

Summary of an
Interview with: Susan Vandervalk
Conducted by: Jane Wells

Susan Vandervalk is the proprietor of "West Terrace Menswear" situated in 'The Terraces', King Street Newcastle. The building is between Brown Street and Crown Street on the northern side of the street. Sue has been in the retail business selling clothes to men for the past 17 years and is presently the longest standing tenant in the building. The following transcript covers Sues start in the retail trade and a general history of her experiences along with the sketchy history of that particular block in King Street over the last 17 years.

The business was started in 1972 by Sue and her first husband Gary West. The building had been converted from tenament housing into retail shops. Six months after opening the business Gary was killed in a car accident. For eight months after this Sue employed male staff while she continued to remain in the employ of a pharmaceutical company. However, the business was declining and she made the decision to step in and conduct the business on her own. At this stage there were only two other women, in Sydney, actually owning a business, retailing to men.

In the years Sue has been a tenant in 'The Terrace' she has had two landlords and seen many tenants come and go. From one of Newcastle's original female designers of fashions to personalities such as Radio 2KO's Warwick Teece and Yahoo Serious of 'Young Einstein' fame. There has even been a rumour of a ghost in the building!

The range of clothing Sue has in her store caters to a large cross-section of men ranging from 15 year old school boys to middle-aged businessmen. The passing trends in mens clothing is as amusing as the changes in womens fashions. When Sue first started men wore wide legged trousers, platform shoes, and very wide ties "... half the time with naked ladies on them." Men today are more aware of fashion trends, but still seem to prefer the opinion of a woman.

Sue has built up a reputable business and has an

enviable rapport with both the companies she purchases from and her clients. She has not encountered any difficulties or discrimination being a woman in a business traditionally considered a man's world.

Over the years Sue has had various encounters with shoplifters, burglaries and even a fire scare. At one point ~~in~~ ^{time} she opened an expensive ladies shoe shop, further along in King Street, but being a single parent of two young daughters she found it too time consuming to run the two businesses solely on her own.

King Street has had various promotions over the years. The fore runner to the now King Street Fair was a promotion called Midnight Madness. On Friday the 13th nights staff and proprietors would don fancy-dress clothing, travel to different venues and inform people the stores would be open for trading at a minute after midnight. It proved to be quite a successful venture.

The current King Street Fair not only boosts the revenue of the retailers of the area but also raises money for the Radio 2NC Christmas Appeal. Sue has always been an active participant in this fundraiser and was honoured with title of 'King of the fair.' Many charities have benefitted through various fashion parades over the years and Sue has extensively donated enthusiasm and time to these functions.

Susan Vandervalk is a highly successful, respected person of the business community. Her length of time in the one business is testimony to her motivation and determination. She intends to hopefully trade for quite a few years to come and is very happy with her business and her niche at 172 King Street.

The attached transcript is an interview conducted by Jane Wells on the 26th September 1989 with Susan Vandervalk.

Page 8 and page 10 have each a long pause in the middle of sentences. This was due to the record button on the cassette player being pushed during the process of transcribing.

1.
Interviewer: Jane Wells

Interviewee: Susan Vandervalk, the proprietor of
"West Terrace Menswear", 172 King Street
Newcastle

Date: 26th September 1989

Jane: "Thank-you for talking to me Sue . . ."

Sue: "It's a pleasure Janie."

Jane: "And filling us in on the history of your personal happenings in the menswear business."

Sue: "Well I don't really know what you'd like know. I've been in King Street 17 years. At the moment I have been there as the longest standing tenant... um... and I guess in my years there there's been a lot of changes."

Jane: "Well one would imagine so. In fashion and the retailers that have been in that particular area as well."

Sue: "Yes. There's been a lot of people come and go and fashion has changed a great deal. I started out being the only woman in Newcastle selling menswear. There were two in Sydney, so I believe, but I was the only one in Newcastle that actually owned a business, selling to men, and at the time I started off fashion is so different to what it is now. What was in vogue then was very wide flares on the bottom of the legs and high platform shoes - I don't know how the men wore them - and very wide ties . . ."

Jane: (laughing) "Wide ties!!"

Sue: ". . . half the time with naked ladies on them; very wide lapels. Velvet was very in vogue as well. Fashion does cycles every five to six years. In cases like wide flares and velvet maybe they won't come back for twenty years or so, but . . ."

Jane: "With any luck!"

Sue: "Well it may have its resurgence like everything else."

Jane: "Did you have any experience in the fashion industry at all prior?"

Sue: "No. I had been working for a pharmaceutical company, selling pharmaceuticals when I had started there and I didn't work in the shop myself for the first eight months. My husband and I had started it and unfortunately six months after we started it he was killed in a car accident. I employed male staff for the five months after that but I found I was better off to go where my investment was and work the shop myself. In the first month I started there I significantly increased the figures and I found I loved selling to men. It was very good for me at the time as well."

Jane: "Was it difficult dealing with sale representatives? I imagine that many of these would have, and still be, men are they?"

Sue: "Oh yes! I don't think there were very many women selling to me at the time. You mean the factories and agents that sold the clothes and ranges that I bought? There was one lady that had her own tie business... ah... who was very extravagant and wore hats all the time, and enjoyed very much her trips to Europe where she bought her cloths. She was very unusual, she was the only one in Sydney at the time that was a lady owning a tie factory."

Jane: "And she made them? Produced them?"

Sue: "Oh yes! Thousands and thousands of them, sold to lots of shops. There were a lot of very colourful people in the early years. in King Street... um... On the corner, where there's now a beauty salon, a lady called Margaret owned that one

and that was a very peculiar shop, with plastic tubing and...er... Carnaby street style. We were all very Carnaby street orientated back then. The 'Beatles' had been out for quite a few years, it wasn't that far back! (laughter.) We thought that we were as close to Double Bay or, something a bit different that you could get in Newcastle."

Jane: "An exclusive area?"

Sue: "Most of the boutiques...ah... it always has seemed that way... had all carried rather exclusive brands and sold particular types of products. Not like a department store or the other menswear shops in Newcastle at the time. I experimented with a lot of outrageous clothes that worked very well for me. I'm not saying there's a huge market in it but I managed to capture the market at the time... yeah."

Jane: "So with the colourful people that you mentioned in King streets' earlier history; in the time since you've been there; is that in regard to the retailers that have been there - in the different people that have come and gone?"

