Mrs. Beryl Smith at the filling machine. You need a high-speed camera to catch Beryl's flying fingers when she's "flat out."**

# New 'SQUEEZE PACK' for LUX LIQUID

*—now in soft plastic  
container*

Levers new "squeeze pack" for Lux Liquid, introduced to the trade from October 17, will give everybody who sees it and handles it for the first time a very pleasant surprise.



October 1960



'LUX' hand dishwash liquid in cylindrical polyethylene bottle 1960.





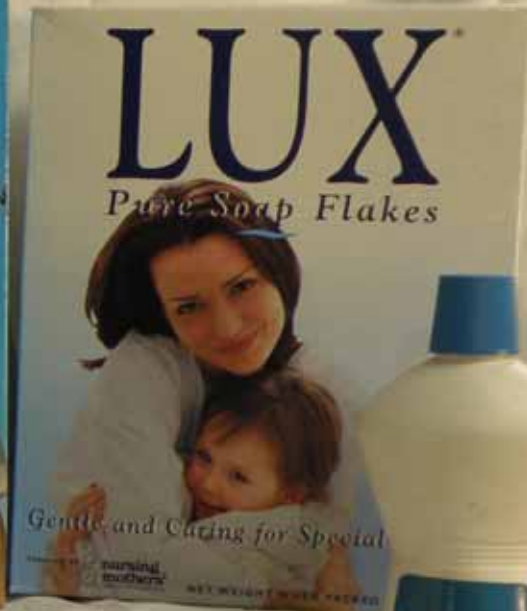


# **LUX**

## **Fabric Wash**

**First made 1900 – Flakes**

**First made 1991 – Liquid**



**KIT**

**Hand Dishwash  
Concentrate**

**First made 1971**





# LAUNDRY AIDS



ON DISPLAY at SILVERTON MUSEUM









# **OMO POWDER**

**First made 1959**

# **OMO LIQUID**

**First made 1984**









# **SURF POWDER**

**First made 1955 (Kitchens, Victoria)**

**First made 1957 (Kitchens, NSW)**

# **SURF LIQUID**

**First made 1984 (Qld, SA, WA)**

**First made 1985 (NSW, Tas, Vic, NT)**













# **Jif Cream Scourer**

**First made 1975**

# **Jif Cloth**

**First made 1992**







# Breeze

**First made 1981**



# **Comfort Fabric Conditioner**

**First made 19??**

**Major relaunch 1985**



Original

**CLASSIC FRESH**

*Continue to add a touch of luxury with the same old favourite classic Comfort fragrance*

FREE SAMPLE

New

**FLORAL FRESH**

*Enjoy the unforgettable fragrance of your favourite white flowers*

New

**OCEAN FRESH**

*Experience this exhilarating natural freshness of an ocean breeze*



# **Huggie Fabric Conditioner**

**First made 1988**





# **HANDY ANDY**

**First made 1958**



Ready-labelled "Handy Andy" bottles pass swiftly and smoothly through a new filling head operated skilfully by Giama Rando.



# **Lifebuoy**

**First made 1900**





William Street, Sydney 1916





LIFEBUOY'S SMOOTH, LUXURIOUS LATHER IS SO MILD - KIND TO THE MOST SENSITIVE SKIN ...KEEPS YOU ALWAYS DAINTY, TOO.

AND LIFEBUOY BUCKS YOU UP NO END! MAKES YOU CLEAN AND FRESH - SAFE FROM "B.O." ALL DAY.

The same famous health element which helps prevent "B.O." makes Lifebuoy's rich lather so much milder.

LEVER BROTHERS PTY. LTD.



LIFEBUOY'S THICK LUXURIOUS LATHER IS SO VERY MILD - KIND TO EVEN THE MOST SENSITIVE SKIN AND PROTECTS DAINTINESS ALL THE TIME.

LIFEBUOY'S LATHER'S A REAL BRACER - MAKES A MAN FEEL EXTRA FRESH AND GIVES PROTECTION AGAINST "B.O."

The same famous health element which helps prevent "B.O." makes Lifebuoy's rich lather so much milder, its clean fragrance vanishes ... its protection remains.

LEVER BROTHERS PTY. LTD.





 **Stands for  
CLEANLINESS**

You can't start too early to  
train children to be clean with  
**LIFEBUOY TOILET SOAP**  
Insist on washing before meals  
to rid hands of germ-laden dirt.

LEVER BROTHERS PTY. LIMITED

**MEDICATED**

## FAMOUS AUSTRALIAN CRICKETERS

3

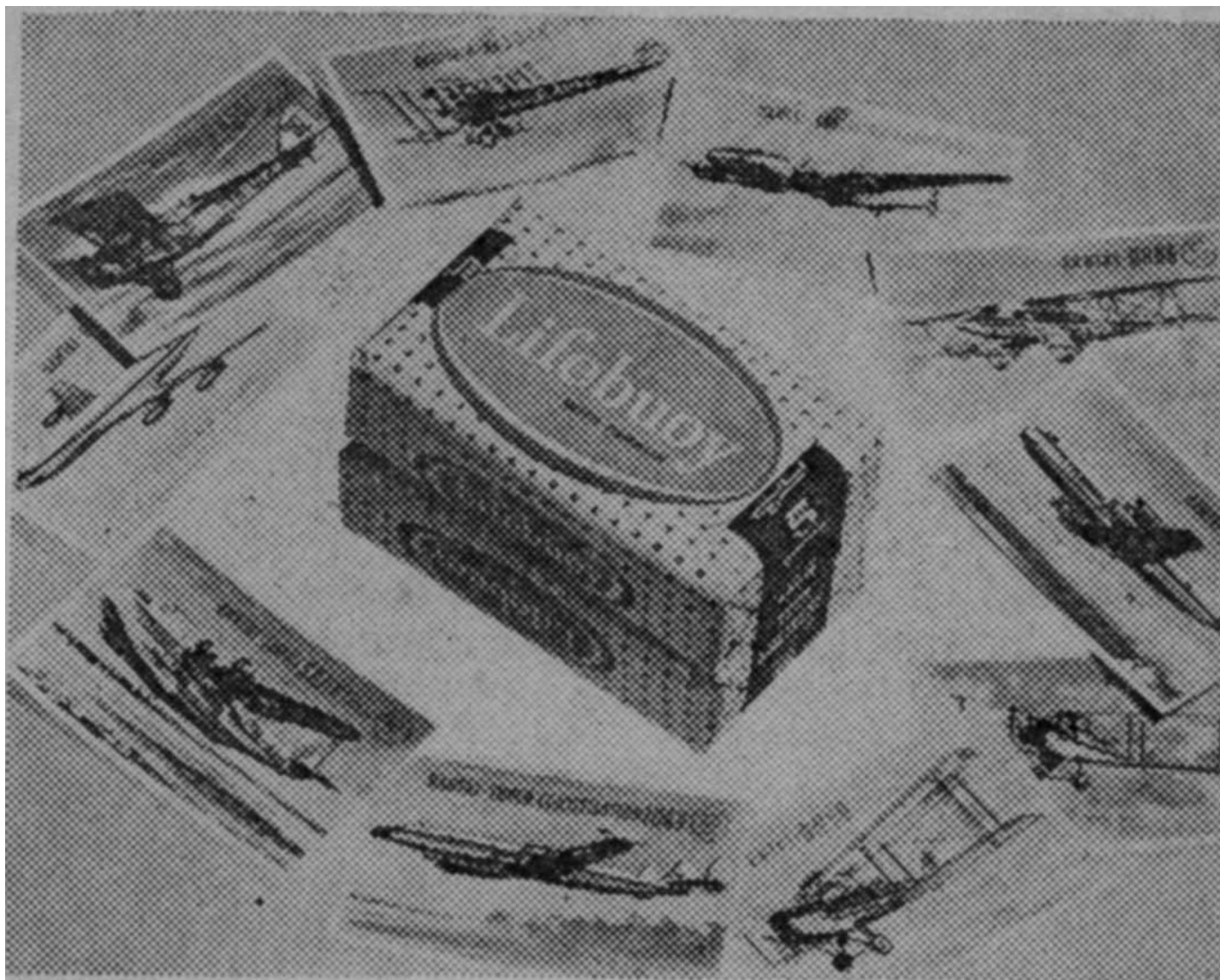


### K. R. MILLER (N.S.W.)

Dashing right hand batsman, fast  
right hand bowler, excellent field.  
Played with Australian Services team.  
Played against N.Z. 1946, England  
1946-7, India 1947-8, England 1948,  
South Africa 1949-50, England 1950-1.