Sue: "Oh yes. We've had some interesting customers too; but there were very interesting tenants. In the shop where Tom Menzies now is, he's been there for three years - this is going back from now - but originally a lady called Heidi was there when I was there. She was a very colourful lady - one of the original designers of Newcastle. Her business survived about three years I'd say. She was the one that a ghost; or so she used to say! When she was sewing back late at night; she had an upstairs area where her factory was and she employed about eight staff; so she was quite a together lady for the time."

This was fifteen years ago. She used to say there was a klomp, klomp, klomp, on the stairs and a cold breeze and there was no one there. So, we had a history of a ghost in that one!"

Jane: "Well, originally they were all separate shops or separate dwellings with upstairs, weren't they?"

Sue: "Yes."

Jane: "You had an upstairs area..."

Sue: "Yes. We all had three storeys. They were all the same. They were all tenement housing that, twenty years ago, were very derelict...."

Jane: (interjecting) "Three..?"

Sue: "Yes. Well, there's the ground floor, and the middle floor, and then the top attic area."

Jane: "Where the attic windows are."

Sue: "Yes. I had my upstairs premises until the last four years when the shops were renovated by my landlord then, Mr. Tony Doherty. He had owned the premises as in all of the shops, the seven of them. For my whole history I rented them from him, he bought them two years before I went in there, until he sold them to Anthony Hall about a year ago. And, it's very interesting to know that Anthony Hall's grandfather, Richard Hall, originally owned the same seven - the whole block - the same seven tenement houses. I suppose they were lent out then."

Jane: "What did the Hall family do, or do now?"

Sue: "Oh. They've got R.J. Hall and Son, a pharmaceutical wholesalers, and they own the 'Prince of Wales'.. oh.. lots of places around Newcastle; but this isn't about them anyway."

Jane: "So grandfather was the first starter?"

Sue: "I guess. It's nice to see that the second generation has come back. Not the son, but the

grandson and bought the whole lot back again, as a package deal, and he's now my landlord."

Jane: "And where the 'Interlude Restaurant' is, that would take up two buildings wouldn't it?"

Sue: "Yes. That takes up two, plus the upstairs area. At one stage a lot of the other ones had different sub-tenants upstairs. There is an advertising agency up above Tom Menzies - um - Warwick Teace was up there for about four years. Yahoo Serious had his office there as well."

Jane: "Oh! 'Young Einstein'!"

Sue: "Yes! 'Young Einstein'. King street has a very colourful history with the upstairs tenants ... um ... most of them had been back, you know, from the early days, upstairs tenants and some interesting ones."

Jane: "Was the 'Interlude' established as a restaurant ... was that a restaurant when you came in?"

Sue: "Yes. When I came in a man called Ted Box owned it, who had various butcher shops around Newcastle and he sold about a year later - so this is going back sixteen years - to Gary Ashford, who owns the 'Bistro'. Gary owned it on his own for about ten years and then he brought in another partner, and they sold it only last year to someone else. A lot of the places have changed hands lots and lots and lots, but have kept the same landlord."

Jane: "And where the 'Towers' are .. what was that?"

Sue: "That was just a derelict, empty block. It always had the four shops across the road, and they've had various tenants over the years as well. And there was nothing in particular there. I can remember them being built but there was nothing much there. I don't think there was any

flats or anything. I think that had been just rubble for a few years."

Jane: "I can't remember."

Sue: "No, I can't either. Isn't that terrible?! Have to go back through the archives to find out about that one."

Jane: "King street has also gone through some different publicity-stunts as such - to get the people in."

Sue: "Yes. I guess so. Ah -- originally we started off with Midnight Madnesses. There used to fall two or three Friday the Thirteenths a year, and that was our excuse to open at a minute past midnight. We couldn't, by trading laws, open Friday night. We could trade Saturday morning with the trading laws back then so, about ten o'clock most of us, with all our attendant friends, and retinue, and staff, would get dressed up in crazy costumes and go to all the various nightclubs - We had different ones set for the theatre come-outs, when the theatres were coming out. Yes, all the nightclubs. I remember going in outrageous costumes around the nightclubs, all of us handing out pamphlets that we'd be open from midnight, offering wine and cheese. Now, I admit we got some crazy drunken people in, but we made a lot of lay-bys. No one had Bankcard back then, it was all cash or lay-by. But we'd attract up to two or three hundred people travelling around from various shops, or even more. Compared to our King Street fairs, when we attract thirty thousand, I guess it's small bickies, but it wasn't really back then. It was a lot of fun and we all had a great time."

Jane: "Well I suppose comparatively, economically speaking the business that you did then to; Now is much more than what you would do in those days. But in those days they were quite a

successful thing, the Midnight Madness weren't they?"

Sue: "Yes they were. We managed to sell quite a lot of items and even if we sold the same sort of item now at our King street fair it would have worked out about the same, comparatively speaking. But back then I was selling a shirt for \$8.00, and I was selling trousers for \$12.00..."

Jane: "You can't get that at 'K-Mart' can you?"

Sue: "And now most of my shirts, and the same quality shirt; silks, really nice cottons and things like that; would retail from \$60.00 to \$80.00; and trousers are \$85.00 to \$100.00. So I guess groceries have gone up about the same. Everything's gone up about the same, but it's an interesting comparison to realize how much people paid for things. I think a tie was about \$2.00."

Jane: "That's cheap for a tie isn't it? Mens fashions changed..."

Sue: "Yes, isn't it. Yes men's fashions have changed."

Jane: "Just in the cloths now that they use for men. You don't see men being dressed strictly in three-piece suits all the time. You know, some men are more flamboyant, or brave... game in their dressing aren't they. Very vogue!"

Sue: "Most men now are aware of fashion magazines, and aware that clothes do make the man and that the first image you see of a man is how he wants to present himself. Even though I sell a lot of casual clothes, they're dressy casual because that's the image the guy wants to project. And with suits now it's not your traditional three-piece suit. It is very much a casual suit, that you can use for casual or even a ball if you want if you put a bow-tie and cumberbund with it. But men are more aware of fashion now, and their wives are more aware of

fashion and I must say that at least 50% of my business is still selling to wives and, or girlfriends...

Jane: (interjecting) "Getting the approval!.."

Sue: "...that come in and help, or buy, clothes for their man. But the other 50%, thankfully I can say, are men that come in on their own and love to shop."

Jane: "And you cater to --- a wide variance in age don't you?"

Sue: "I guess so because I sell to school boys who love my super trendy stuff and buy a trenchcoat as their big item for winter..."

Jane: "To the middle-aged businessman."

Sue: "Yes I guess I've got guys that are 50 - pause - be as old as they are because in your attitude, if you dress a little bit younger, you feel a bit younger therefore you are a bit younger! Why dress "old" before you have to? (laugh) But I do sell conservative suits and things."

Jane: "But they look nice too; the older man dressed very stylishly like Dr. Laurer..."

Sue: "Yes exactly. Because for the older man I will sell style that won't date; that they'll feel great in, and because I sell good quality clothes. Yes."

Jane: "Do you find it difficult as a woman selling to men? Do you think it's a hinderance?"

Sue: "No! I never have. As I told you earlier I was working at the pharmaceutical company when my first husband was killed only six months after we opened the business. My attitude was, "this is a great job. I better not leave this even though all my money is in this business." But, you know, a woman doesn't sell in a menswear shop so I employed a guy."

Jane: "Once it was the tailor that men went to!"

Sue: "Exactly. But I found that the figures weren't what I expected them to be so within about five months

I decided Thursday nights and Saturday mornings; which was all I was working then; was not enough, so I started - made the big decision to work the shop myself and I really picked figures up. Most men love being served by a woman. It's not unusual now. A lot of shops do employ a woman as a casual. Admittedly, mostly men own a menswear shop so they'll employ a man. No... I think a lot of trendy Sydney boutiques will have a lady selling to men in a menswear shop and lots of men feel comfortable with a woman's taste in clothes. I must admit I get on with the women equally as well as I do with the men, and the mothers with their babies. But then again, I make great friends with the fifteen year olds so...

Jane: "Have you ever encountered any discrimination towards you from sales representatives or from customers because you are a woman?"

Sue: "No. Representatives want to sell me their product so they're not going to discriminate against me if they want to go home back to their factory with a sale in their pocket. It would be stupid for them to act that way! I don't think I've ever had a customer that hasn't been delighted to be served by a woman."

Jane: "So in that aspect you haven't had any difficulties?"

Sue: "No. None whatsoever. I must have the happy knack of making people feeling comfortable!"

Jane: "Do you find it difficult being a single parent?"

Sue: "A single parent? - ah - No."

Jane: "Well, with two young children. They're not grown up."

Sue: "No. They're nine and twelve now and they're very proud of my achievements and very supportive of the fact that I have to do parades and promotions and all the P.R. stuff. Even if I go out with my

girlfriends I take a swag of business cards and the kids know - sure, I'm out for fun but they're very supportive of me as a retailer."

Jane: "I remember a time" (laughter) ...

Sue: "Gah!! ---"

Jane: "drumming up business (laughing), selling to wrestlers!"

Sue: "(laughing)" Yes, well; you came with me on that one!

Long pause: "Is it just called the American Wrestling?"

Jane: "World Federation Wrestling. It's still on now."

Sue: "The ones that can you because they look like they're hurting each other and they're not - they're all great buddies. We encountered them at 'Fanny's' one night after Katie's big promotion (which was very successful), and convinced them that yes! they were going to buy clothes from us, that we could fit them. Janie and I, with enormous hangovers, went into the shop the next morning and gathered together the biggest stock we could find ---."

Jane: "The largest sizes!"

Sue: "Yes! The largest sizes! Went to the Parkroyal thinking, "these guys are going to have hangovers and they're not going to want to talk to us" and sure enough this was pretty true! But the crazy thing was that everything we took down was too big for them! At the time the baggy look had just come into vogue and I went overboard with it I guess, as in really big sizes, and these wrestlers all wanted everything really skin tight with three buttons exposed at the chest! I don't think we sold a single garment!" (Laughing)

Jane: (Laughing) "No. We didn't."

Sue: "That was a total waste of time with a hangover in the morning but it was a fun exercise at the time." (laughter.)

Jane: "Other times have been more successful such as;

fashion parades; which you've done so many of those."

Sue: "Extensively. Extensively for years I've been involved with big parades at the Workers Club for charities - a lot of parades. I find parades are very enjoyable for me and the models and my staff. It's a good way to show off the clothes and it's a great night out."

Jane: "Have you had any funny encounters in that aspect?"

Sue: "Funny encounters?"

Jane: "Well, as in humorous - from the fashion parades."

Sue: "The funniest one I can probably think of was my fortieth birthday, which was a surprise they threw for me at 'Lloyd's'; and all these old friends of mine went through the back room, dragged out all the worst bad taste stock that I wouldn't throw out - and I mean wide flares - and they put it together in the craziest way so everything was utmost bad, bad taste and they did a pay-off fashion parade. That was quite a funny one. But funny incidents - there's always things that go wrong at the last minute ... girls falling over things ... er ... in the ladies side of it, cause I always do parades with ladies fashion shops."

Jane: "I suppose you operate on overdrive half the time don't you? Always on the go."

Sue: "I've only started that in the last four years since I've been powering along -- did you say overdraught or overdrive?"

Jane: (laughing) "Overdrive! Oh no, overdrive. Not overdraught!"

Sue: (laughing) "I was going to say no, you really don't want to know about my overdraught?"

Jane: "I'm sure it's not that high really."

Sue: "No. It's under control. Overdrive? Yes, I guess so. You feel if it's your business, and you're motivated, that you want to make it work and because I've been there 17 years I guess I'm doing something right!!"

Jane: "Do you have many setbacks in the way of burglaries or shoplifting? How do you cope with that? If it's.... if you have to chase a big man up the street or something like that?"

Sue: "I can remember a very funny story when I had .. ah... Raichel?... No, it was Sjaan who is now 12. I was 7 months pregnant, and it was 6 o'clock on a Thursday night and my two staff hadn't arrived, and I had three men in fitting rooms and another one browsing through the leather jackets and he suddenly took off out the door with two leather jackets... and I tried to chase him up the street, holding onto my tummy, gave up by the time I got one shop away from me and ran in and got some staff and said you know, 'can you chase this guy for me.' No! It was a guy in a fitting room fortunately I knew cause my staff weren't there yet, and then I looked at mug shots. I got the leather jackets back. Actually these ones they caught at Nelson's Bay. Unfortunately, the police kept the actual garment as evidence and I didn't get the garments back for 6 months - by then it was summer and stinking hot so I had to just put them away until the next winter (laughing.) At least I got them. Now-a-days if I have a burglary, my last one was a few months ago. It was some little Japanese guys - oh, orientals, sorry - They must have taken a run up across the road with a cricket bat to smash my front window in to grab the leather jackets. The crazy thing is they were all size large and when we got the jackets back, because they caught these guys at Swansea, they were rolled up to where our elbows would be and that was their wrist so... "

Jane: "That was the arm length."