LEVER BROTHERS PTY. LIMITED  
• **MEDICATED**





**Set of ten aircraft picture cards for Lifebuoy girls and boys to collect.**

**1960**

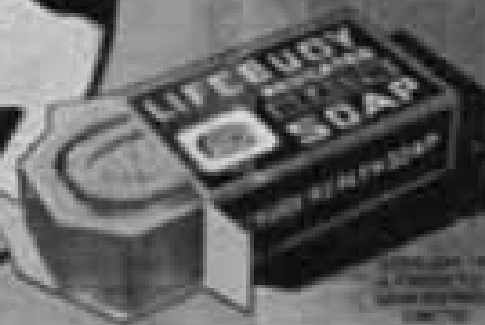
S. A.  
RAILWAY ADVERTISING

Young Australia's  
health demands.



Protection  
from dirt  
& germs

**LIFEBUOY**





**Lifebuoy White Brisbane test market 1960**



ca 1970 - 1983





**Relaunched Lifebuoy 2012**

# **MALE HAIR GROOMING**

**Californian Poppy – 1949**

**Headway – 196?**

**Trim – 196?**

**Vaseline 1987 – Chesebrough Ponds acquisition**



'Brylcreem' ex Sara Lee ca 2010

Missing 'TRIM' @ Balmain ca 1965

# **Vaseline**

**First made – 1900 (Petroleum Jelly)**



**Vaseline Petroleum Jelly** was created by Robert Augustus Chesebrough, a 22-year-old chemist from New York, in 1859.

Oil rig workers discovered that rod wax, a petroleum by-product from oil rig pumps, healed their cuts and burns.

Chesebrough extracted petroleum jelly from the rod wax and gave it to Brooklyn construction workers to treat their minor scratches and abrasions.

Unilever acquired Vaseline in 1987, and today the Vaseline brand offers much more than the trusted petroleum jelly.

# **Wisk**

**First made 1980**



1979

# **Velvet Hand Dishwash**

**First made 1962?**





1965

# **Vim**

**First made 1935**



# **PEARS**

**First made 1789 (transparent soap)**



THE  
**ONLY GOLD MEDAL**

ever awarded at any International Exhibition in the World  
solely for Toilet Soap was obtained by

*Pears*



Reduced Fac-simile  
of  
**GOLD MEDAL**  
awarded by the  
jurors of the  
Paris Exhibition,  
1889.



SOAP MAKERS,

BY

Special Appointment

TO

HER MAJESTY

**The Queen**

AND TO

His Royal Highness

**The Prince  
of Wales.**

This is the Latest Type  
**Gramophone**  
or  
**Zonophone.**  
Price, £7.



Carriage Paid.

THIS MACHINE  
**TALKS, SINGS,**  
Plays all  
**Instrumental Music.**

In fact, it is a Concert in your own Home.

Nothing to get out of order.  
Very Simple. Clockwork Action.  
Records, 3s; Needles, 1s 6d.

Send for New Illustrated List—FREE.

We are Talking Machine Experts, and keep  
the largest stock of Machines, Records,  
and spare parts in Australia. Cinematographs,  
X-Ray Apparatus, Electric  
Decorations, Fans, etc., and all accessories.

THE TALKING MACHINE DEPOT:

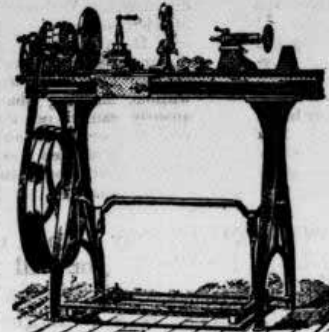
Headquarters in Australia—**EDISON ELECTRIC COMPANY,**

162 PITT STREET, SYDNEY (ONLY).

W. J. N. Oldershaw, Manager.



**Barnes' Foot Steam Power Machinery**  
AND **Engineers' Tools.**



Drilling Machines

Turning Lathes

Shaping Machines

Screwing Machines

Anvils Vices

Micrometer Callipers

Twist Drills and Sockets

Twist Drill Grinders

**H. P. GREGORY & CO.**

ENGINEERS' and GENERAL MACHINERY MERCHANTS,  
Sydney and Melbourne.

ca 1910









# The Stack Pack

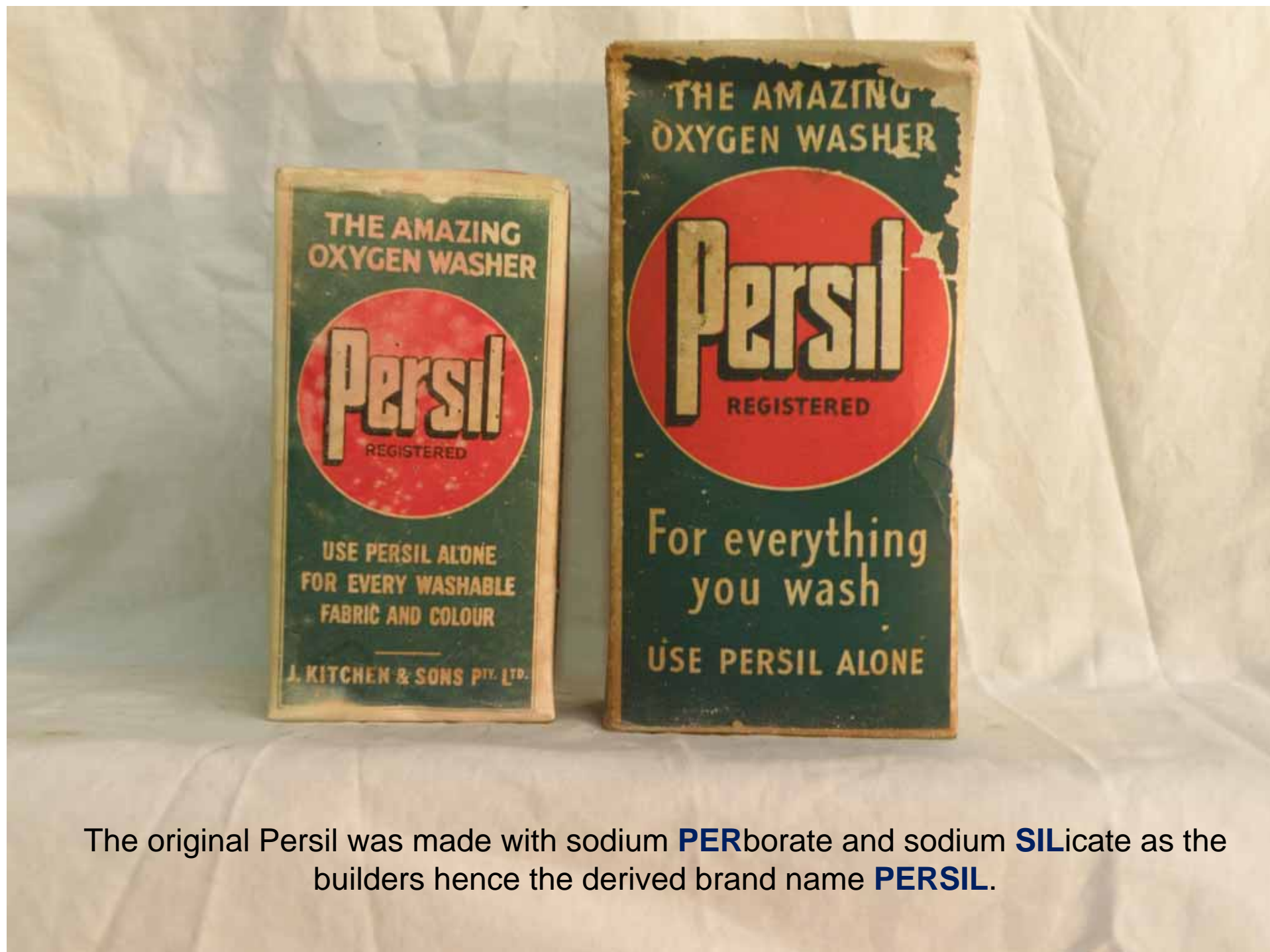


# Persil Liquids



# **Persil Powders**

**First made 18??**



The original Persil was made with sodium **PER**borate and sodium **SIL**icate as the builders hence the derived brand name **PERSIL**.