Sue: "Yes. They were very little guys."

Jane: "So have you had very many burglaries?"

Sue: "I had one that was very interesting when the building was being renovated. For probably ten years, twelve years, I had the upstairs premises as a stock room or whatever I wanted to do with it and when the landlord was renovating and changing that into ^{an} entrance from the back, I lost my upstairs area but he built me a back office. The place was more vulnerable cause half the stairwell was opened, just with plastic around it, therefore the security system didn't work really well; and this burglar got in down through the top of the building down the stairwell, smashed one of the windows in, landed on the suit rack, broke that to the ground and he only took size 38 jackets, size 32 trousers and size medium jumpers and leather jackets - you're average size guy! He took quite a bit of stock. That one was on the news actually cause it was an interesting burglary... um... I presume as the police said, the stock would be in Sydney within a couple of hours and you could never trace it. Shoplifting I had quite a bit, but I introduced a system about two years ago where you have a security tag and there's... a beeper is on the door."

Jane: "Oh yes, the beeper one which is a worthwhile investment."

Sue: "Oh it certainly was because the year before I'd put that in I'd lost twelve leather jackets and that paid for the system. We had a kamakazi type lady try and steal two leather jackets from Rhonda, whose my female staff at the moment. Rhonda actually chased her into the 'Interlude Restaurant' and apprehended her and cause Rhonda has a black belt in karate she wasn't going to let her take these

leather jackets, and she dragged her back into the shop and put her in a headlock until the police arrived!"

Jane: (laughing) "Good on her!"

Sue: "Yes that's what I thought too!"

Jane: "When did that happen?"

Sue: "Oh. Last year, about October, about twelve months ago."

Jane: "That's a funny one isn't it? Fancy a lady stealing ... it.. although I suppose ... it's a bit bulky though, to take leather jackets."

Sue: "No. She just ran off with them under her arms."

Jane: "So have you had any other exciting things happen in that aspect?"

Sue: "I had a fire once, but it was rather a dud of a fire in that we had a lot of smoke coming from the upstairs area. This was when it was still my area upstairs, and five fire-brigades pulled up outside the front which was quite a scream, at 11 o'clock Saturday morning and caused quite a commotion. And it brought instantly a crowd of about 100 people out the front of the shop, all wandering through, wanting to buy things while the shop was full of smoke and pitch dark and firemen everywhere. Nothing was damaged though - it was quite a lucky one."

Jane: "Mm, you've had some encounters haven't you?"

Sue: "Yes."

Jane: "Being personal, how old are you?"

Sue: "I'm 43."

Jane: "43!"

Sue: "Yes."

Jane: "What does the future hold?"

Sue: "Probably lots of years of trading still cause I love what I do, and when you love what you do it's

easy to do it. King street is my life. I've been there for 17 years. I've been involved for years in getting things done and organizing King Street Fair. I remember once I got really upset...

Jane: "You've actually been a King!"

Sue: "Oh; I'll come back to that, I'll tell you this first. Because when the council decided that they'd pave the mall area... um... King street, not being owned by any council buildings, missed out sadly and had people tripping up in our decrepit old footpath with cracks in it and..."

Jane: "It's been a community effort, hasn't it; that whole area with the shop owners with different things."

Sue: "Well we all get together, yes. We do. We all get together a lot, planning the fairs. In the first few years the shop keepers did it on their own. Now we employ a lady called 'Helen Duncan Promotions'; ^{who} ~~that~~ organizes the various things to be done. It's a very successful fair, and we always raise about two to three hundred dollars for the handicapped children that 2NC sponsor at Christmas time, with Christmas toys for the underprivileged children."

Jane: "Do the council help in any way with the upkeep?"

Sue: "They did this time I was telling you about in the mall. They instantly came in within a week and repaved it and gave us garbage bins and some plants. Two years ago they put in -- no it was a year ago, about last October, they put in a different corner round from Crown street."

Jane: "Do you think it would be viable if they actually closed off from Crown to Brown streets?"

Sue: "No I don't think so because with the mall as well closed off that gives you only Scott street on the other side for the traffic and... mind you, I'd like to

see some other place for parking."

Jane: "It could be a nice area with a little outdoor café area though couldn't it? If it was closed off; that one particular block."

Sue: "Yes. Patrick and Toni that now have 'Etceteras' across the road; that restaurant's had an interesting life. It's been a restaurant for about 10 years. There was a very colourful lady called Lizzie Fines who owned it years ago, you remember, a friend of yours. Then it was called 'Gingers'. Most of the people that have had that restaurant have tried a little bit of outdoor cafeteria style but only vaguely, cause the council have always put the kibosh on it unfortunately."

Jane: "And you can actually lay claim to the title of being 'King' for a day?"

Sue: "Yes, King Street Fair. We've always had some interesting kings like Mike Rabbitt and David Sayers; and one year they decided I had to be King and because it was King Street, they decided I shouldn't be Queen, I was King."

Jane: "Well you've always done a lot of work and been involved in it..."

Sue: "Yes. Always."

Jane: "Even with the people that promote it. You're always selling raffle tickets and things like that, and going to the meetings prior to the time that... when it's all building up."

Sue: "Well the raffles have always been my responsibility - that's the money earner for the charity and yes, I get everyone to donate, look after that side of it."

Jane: "That's your share of the workload toward it."

Sue: "Yes, but it's in my own interest to make King Street successful because I love the area and couldn't consider moving from there so."

Jane: "It's interesting that they've; well they're not small— but being private enterprise, as such, and being compared to places like 'Venture' and 'Best & Less' and to have a real community feel to the area."

Sue: "Yes. Most of the shopkeepers there though offer service, as well as a commodity, that you can't really find at 'Best & Less' and 'Venture.'"

Jane: "It's old fashioned, old fashioned, type of service. Very friendly, casual isn't it?"

Sue: "Yes. It's not unheard of for us to offer a glass of wine to customers."

Jane: "Even in the hairdressers across the road!"

Sue: "Yes. William has had 'Bluntz' now for two years and he's doing very well there too."

Jane: "So..., have you ever had any thoughts of expanding at all; into another centre, or you're just happy with the one shop; for you with your two young children—it's quite sufficient?"

Sue: "Well I have had two shops. I had 'Sueleairs', which was a shoe shop, up the road and it was still in King street. I have thought about Garden City, or Charlestown Square, but... no... and I even thought about one in the 'Bruce Fergus' complex but yes... I'm very happy to have one shop, that I do well, that I love and I'm proud of, and have a quality life with my children too. Sometimes if you get four or five shops you miss out on the quality life cause you're too busy running around. No; I just am very happy with where I am."

Research Paper by Jane Wells
for O.F.C. Australian history

Newcastle Regional History

Subject: Albert Terrace
164-178 King St
Newcastle

Albert Terrace, now known as 'The Terrace', is located on the Northern side of King Street between Crown and Brown streets. It is quite a significantly historical building with the original plans being draughted by E.C. Merewether.¹ Construction is dated circa 1870.² Unfortunately it is currently (1989) not listed for preservation and has been described as being under medium threat through demolition or alteration. Although the facade can be longer altered, it is a most distressing thought that such an important component of the townscape comes under any threat at all.

The original construction consisted of eight residential premises each having two rooms downstairs, two rooms upstairs, with an attic on a third floor. The original stairwells may still be found in "Tom Menzies the Jeweller" and "166", and an original sandstone slab window can be seen at the back of 'Con's Sandwich Shop'. One must walk through the laneway at the rear of the terraces running from Crown to Brown streets. The original structure was brick, cement render and sandstone.

The building was owned and constructed originally by Mr Jesse Ireland.³ Mr Ireland was a prominent local merchant who died in his residence in Albert Terrace in October 1878.⁴ By the time of his death, at the age of 52, Mr Ireland had purchased the Protestant Hall, the Grates and Co., building, erected several large sheds near the Australian Agricultural Company's railway line along Darby Street, and built a row of terraces in Watt Street as well as Albert Terrace in King Street.

1. Heritage Study of Newcastle C.B.D. Final Report.

Suters Architects and Planners. Forsite. Pty Ltd. July 1988

It has been stated Albert Terrace was believed to be built in 1881⁵ but it was undoubtedly constructed prior to this. The Memorandum of Transfer dated June 1938 shows a party wall Agreement dated 28th May 1878 between Jesse Ireland and Evan Lewis.⁶ Prior to 1923 Albert Terrace was the last building on the Northern side, western end of King Street. Past this the area was largely occupied by engineering workshops belonging to the A.A. Co. The A.A. Company's coal loading bridge formed the dead end of King Street at the Crown Street intersection from the 1860's until its demolition in 1915.⁷

During the second half of the 19th century the commercial element remained dominant in the Central Business District of Newcastle. The population and communication system based upon Hunter and Darby streets made the Hunter and King streets complex the retail centre of the region. In the 1930's the A.A. Co., redeveloped its Hunter, King and Crown streets area of land, erecting a variety of buildings for commercial leasing.

After Mr Jesse Ireland's death the J. Ireland Company continued to operate. In June, 1938, the Albert Terrace building was sold by the J. Ireland Company for £8,250 to five spinster sisters from East Maitland. These sisters were Ada Petherbridge, Margaret Petherbridge, Myra Petherbridge, Mabel Petherbridge and Gertrude Petherbridge⁸. The Petherbridge sisters owned the building up until 1971 when it was purchased by Mr Tony Doherty and his wife, Pamela,

5. Newcastle Sun. 1.5.1972

6. Memorandum of Transfer June 1938 p.2.

7. Heritage Study. 1988, p.17.

8. memorandum of Transfer, p.1.

for the price of \$74,000.⁹ Until this time the premises had always been used for purely residential purposes. The eventual aim of the Dohertys was to develop six speciality-shops, a restaurant and an office complex on the second floor of the building.

Over a period of two years the ground floors were refurbished and in 1973 six speciality shops, the restaurant and a sandwich shop on the Crown street side were all in operation. Work on the final stage of redevelopment, the row of offices above the shops, was completed in 1985. Apart from West Terrace Menswear, 172 King Street, all the premises have been rented by numerous tenants providing different services. The original business people provided food, clothing (adult male and female), childrens wear, a music shop and military collectors shop.

Prior to 1985, 176 King street was a jeans retail outlet that ran from the King Street entrance around to the side entrance on Crown street. With redevelopment completed by Tonella Properties (T. & P. Doherty) this shop was sectioned off and now runs from King street through to the back lane. The crown street entrance has been made into another separate outlet and so now the building consists of eight speciality shops plus the 'Interlude Restaurant.'

In March, 1988 Tonella Properties sold the building to Mr Anthony Hall. Mr Hall is the grandson of Margaret Petherbridge and Richard John Hall. Mr R. Hall was the founder of R. J. Hall & Sons Pharmaceutical Company. No doubt, "if

9. Newcastle Morning Herald 26.4.1988.

the walls could talk; Albert Terrace could speak of some interesting tales occurring during its some 119 years of existence. There has been a tenant in the past who occupied 166 King Street and talked of the building being haunted.¹⁰ Perhaps the ghost of Jesse Ireland roamed Albert Terrace! In the past 10 years, Albert Terrace and the adjacent terraces in King Street have become one of Newcastle's most attractive and most successful shopping strips. Let us hope a preservation listing is placed upon 'Albert Terrace' so we may maintain our heritage and continue to admire the charm of mid-Victorian architecture.

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Register 2, Vol, 3, I to O. Family Entries, Births, Deaths and Marriages in Hunter Valley District 1884-189.

Memorandum of Transfer, June, 1938, between J. Ireland Company and Ada Petherbridge.

Interviews

Mr Anthony Hall, Anthony Hall Pty Ltd, Crown Lane
Newcastle

Mr Anthony Doherty, Tonella Properties, Ravenshaw Street
Newcastle West

NS1-5-1972

KING ST SHOPS —TERRACE STYLE

A bold new scheme is in progress to put part of King St, Newcastle on the commercial map.

A Newcastle firm — Tonella Properties Pty. Ltd. — has invested heavily in recent months to purchase a row of terrace houses near Crown St.

The eventual aim is to develop the seven houses into a speciality-shop complex called "The Terrace".

The first shop selling jeans, is already doing business.

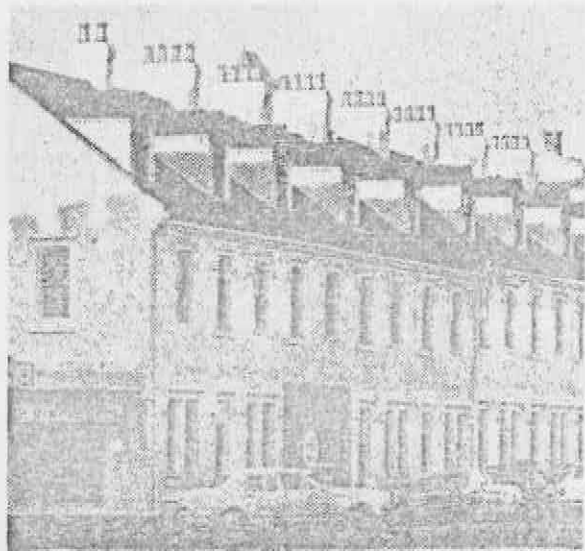
Tonella managing director, Mr A. Doherty said today there was still a lot more work to be done.