*Now  
better  
than ever*

MELBOURNE  
9 30PM  
3 DEC  
1953  
VICTORIA



*If not claimed within 7 Days  
return to Box 773 H, Melbourne*

**SUNLIGHT  
&  
VELVET**

**Laundry Soap**



# SUNLIGHT

# SOAP



**£1000  
REWARD**

WILL BE PAID TO ANY  
PERSON WHO CAN PROVE THAT  
THIS SOAP MANUFACTURED  
BY LEVER BROTHERS PTY.  
LIMITED, SYDNEY, CONTAINS  
ANY HARMFUL ADULTERANT  
WHATSOEVER

**LESS LABOUR  
GREATER COMFORT**

**GUARANTEED**

**PERFECTLY PURE AND GENUINE**

**FREE GIFTS  
IMPORTANT**

Sunlight Free Gift 'Suns'  
are on the top flap of  
this carton

# SUNLIGHT SOAP













Enamelled signs were used to advertise popular brands.

They used bright colours and the hard, glossy enamel finish meant that they defied the worst of outdoor conditions for many years.







Enamelled signs were used to advertise popular brands.

They used bright colours and the hard, glossy enamel finish meant that they defied the worst of outdoor conditions for many years.

**SUNLIGHT**

**&**

**VELVET**

**Soap Powder**

# Sunlight

**SOAP POWDER**

**Gives fabrics a softness  
you can feel**

NET MASS  
WHEN PACKED **1.25 kg**



# Velvet

**SOAP POWDER**

**Gives fabrics a softness  
you can feel**

NET MASS  
WHEN PACKED **1.25 kg**





# **SIREN**

**SIREN soap renamed Velvet in all states  
1944**

**Laundry Soap and Powder**



**SUNSILK**

**Part range**





# Oral Care



Toothpaste Balmain 1957 – first automated filler

# *A more attractive “S.R.” toothpaste*

**New flavour  
—new carton**



Users of “S.R.” will find that their next tube of this specially formulated toothpaste will have a different and much more appealing taste.

The new flavouring ingredients now available have made this improvement possible without affecting the action of the special S.R. formula in preserving the healthy condition of the gums. “S.R.” is very highly regarded by regular users who have proved its value in this respect.

The Rexona company are putting out the new-flavour S.R. in a modernised carton which has been designed to give the line a more striking appearance on the store counters.

**1960**

*Toothpaste with a big new idea*  
**REXONA HITS OUT  
WITH 'STRIPE'**

The Rexona company launched its striking new red - and - white striped toothpaste "Stripe" on the Australian market during August with all the signs of a determination to win a quick and substantial share of the trade.



**"THIS IS IT"  
salesmen told**

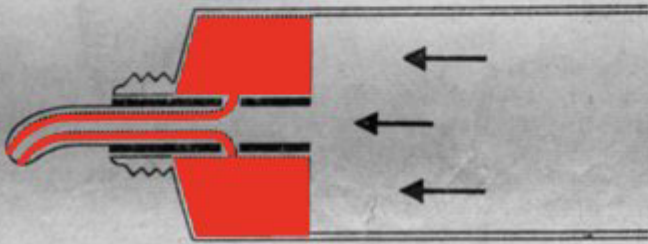
Rexona Salesmen from all  
States at launch meeting

1960



# STRIPE TOOTHPASTE

## How it works



*The bulk of the toothpaste in the Stripe tube is white. The stripes go on as the toothpaste is squeezed through the nozzle.*

— A short plastic cylinder is fitted into the neck of the tube.

— This cylinder has five tiny holes in it.

— A small amount of red toothpaste is first filled into the tube around the cylinder.

— The tube is then filled up with the white toothpaste.

— As you squeeze the toothpaste out, the pressure pushes tiny ribbons of red toothpaste through the cylinder holes.

Simple as the idea of the patent appears, the technical problems in big-scale fast production were many and difficult, both in producing the tube and in automatic filling in the factory. Much new plant had to be contrived to make the idea commercially possible.

In U.S.A. where the line originated, the degree of success attained was unexpected as Stripe was at first regarded mainly as a novelty line. The qualities of Stripe however really appealed to the public. They kept on using it and it has become one of the top sellers in that fiercely competitive market.

Similar success in Australia would place Rexona, with Pepsodent already a big seller, in a very strong position in the Australian toothpaste market.



"HUMAN INTEREST" was added to the Stripe presentation at the Sales meeting in Sydney by attractive model June Hunt shown in this picture with Bob Creighton, Bill Yates, Peter Everett and Brian Schatz.



# **OMOmatic**

## **Powder & Liquid**







# **RIN Detergent Bar**

**NEW**  
**RIN**

**DETERGENT  
LAUNDRY BAR**

*Concentrated power for  
extra dirty spots, collars, cuffs*

TWIN PACK — NET WEIGHT WHEN PACKED.

**Ultra 7**





# Torrent



# **Sunsilk Hairspray**





# **HARMONY**

## **Hair Colourant**

**POISON**

NOT TO BE TAKEN  
KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS BEFORE OPENING  
CONTAINS 1.4% W/W AROMATIC AMINES

# HARMONY

NATURAL  
BROWN

CONDITIONING COLOUR HIGHLIGHTER



AS EASY AS SHAMPOOING

# **Sunlight Hand Dishwash**





# **Sunja Foam Bath**



# **Sun Machine Dishwash**





**DOMESTOS**



# **TOILET CLEANERS**







**CAUTION**

KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS

**TOILET  
RIM BLOCK**

**Domestos**  
*Fresh*

REMOVES GERMS  
AND FRESHENS  
WITH EVERY FLUSH

Active Ingredient: SODIUM DICHLOORISOCYANURATE 15g/100g 40g

**Contents: 1 x Cage & 1 x Refill**

**CAUTION**

KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS

**TOILET  
RIM BLOCK REFILLS**

**Domestos**  
CITRUS

REMOVES GERMS  
AND FRESHENS  
WITH EVERY FLUSH

Active Ingredient: SODIUM DICHLOORISOCYANURATE 15g/100g 80g

**Contents: 2 RIM  
BLOCK  
REFILLS**

**CAUTION**

KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS

**TOILET  
RIM BLOCK REFILLS**

**Domestos**  
*Glacier*

REMOVES GERMS  
AND FRESHENS  
WITH EVERY FLUSH

Active Ingredient: SODIUM DICHLOORISOCYANURATE 15g/100g 80g

**Contents: 2 RIM  
BLOCK  
REFILLS**

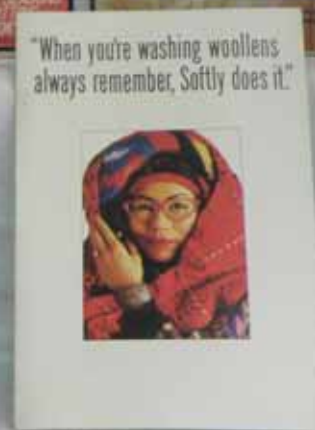
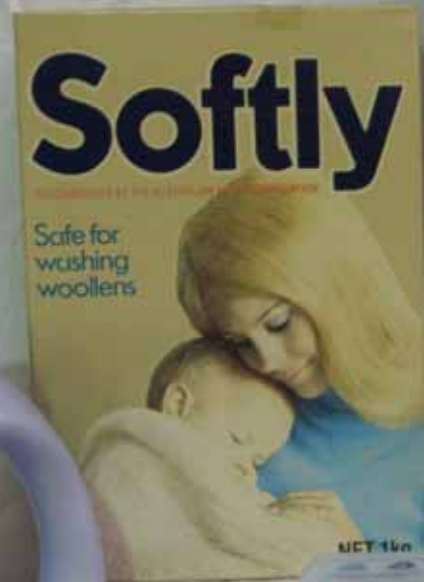
**DUAL**

**Floor Cleaner\_Polish**



**Softly**





**DRIVE**







**DRIVE**

BOOSTED WITH  
PERBORATE

UGH  
INS!

Gets your wash  
the nearest  
yet to  
**TOTAL CLEAN!**

NET 1 LB 4 OZ

**DRIVE**

HEAVY DUTY DETERGENT WITH  
**EN-ZOLVE**  
PROFESSIONAL STAIN REMOVER

Can get your  
whole wash  
so clean it's  
**SPOTLESS**

NET 1 LB 4 OZ

**DRIVE**

*Drives through  
Dirt and Stains*

**UNBEATABLE  
STAIN REMOVAL**

**Drive**  
ENZYME POWERED

P

1 KG NET

**OUTSTANDING CLEAN**

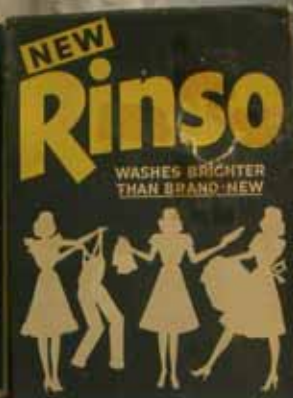
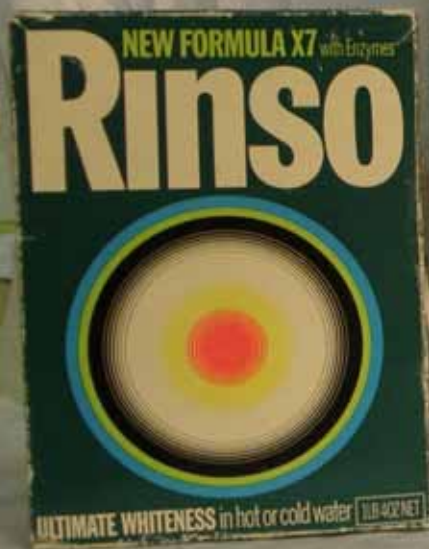
**Drive**  
ADVANCED ENZYME POWER  
CONCENTRATE

P

2kg

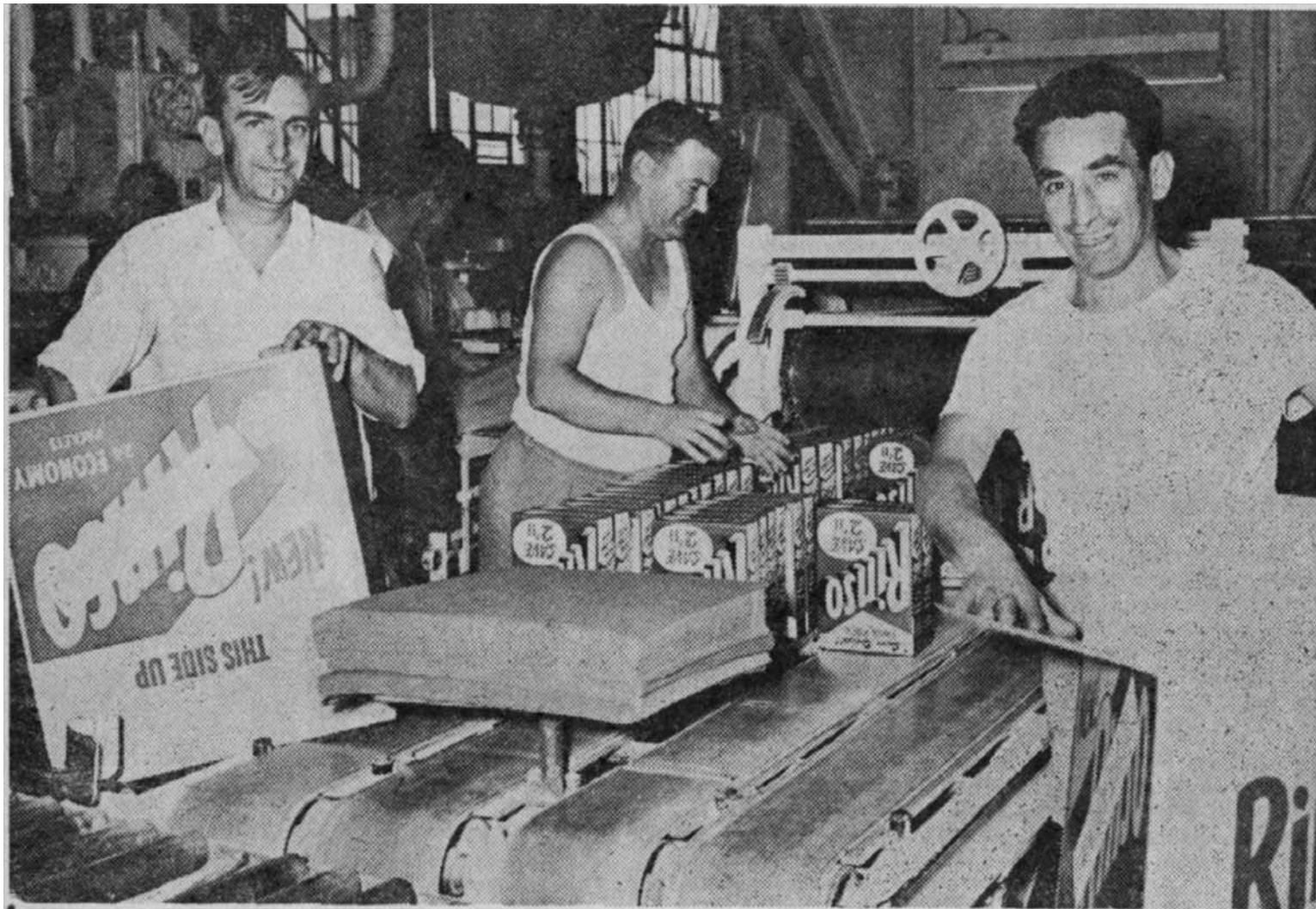


# **Rinso Powder & Liquid**





By the 1950s enamelled advertising signs had become too expensive and print on tin took over for outdoor signage.



**BALMAIN — The Rinso "Twin Pack Special" came straight off the Rose machine at the same rate as the normal pack. L. to R. Gus Scott, Bert Summers and Johnny Liardo whack the packs into outers as they come off the machine.**

Rinso on Rose machine 1960





**NORSCA**



# **Rexona Talcum Powder**



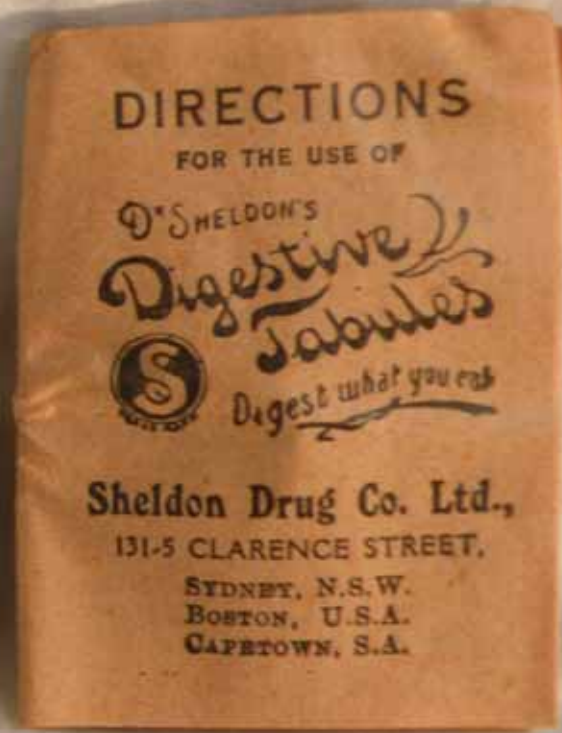


# **Rexona Stick & Roll- on Deodorants**



**SHELDON DRUG COY**





## Dr. Sheldon's MAGNETIC LINIMENT

It affords prompt relief from Scalds

It is excellent for Running Sores

It is splendid for Stiff Neck

It allays Inflammation

It relieves Lame Back

It takes soreness out of Tired Feet

It immediately helps Neuralgia

It will relieve the most painful Corn

It takes the pain from a Burn or Bruise

It is an excellent remedy for Sores

It instantly relieves Itching

It is excellent for Rheumatism

It gives immediate relief for Toothache and Headache

It is excellent to allay Irritation of all kinds

It at once relieves Lumbago

It is an effective remedy for Chilblains

It affords prompt relief from Sprains

It helps to destroy the Poison from Stings of Insects

It quickly helps a Sore Throat

It is excellent for Cuts and Lacerations





**Founded in 1908 as Rexona**, the company was established by a local pharmacist and her husband, the founder of Australia's **Sheldon Drug Company**.