"It is intended to retain the atmosphere of this terrace which we believe was built in 1881.

"We understand the original terrace plans were drawn up by E. C. Meredith so there is historic interest."

Mr Doherty said the company wanted to develop the terrace homes into a series of boutique-style shops.

"The aim is to have harmony between commerce



and history.

"The jeans shop has done very well since its opening about three weeks ago. Other firms now interested include one selling children's clothes, footwear and toys."

Mr Doherty said his firm had approached Newcastle City Council, to have shrubs planted on the footpath outside the terrace.

All shops are to be on a rental basis.

☆ A view of the King St row of terrace houses to become a special shopping area.

Giving the old a new lease of life

IN 1971 Tonella Properties bought a row of dilapidated terrace houses in King St, Newcastle, for \$74,000.

The eight houses in the row between Crown and Brown streets were uniformly dark. All had been rented properties and although the houses were structurally sound all were in a state of disrepair, with broken windows and plaster crumbling from the walls.

The tenants were moved out over six months and in the next three years the houses were completely refurbished.

In the past 10 years the King St terraces, on both sides of the street, have become one of Newcastle's most attractive and most successful shopping strips.

The refurbishment of the eight terraces was Tonella Properties' first venture into the field of commercial real estate.

Between 1967 and 1971 Tony Doherty and his wife, Pamela, who formed Tonella Properties in 1979, had bought and renovated dozens of houses which they later leased.

With Mr Doherty working as a representative for the jeans company Amco, most of the work was

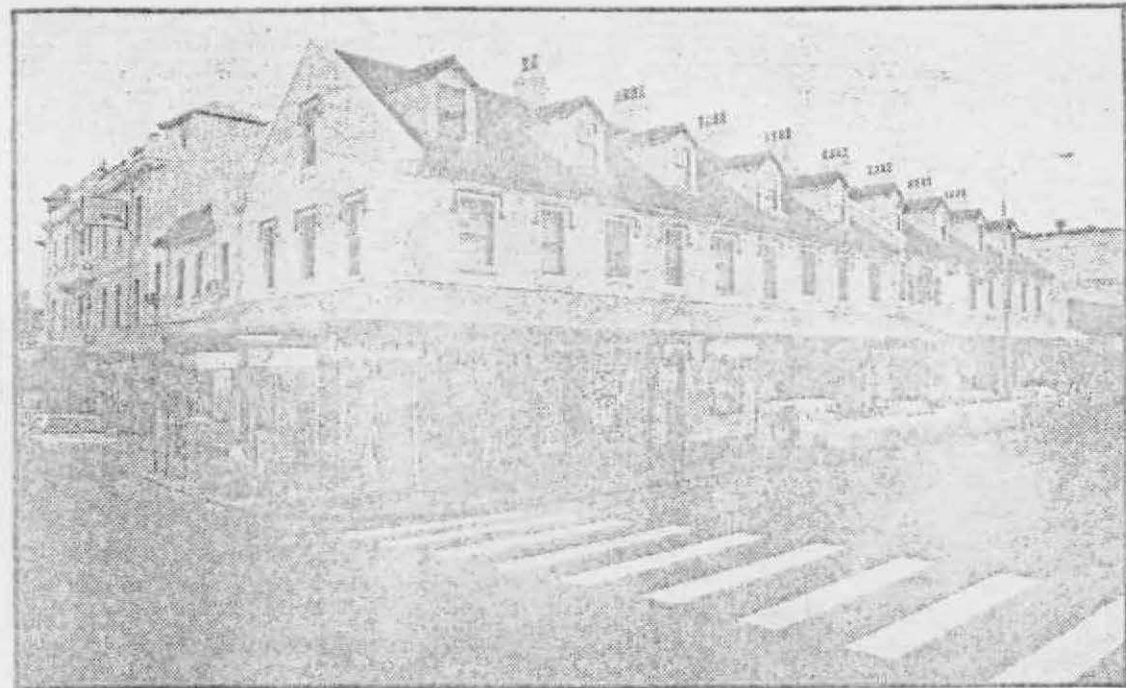


done at weekends. It was as a representative for Amco that Mr Doherty saw the King St terraces.

He realised that one of the terrace houses would make an ideal jeans shop.

Work on the final stage of the redevelopment, the row of offices above the King St shops with access from a lane off Crown St, was completed last year.

It is his ability to see the potential of old buildings like the King St terraces that has characterised Mr Doherty's work over the past 15 years.



The King St terrace... one of Newcastle's most successful shopping strips.

Like Kurt Piccardi, he has been able to take old and relatively unattractive buildings and, instead of demolishing them, has refurbished them as viable commercial developments.

In 1978 Tonella Properties bought the Producers and Dairymen's Society Building in Bull St, Cooks Hill.

The building, now the Tonella Centre, was refurbished over the next two years and in 1980 the company moved in as the centre's first tenant.

Just after Easter, Tonella Properties moved to its new office in Dick St, Cooks Hill, a former fibreglassing factory that made surfboards.

The building was single storey, with a dirt floor, brick and corrugated iron side walls and a 10m high roof crossed by tracks for an overhead crane.

The tracks are still there, hidden by a false ceiling. The refurbishment included the construction of a floor to create a two-storey building, the laying of a concrete floor and the extension of the brick side walls.

Big windows were cut into the walls of the top floor. The ground floor is being used for parking.

In an adjoining single-storey building, a mezzanine floor was built, the downstairs windows were enlarged and dormer windows were

cut into the roof to allow light into the mezzanine floor.

Tonella Properties occupies the top floor of the first building and is hoping to lease the second, adjoining building to either one or two big tenants.

Another Tonella Properties project was the redevelopment of the Blue Peter Hotel as shops and office space.

The company's plans include the redevelopment of two industrial sites, one in Mayfield, the other in Cardiff, and the long-term redevelopment of the Darby St wool store site, which will, when finished, be one of Newcastle's biggest office block developments.

Jane Wells

Susan Vandervoort
Albert Terrace, King St.