It's first products were simple **shaving razors, soaps and medicated ointments**.

**Around 1920 Rexona created its first advertising campaign**, helping the company take its first steps in the rapidly expanding drug market. **Hygiene billboards began to spring up all over Australia** touting the company name.

**In 1928 Rexona** was bought by J. Kitchen & Sons.

**In the 1960s** the world met **Rexona antiperspirant**.

The product was first introduced in Finland and then rolled out to the rest of the world. It would later assume different names in different international markets: **Rexona** in Mexico, Turkey, Australia, Finland, Germany, Argentina, Brazil, Chile, Colombia, Venezuela, Spain, Indonesia, Italy, Israel, Malaysia, Brunei, Singapore, China, Hong Kong, Macau, Poland, Portugal, Russia, Philippines, Ghana and Vietnam; **Sure** in the United Kingdom and Ireland; **Rexena** in Japan and Korea; **Shield** in South Africa, and **Rexona** in the largest market – the United States of America and Canada.

The following years would see **Rexona** establish itself as the **top antiperspirant in the world**.

It gained endorsements from celebrity athletes, from tennis champion *Steffi Graf* in 1994 to more recent superstars, including the *All Blacks New Zealand National Rugby Team*, the *Springboks South African National Rugby Team*, survivalist *Bear Grylls*, tennis champion *David Nalbandian*, international cricketers *Andrew Flintoff* and *Ricky Ponting*, and the *Lotus F1™ Team*.

# **Rexona Shaving Stick**

Rexona Brand registered 1908





# **Rexona Ointment**









**Rexona**  
**No Burn No Bite**



# **Rexona for Feet**





# **Rexona AP Aerosols**





Fragrance aerosols in 1950s were packed in PVC (organosol) coated glass bottles to contain the glass should it break.

# **Revel & Shield Toilet Soaps**





**Lever & Kitchen**

**Range mid 80s**



**McNiven's,  
Sennits,  
Lynams & Streets**



"NGARITA" TRAINING SCHEME

ALEX. FEATURE — PAGE 16



# THE UNILEVER AUSTRALIA Reporter



A NEWSPAPER-MAGAZINE FOR EVERYBODY IN

THE UNILEVER ORGANIZATION IN AUSTRALIA



PUBLISHED BY UNILEVER AUSTRALIA PTY. LTD. ★ 1 MACQUARIE STREET, SYDNEY

— POSTAL BOX 1590 G.P.O. —

PHONE, B 0551, SYDNEY

— No. 12, SEPTEMBER, 1959

## U.A.P.L. Technical Director

### **S. G. COUSIN WILL SUCCEED Mr. HAWLEY**

It was announced on August 20 that Mr. S. G. Cousin, Works Director at Balmain will succeed Mr. N. W. Hawley as Technical Director on the U.A.P.L. Board next year.



Mr. S. G. Cousin

## Unilever's purchase of McNivens

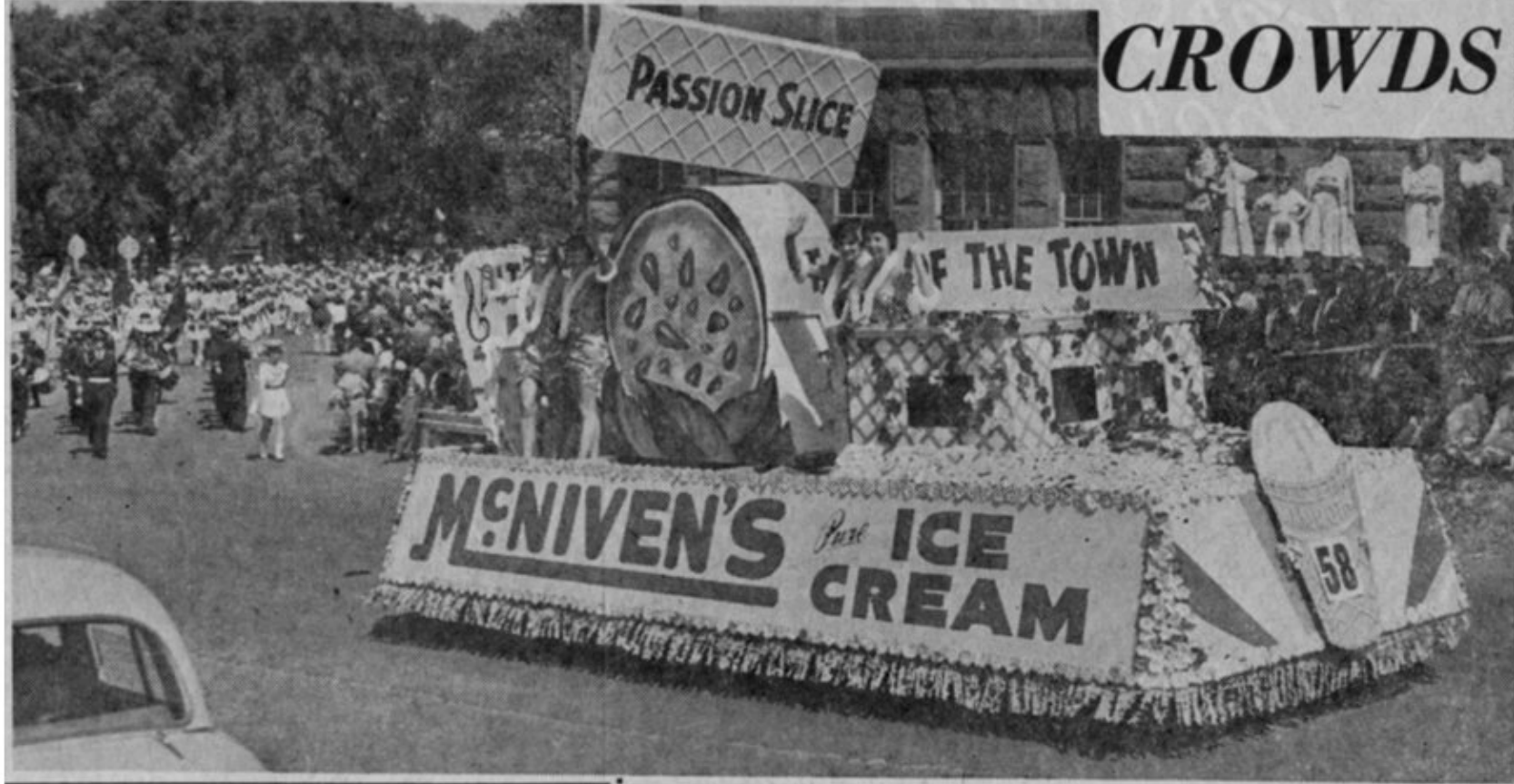
# **ENTRY INTO ICE CREAM TRADE**

★ New  
field for  
Unilever  
Australia

After negotiations over several months, Australia directors announce

April 1959

# GOT A CHEER FROM THE CROWDS



McNiven's float in  
Sydney's Waratah  
Festival 1959

McNiven girls Marie Holmes, Robyn Curtis, Val Evans and Carmel Bennett were the main attraction on the company's "Passion Slice" float in the Waratah Festival procession in Sydney. Even Jack Garwood who designed the float would agree! The colourful and picturesque McNiven float was the work of Jack Garwood, Stan Fish and Tony Vella.

THE NEWSPAPER FOR EVERYBODY IN UNILEVER AUSTRALIA  
THE UNILEVER AUSTRALIA



# Reporter

PUBLISHED BY UNILEVER AUSTRALIA PTY. LTD.  
1 MACQUARIE STREET, SYDNEY

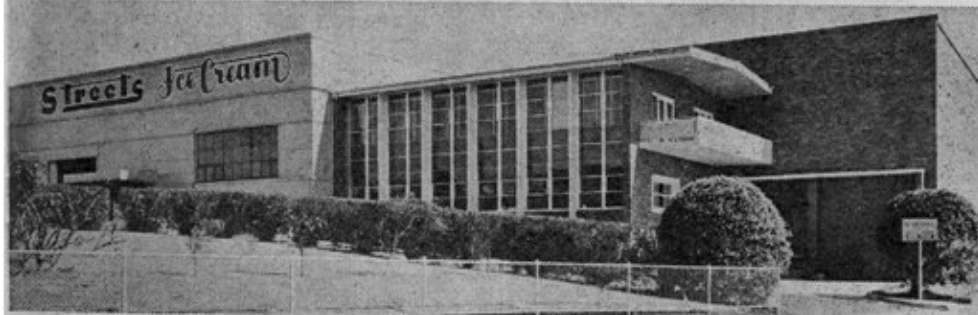


POSTAL BOX 1590 G.P.O.  
PHONE B 0551, SYDNEY

No. 15  
AUGUST,  
1960



## Now part of Unilever



STREETS HEAD OFFICE adjoining their large modern factory in the Sydney suburb of Turella.

# STREETS ICE CREAM

### **SURPRISE MOVE**

*W. D. Phillips  
to be chairman  
of Streets.*



Mr. W. D. Phillips, at present managing director of Kitchens, is to become the chairman of Streets. Mr. Phillips will have an overall responsibility to the U.A.P.L. Board for the ice cream side of the business, also for the activities of the refrigeration equipment business chiefly represented by the newly-acquired Gardiner Refrigeration company, and the Ambassador Refrigeration Co. which is part of Streets.

The company was started in a very small way in 1920 at Corrimal. Another ice-cream company, Lynams, was taken over by Streets in 1949 and Lynam brands continue to be sold in a number of areas.

Streets have been notable for their success in going after retail outlets for their product. In their main areas of operation the Street signs seem to be everywhere.

They have shown great enterprise in introducing many highly successful ice-cream novelties. Many of these have become so well known that their names are part of everyday language. Paddle Pops, Hearts, Giant Bats, for example, are familiar to almost every child in New South Wales.

# RECORD SHOW SALES FOR McNIVENS SYDNEY ROYAL EASTER SHOW

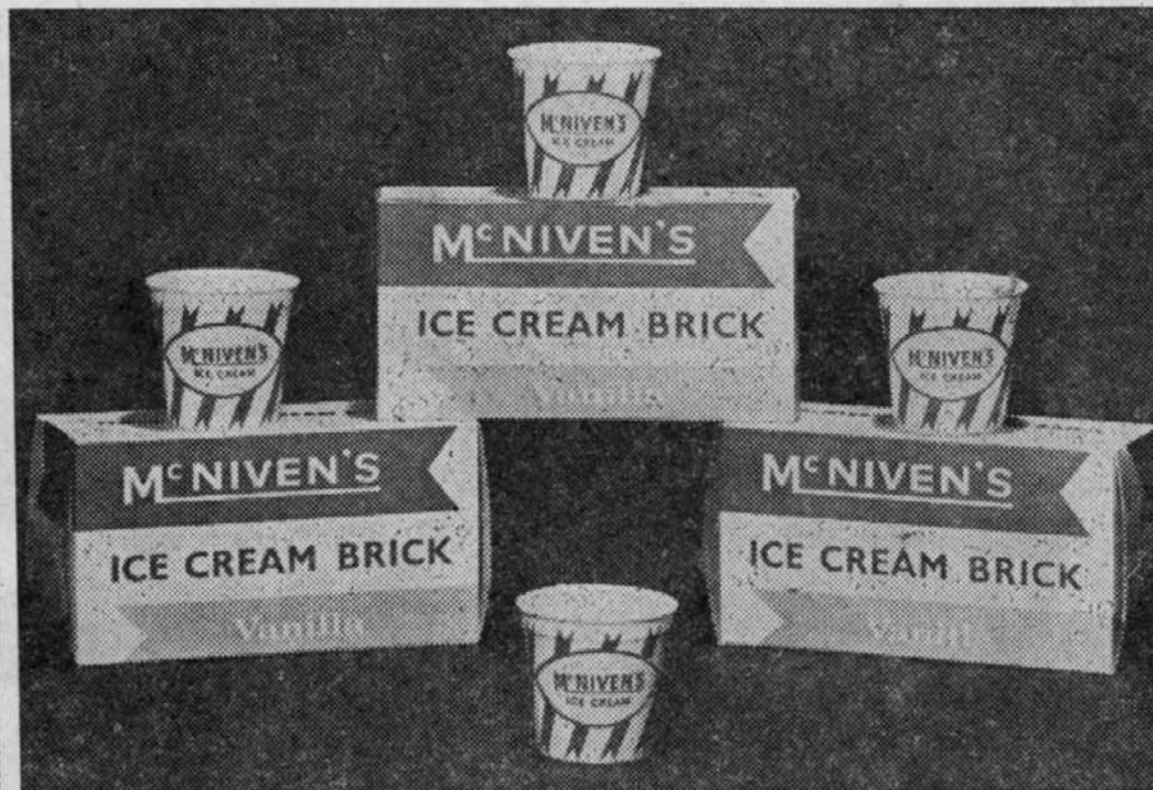


Over 71,000 show visitors bought "McNivens" ice cream at this year's Royal Show in Sydney. Marketing manager Harry Curtis said this figure was way up on the previous year.

YOU COULDN'T MISS THE McNIVEN STAND—Bright lights and the huge newly-painted sign made the McNiven stand a sparkling and attractive sight during the night sessions at the Sydney Royal Show.

1960





## A NEW NOTE IN McNIVEN PACKS

*SYDNEY — During April, McNiven buckets and bricks of their Vanilla ice cream started to go out to the shops in smart new containers which are giving the line a very striking air of style and freshness.*

*The colours chosen, Crimson, Peacock Blue and Turquoise on a clear white ground, have cut away from the commonplace and have given the line an attractive character of its own. The designs were prepared by Lintas.*

1960

# SURF BOAT NAMED

## "Cream of the Coast"

### donated by Streets

The new surf boat for the Corrimal Surf Life Saving Club was ceremoniously launched at Corrimal beach, Sunday, October 2. Mr. Ron Street broke a bottle of champagne over the bow and officially named the boat "Cream of the Coast" — the famous Streets ice cream slogan.

The boat, which cost £500 was a joint gift to the club from former managing director of Streets, Mr. Edwin Street, and the company. The club's old boat was declared unseaworthy last year.

A large crowd of surfing enthusiasts and members of Corrimal and neighbouring S.L.S. clubs turned up to see the ceremony despite the cold blustery day.

There were many expressions of appreciation from the speakers at the ceremony. In thanking the donors of the boat, Corrimal president Mr. George Crichton said how much it meant to the club to have the new boat ready for the beginning of the season. The Thirroul club president Mr. Horrie Kelly, and Illawarra branch presi-



**Mr. Ron Street breaks a bottle of champagne over the bow.**

*Photo — South Coast Times.*

dent Mr. Keith Dingall also spoke.

The Rev. A. Allan held a brief but impressive dedication service and the boat was then launched into the waves by captain Kevin Coleman and his crew.

Streets have long associations with Corrimal which is on the

N.S.W. south coast. Mr. Edwin Street founded the business there in 1920 and it is still a manufacturing and distribution centre for Streets ice cream.

Mr. Ron Street is now Works director of the new company and is a nephew of Mr. Edwin Street.

Ron Street launching replacement surfboat for Corrimal surf club  
1960

# SHIFTING ICE CREAM IN BIG LICKS

*You need a lot of  
Transport in the  
ice cream  
business!*



From Streets' factories at Turrella, Corrimal and Parramatta, to their thousands of retail outlets in New South Wales, ice cream has to be transported fast, frequently — and frozen. This means equipment and planning of a very specialized kind.

1960





# **Edible Fats & Oils**



## ***GOLD FOIL WRAPPERS for “STORK”***

World Brands switched over to the newest type gold foil wrappers for their well known N.S.W. line Stork Margarine as from July 6.