Transcript

$\frac{6}{10}$

Summary

$\frac{3}{5}$

Tape

~~$\frac{3}{5}$~~

Paper

$\frac{7}{10}$

$\frac{20}{30}$

UNIVERSITY OF NEWCASTLE

OPEN FOUNDATION COURSE

1989

I, Susan Vandervalk give my
permission to Jane Wells

to use this interview, or part of this interview, for
research, publication and/or broadcasting (delete one of
these if required) and for copies to be lodged in
the University of Newcastle

Archives

for the use of other bona fide researchers.

Signed S. Vandervalk

Date 26/9/89

Interviewer Jane Wells



MEMORANDUM OF TRANSFER (REAL PROPERTY ACT, 1900)

Adjudgment ... 12: 6
Endorsement ... 2: 6
Certificate ... 1 5: 0

R 24 18 38 6

6682594

R 24 18 38 6

62000

J. IRELAND PTY. LIMITED.

Handwritten notes and signatures, including 'Sea plan' and '27/7/38'

(Transfer must not be disclosed in the transfer.)

(herein called transferor)

being registered as the proprietor of an estate in fee simple in the land hereinafter described, subject however, to such encumbrances, liens and interests as are notified hereunder in consideration of EIGHT THOUSAND TWO HUNDRED AND FIFTY POUNDS

(£8,250.) (the receipt whereof is hereby acknowledged) paid to it by

ADA PETHERBRIDGE, MARGARET ETHEL PETHERBRIDGE, MYRA ESTELLE PETHERBRIDGE, MABEL PETHERBRIDGE and GERTRUDE LYDIA PETHERBRIDGE, all of East Maitland Spinsters.

(herein called transferee)

do hereby transfer to the said transferee as joint tenants

ALL such its Estate and Interest in ALL THE land mentioned in the schedule following :-

Table with 5 columns: (c), County, Parish, State if Whole or Part, Vol., Fol. Row 1: Northumberland, Newcastle, Part and being the land comprised in the plan hereto annexed marked 'A', 4721, 3

Reserving to the Transferor its sequel in title and assigns an easement and the transferee covenants with the transferor for support by the buildings and walls on the land hereby transferred for the present buildings on the land retained by the Transferor (being the residue of the land comprised in the said Certificate of Title Volume 4721 Folio 3) to the extent of the support now enjoyed by those buildings where they are in contact with the buildings and walls on the land transferred provided that this easement of support shall continue only so long as the present buildings on the land retained by the transferor shall remain their present external structural condition where they are in contact with or are supported by the buildings and walls on the land transferred AND PROVIDED FURTHER that the Transferor's heirs or assigns shall be at liberty at any time to erect a new wall on the present boundary line in lieu of the present wall now encroaching on the land hereby transferred on the eastern boundary thereof and the said easement of support shall continue as regards any such new wall, PURSUANT to Section 88 of the Conveyancing Act 1919-1932 it is hereby declared that (a) the land to which the benefit of the foregoing easement is appurtenant is the land retained by the Transferor (being the residue of the land in Certificate of Title Volume 4721 Folio 3) (b) The land which is subject to the burden of the foregoing easement is the land hereby transferred. (c) The registered proprietor for the land in Certificate of Title Vol. 4721 Fol. 3 is the party by whom and by whose consent such ENCUMBRANCES, LIENS, INTERESTS AND EASEMENTS may be released varied or modified.

SUBJECT TO RESERVATIONS of minerals contained in Book 512 No. 85, Grant to permit eaves downpipes gutters and other things to overhang and encroach as set out in Instrument No. C 348179. COVENANT not to erect certain buildings fences or constructions as set out in Instrument No. C 348179. EASEMENT for support as appurtenant to land hereby transferred as set out and reserved in Instrument No. C 348179. Signed at Newcastle the 22nd day of June 1938.

Signed in my presence by the transferor The Common Seal of J. Ireland Pty Limited WHO IS PERSONALLY KNOWN TO ME was hereunto affixed at the authority of William James Bligny & Co., Arthur Wilson, directors who have signed their names hereto. Signed W. A. Murray, Solicitor

Handwritten signature of W. J. Ireland and printed name 'Transferee'

PLAN REFERENCE 337807

Signed in my presence by the transferee Ada Petherbridge WHO IS PERSONALLY KNOWN TO ME J. Manteloff, Solicitor, Newcastle

Accepted, and I hereby certify this Transfer to be correct for the purposes of the Real Property Act. J. Manteloff, Registrar-General

Vertical text on the left margin: b If to two or more, state whether as joint tenants or tenants in common. c If all the referencs cannot be conveniently inserted, a form of annexure (obtainable at L.T.O.) may be added. Any annexure must be signed by the parties and their signatures witnessed. These references will suffice if the whole land in the grant or certificate be transferred. If part only add "and being lot sec. D.P. " being the land shown in the plan annexed hereto," or "being the residue of the land in certificate (or grant) registered Vol. Fol. Where the consent of the local council is required to a subdivision the certificate and plan mentioned in the L.G. Act, 1919, should accompany the transfer. d Strike out if unnecessary. Covenants should comply with Section 88 of the Conveyancing Act, 1919-32. Here also should be set forth any right-of-way or easement or exception. Any provision in addition to or modification of the covenants implied by the Act may also be inserted. e A very short note will suffice.

If executed within the State this instrument should be signed or acknowledged before the Registrar-General, or a Deputy Registrar-General, or a Notary Public, a J.P., or Commissioner for Affidavits, to whom the Transferor is known, otherwise the attesting witness must appear before one of the above functionaries to make a declaration in the annexed form. As to instruments executed elsewhere, see page 2.

Repeat attestation if necessary. 1. The Transferor or Transferee signs by a mark, the attestation must state that the instrument was read over and explained to him, and that he appeared fully to understand the same.

* If signed by virtue of any power of attorney, the original power must be registered, and produced with each dealing, and the memorandum of non-revocation on page 2 signed by the attorney before a witness. † N.B.—Section 117 requires that the above Certificate be signed by Transferor or his Solicitor, and renders any person falsely or negligently certifying liable to a penalty of £50; also to damages recoverable by parties injured. If the Solicitor signs he must sign his own name and not that of his firm. No alterations should be made by erasure. The words rejected should be scored through with the pen, and those substituted written over them, the alteration being verified by signature or initials in the margin, or noticed in the attestation.

(a) The land to which the benefit of the foregoing easements and covenants is appurtenant is the land hereby transferred.

(b) The land which is subject to the burden of the foregoing easements and covenants is the residue of the land comprised in the abovementioned Certificate of Title Registered Volume 1808 Folio 248.