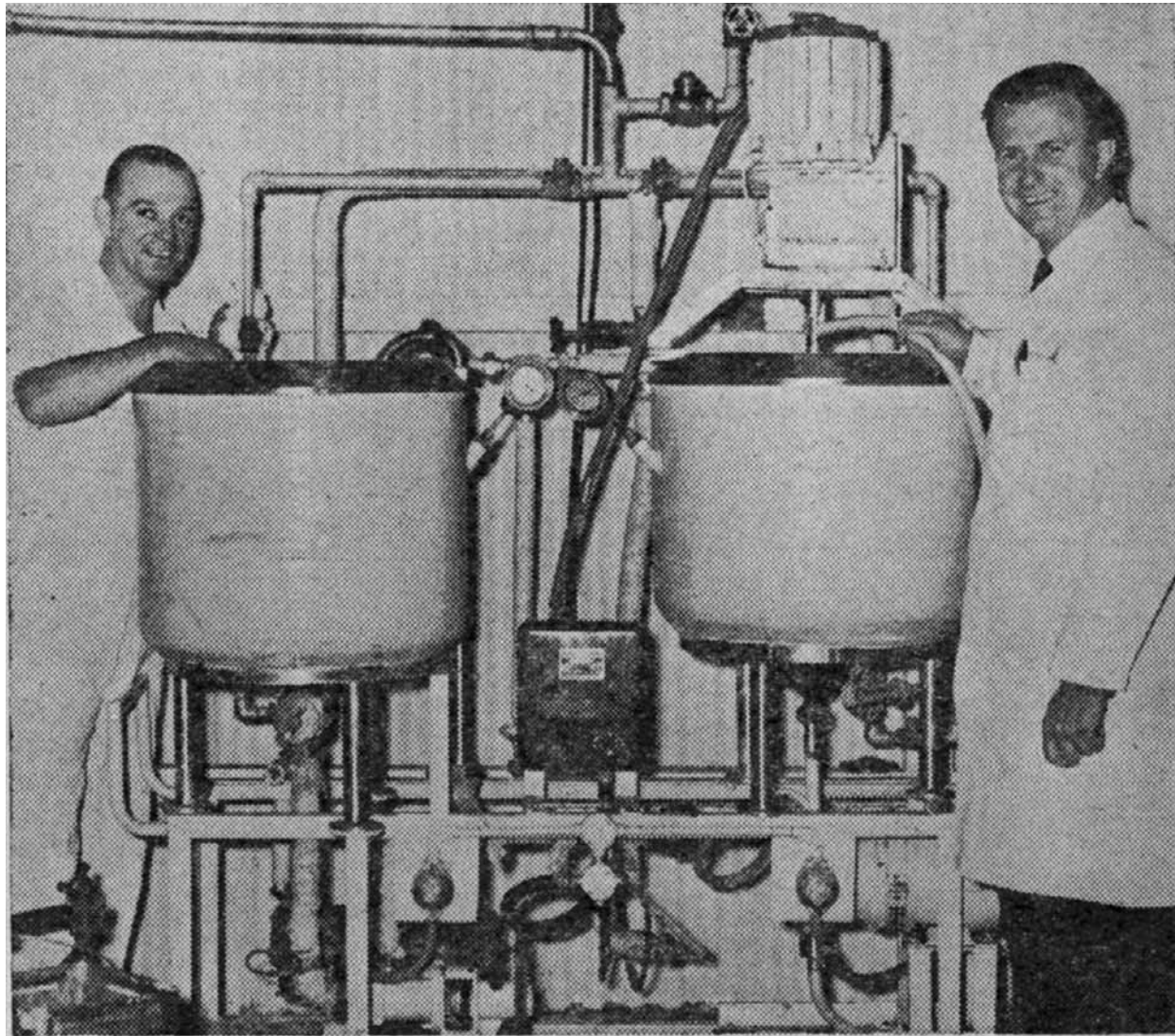
The Stork Margarine now made at the newly acquired Kasely factory in Perth was also introduced to the W.A. market in the gold foil pack.

The new wrapper brings about a striking improve-

ment in the appearance of the line. Besides providing an appropriate atmosphere of quality the foil wrappers have greater protective value for the contents.

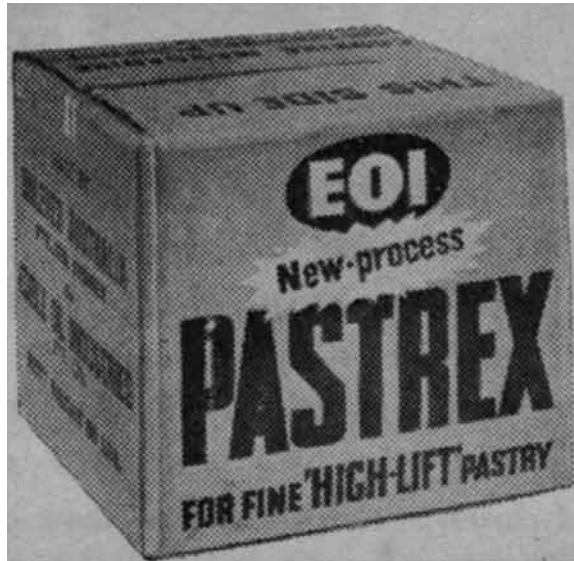
World Brands took full advantage of the change in pack to concentrate a further barrage of Advertising on the line in the states concerned.

**1959**



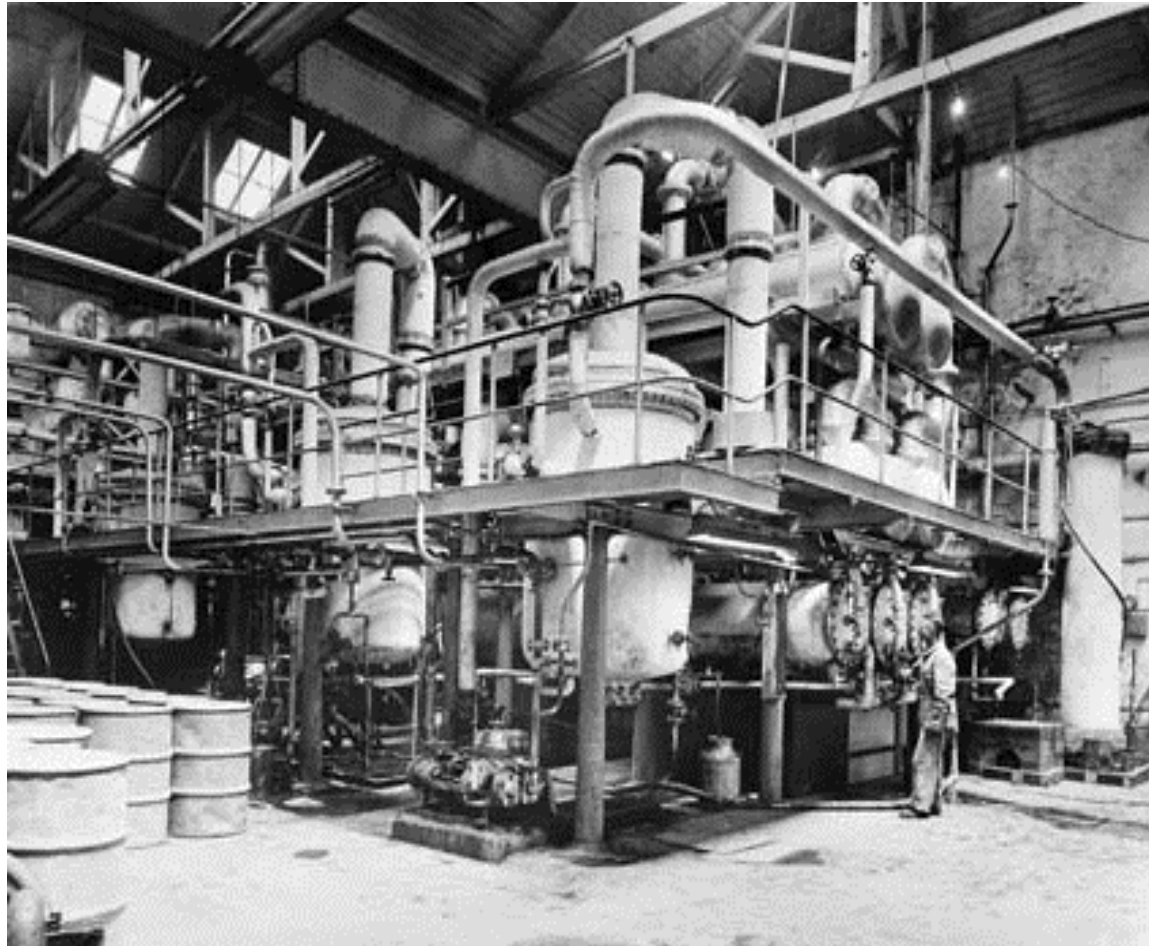
Homogenizing is a key process for many products. Different formulae and various methods are being tried out on this pilot homogenizer, each test being carefully recorded by Frank Ball (left) and Terry Fehon.

1960



**STEPPED UP  
PASTRY MARG.  
QUALITY**





Glycerine refinery, Lever Brothers, Balmain. 1956

The glycerine enriched brine lye from the DPU was concentrated in the vacuum stills and the glycerine separated.

The crude glycerine was then treated with activated carbon to remove odours and colourants.

There were two grades:

1. Pharmaceutical / confectionary

2. Dynamite

# **Cakes & Desserts**

## BETTY KING'S COOK BOOKS -1950's (on ebay 2010)



Miss Anne Cheffins, head of World Brands "Betty King Kitchen" at Balmain developed recipes. Always a pleasure to visit the kitchen and sample the day's creations.

Betty King  
1919 - ????





"More Mellah  
Mum,  
please"

Children love milk...when  
it's in creamy Mellah dessert!

So nice alone... so good  
with fruit. Ready in  
minutes. Three wonderful  
flavours.

CARAMEL • VANILLA • CHOCOLATE



MD.52.A52

## CAKE MIX SUCCESS

### New PUFFIN has attractive features

Only one egg is required to make New Puffin, an entirely reformulated mixture which was nationally launched on April 13. Alterations to the original recipe have improved the flavour and texture and this one-egg mix produces the same quantity as the old two-egg formula. This makes cake baking the New Puffin way economical as well as convenient.

Another feature of the new product is the addition of flavours. The mix is now available in vanilla, orange or caramel flavouring and these variations are bound to increase New Puffin's popularity with the housewife.

A new pack, striking in both colour and design

makes the product outstanding in any form of display. The back panel of the packet is devoted to variations which can be made by simple alterations to the mixture and recipes for suggested icings and fillings.

New Puffin will be supported by some of the finest advertising ever to come from World Brands and by the heaviest advertising ever given a cake mix in Australia.

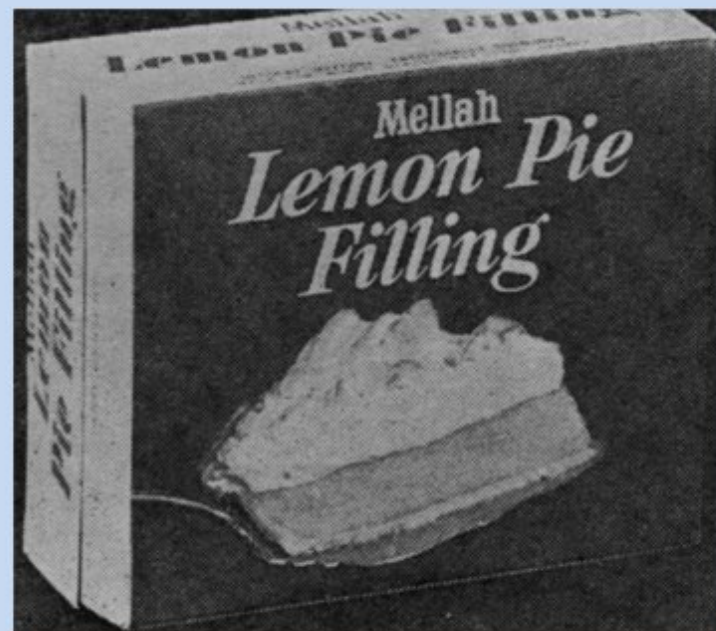
This includes full page colour ads in the women's magazines, the launch ads consisting of full colour pages and two columns monotone. Radio and television spots at peak times will strengthen Puffin's message of the benefits of

this exciting new product. Point-of-sale material will include attractive display bins with backcards attached.



1955

1959



1960

# Continental Soups



# **"FRENCH ONION" A TOP SUCCESS IN U.S.A.**

Like World Brands record-breaking seller Chicken Noodle, the new onion soup has the unmistakable flavour of the best home made variety and it is hard to believe it came out of a packet.



Feb 1960



## World Brands latest “Continental” soups

— *Tasty new  
varieties lift  
sales*



“Pea and Ham” and “New Thick Vegetable” soup packs were added to World Brands’ range during April, bringing the total number of Continental Brand varieties on the market to ten.

Both the new lines got away to a good start in the shops. Continental has a tremendous reputation for quality.

The new “Thick Vegetable” is a real home-made style soup, with lots of meat, barley and vegetables. “Pea and Ham” is a good thick pea soup with “hearty overtones of tasty ham,” and which requires only three minutes simmering on the stove.

World Brands report that their Continental Soup sales continue to climb and say that new varieties stimulate wider and more frequent usage in homes.

1960

# Potato Flake



PUBLISHED BY UNILEVER AUSTRALIA PTY. LTD.  
1 MACQUARIE STREET, SYDNEY

THE NEWSPAPER FOR EVERYBODY IN UNILEVER AUSTRALIA  
THE UNILEVER AUSTRALIA

# Reporter



POSTAL BOX 1590 G.P.O.  
PHONE: B 0551, SYDNEY

No. 16  
DECEMBER,  
1960



## INSTANT MASHED POTATOES World Brands new food line

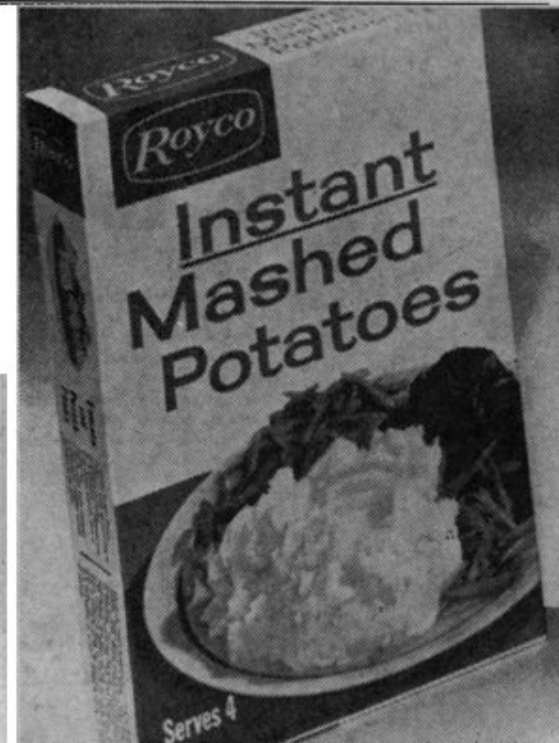
### "Could have big future"

With the launch of "Royco" Instant Mashed Potatoes in Brisbane at the end of July, World Brands introduced an unusually interesting and attractive new product to Australian homes and took an important step forward in the development of the food side of the business.

Mr. Gates said that the new product had met with an encouraging response both from storekeepers and the public in general. He hoped that it would soon be possible to extend distribution to other parts of Australia.

"There should be a big market for this type of product" Mr. Gates added. "In Australia we eat more than 500,000 tons of potatoes each year and more than half of this quantity is served mashed."

"There is every likelihood that our Instant Mashed Potatoes venture will develop into one of real importance" Mr. Gates said.



FIRST, IN WHOLE OF UNILEVER — Australia is the first country in the Unilever world to manufacture and market a potato flake product. Progress of the new line is likely to be a matter of wide Unilever interest in other countries besides Australia. Production was a real pioneering job — See page 18.

1960

# **PACKAGING AWARDS**



# FIVE FIRSTS for Unilever packs

**NATIONAL  
PACKAGING  
EXHIBITION**

## **AWARD OF MERIT**

Metal Packs household  
liquids



**1**st. Glass packs,  
household aids.



**1**st. Paper packs,  
other



**1**st. Extrusion  
packs  
st. other



**1**st. Foil packs - other



**1**st. Foil packs - food



1959

# RETAILING



Typical store layout for Coles and Woolworths in 1959