(c) The Registered Proprietor from time to time of the land comprised in the within Transfer and the Registered Proprietor from time to time of the land comprising the aforesaid passage way three feet wide or thereabouts are the parties by whom or by whose consent the said easements and covenants may be released varied or modified.

ENCUMBRANCES &c., REFERRED TO.

Subject to party wall Agreement dated 28th May 1878 between Jesse Ireland of the one part and Evan Lewis of the other part.

Subject to the reservation of minerals contained in Indenture of Conveyance Registered Number 85 Book 512.

Signed at Sydney the 29th day of May 1935.

THE COMMON SEAL of J. IRELAND LIMITED }
was hereunto affixed by the authority }
of Thomas Ireland }
and John Arthur Ireland }
Directors who have signed their names }
hereto in the presence of }

[Signature]
J. Ireland
Transferor

THE COMMON SEAL of TOOTH & CO. LIMITED }
was affixed hereto by order of the Dir- }
ectors present at a Meeting of the }
Board of Directors of the said Company }
in our presence }

Accepted and we hereby certify }
this Transfer to be correct for }
the purposes of the Real Property }
Act. }

[Signature]
T. W. Kelly
Transferee

[Signature]
SECRETARY

DIRECTORS

CONSENTS OF MORTGAGEES

The BANK OF AUSTRALASIA mortgagees under Mortgages Numbered 466591, 4604049 and 466392 release and discharge the land comprised in the within transfer from such mortgages and all claims thereunder but without prejudice to their rights and remedies as regards the balance of the land comprised

in such mortgages
Signed and sealed by the }
said Bank by their Attorney }
at }
HORACE HILLMAN HENRY }
Sydney in the presence of }

THE BANK OF AUSTRALASIA }
By their Attorney }

Sydney this 20th day of June 1935
[Signature]



CONSENT OF MORTGAGEE.

The Bank of Australasia mortgagee under Mortgage No. 6623677 release and discharge the land comprised in the within transfer from such mortgage and all claims thereunder but without prejudice to the rights and remedies as regards the balance of the land comprised in such mortgage.

Dated at Sydney, this 21st day of June 1938. Signed in my presence by the said The Bank of Australasia who is personally known to me. THE BANK OF AUSTRALASIA Their Attorney. Mortgagee.

MEMORANDUM AS TO NON-REVOCAION OF POWER OF ATTORNEY.

(To be signed at the time of executing the within instrument.)

Memorandum whereby the undersigned states that he has no notice of the revocation of the Power of Attorney registered No. 19904 Miscellaneous Register under the authority of which he has just executed the within transfer above consent of mortgagee.

Signed at Sydney the 21st day of June 1938. Signed at the place and on the date above-mentioned in the presence of _____

FORM OF DECLARATION BY ATTESTING WITNESS.

Appeared before me at _____ the _____ day of _____, one thousand nine hundred and thirty _____ and declared that he personally knew the person signing the same, and whose signature thereto he has attested; and that the name purporting to be such signature is his own handwriting, and that _____ of sound mind and freely and voluntarily signed the same.

This form is not appropriate in cases of delegation by trustees.

Strike out unnecessary words. Add any other matter necessary to show that the power is effective.

May be made before either Registrar-General, Deputy Registrar-General, a Notary Public, J.P., or Commissioner for Affidavits. Not required if the instrument itself be made or acknowledged before one of these parties.

MEMORANDUM OF TRANSFER OF

DOCUMENTS LODGED HEREWITH.

Acres _____ rods _____ perches. Part of lot 263A of Pt. King & Crown Sts. City of Greater Newcastle. Ada Petherbridge, Margaret Ethel Petherbridge, Nora Estelle Petherbridge, Mabel Petherbridge, Gertrude Sylvia Petherbridge Transferees.

Table with 3 columns: Nature, No., Reg'd Propr., M'gor, etc.

Particulars entered in Register Book, Vol 4721 Fol. 3

the 23rd day of August 1938 at 12 o'clock in the noon.

Signature of Registrar-General.

PROGRESS RECORD.

Table with columns: Item, Initials, Date. Rows include: Sent to Survey Branch, Received from Records, Draft written, Draft examined, Diagram prepared, Diagram examined, Draft forwarded, Supt. of Engravers, Cancellation Clerk, Vol. 4972, Fol. 177.

If the parties be resident without the State, but in any other part of the British Dominions, the instrument must be signed or acknowledged before the Registrar-General or Recorder of Titles of such Possession, or before any Judge, Notary Public, Justice of the Peace for New South Wales, or Commissioner for taking affidavits for New South Wales, or the Mayor or Chief Officer of any municipal or local government corporation of such part, or the Governor, Government Resident, or Chief Secretary of such part or such other person as the Chief Justice of New South Wales may appoint.

If resident in the United Kingdom then before the Mayor or Chief Officer of any corporation or a Notary Public.

If resident at any foreign place, then the parties should sign or acknowledge before a British Minister, Ambassador, Envoy, Minister Chargé d'Affaires, Secretary of the Embassy or Legation, Consul-General, Consul, Vice-Consul, Acting-Consul, Pro-Consul, or Consular Agent, who should affix his seal of office, or the attesting witness may make a declaration of the due execution thereof before one of such persons (who should sign and affix his seal to such declaration), or such other person as the said Chief Justice may appoint.

The fees are:—Lodgment fee 12/6 (includes enrolment on first certificate), and 2/6 for each additional certificate included in the Transfer, and 1/1 for every new Certificate of Title issued, unless the consideration is over £1,000, in which case the Certificate fee will be £1 5s. Additional fees, however, may be necessary in cases involving more than a simple diagram or more than six folios of engrossing.

Tenants in common must receive separate Certificates. If part only of the land is transferred a new Certificate must issue, but the old Certificate may remain in the Office, or the Transferor may take out a new Certificate for the residue.

LEAVE THESE SPACES FOR DEPARTMENTAL USE.

DATED at this
day of 1935

Mortgagee

SIGNED in my presence by
who is per-
sonally known to me

MEMORANDUM AS TO NON-REVOCATION OF POWER OF ATTORNEY.

Memorandum whereby the undersigned states that he has no notice of the revocation of the Power of Attorney registered at the Registrar General's Office, Sydney, in the Miscellaneous Register as No. 10530 and in the Land Titles Office, Sydney, as No. 10728 under the authority of which he has just executed the within instrument.

Signed at Sydney the twentieth day of June 1935.

Signed at the place and on
the date above mentioned in
the presence of

[Handwritten signature]

[Handwritten signature]

