

# GOODE DURRANT & MURRAY CLOTHING FACTORY (FMR), PERTH



PLACE INFORMATION	
<b>Place name</b>	Goode Durrant & Murray Clothing Factory (fmr)
<b>Other names</b>	Allied and Leisure Warehouse Rialto Terrace Goode, Durant and Co. Factory Federal Clothing Factory
<b>Place type</b>	Individual building or group

HERITAGE LISTING	
<b>inHerit ID:</b>	11741
<b>State Heritage Register:</b>	
<b>Other Listing:</b>	

SITE LOCATION	
<b>Street address</b>	34 Palmerston St
<b>Locality</b>	Perth
<b>Survey</b>	LOTS: 1 – 56 STR: 37049
<b>Vol/folio</b>	Various
<b>Reserve</b>	—

SIGNIFICANCE	
<b>Level of significance</b>	<b>Moderate</b> Contributes to the heritage of the locality. Has some altered or modified elements, not necessarily detracting from the overall significance of the item.
<b>Management category</b>	<b>Category 3</b> Conservation of the place is desirable. Any alterations or extensions should reinforce the significance of the place and retain original fabric where feasible.
<b>Statement of significance</b>	<p>The place is a good example of robust Federation Warehouse style adapted for contemporary residential development.</p> <p>This place is a landmark in the streetscape for its bulk, scale, prominent façade and location on the front property boundary.</p> <p>The former factory has historic value for its association with the Goode Durrant and Murray Co who was a significant employer in the district, and a leading Australian company in the 20th century.</p> <p>The place has historic value as a demonstration of manufacturing which was common north of the city centre. Its adaptation to residential use provides an understanding of the change of uses in the district.</p> <p>This place is valued by the community for the continuity of its presence in the streetscape which contributes to the community sense of place.</p>

PLACE USE	
<b>Original use</b>	Residence: Conjoined residence Residence: Single storey residence
<b>Current use</b>	Commercial: Shop/Retail Store Commercial: Hostel
<b>Other use</b>	Residential: Conjoined residences
CONSTRUCTION DETAILS	
<b>Construction date</b>	1905; 1923; 1925; 1997
<b>Walls</b>	Rendered brick Brick
<b>Roof</b>	Corrugated metal sheeting
<b>Architectural Style</b>	Federation Warehouse
<b>Physical description</b>	<p>A two-storey brick building addressing most of Palmerston Street. A rhythmic building with an even array of windows recessed and separated by strong emphasised facing brick piers.</p> <p>On the left side of the Large central access way the building is painted up until the windowsill height of the second floor. Paint colour changes depending on being applied to the pier or recessed main façade.</p> <p>The right side the piers are facing brick with some banding. Above the main entrance is a large painted logo with a decorative 'RT' and right below is a cantilevered awning sheltering the laneway.</p> <p>The roof is concealed by a decorative rendered parapet wall with rendered profiles spanning across the building at the base of the parapet. Zero street set back and building obscured by mature trees lining the streetscape.</p>
<b>Condition</b>	Good
<b>Integrity</b>	High
<b>Authenticity</b>	Moderate

## HISTORICAL INFORMATION

Palmerston Street was named in 1858 after Lord Palmerston (1784-1807), Prime Minister of England. He was an exponent of liberal politics and gunboat diplomacy and was variously nicknamed, 'Lord Cupid' and 'Lord Pumicestone'. At the beginning of the 1890s there were few houses around as much of Perth was still scrubland. The 1890s gold rush brought a huge influx of prospectors to the State, many of whom became permanent settlers. This area's proximity to the City made it attractive to settlers but the excessive demand caused a tent city to develop in nearby Hyde Park. Continuing demand for housing led to several new subdivisions.

This site appears to have been undeveloped prior to its acquisition by the Adelaide based firm, Goode Durrant & Co. This firm was founded in 1882 as 'Goode, Durrant, Tite and Co' as a softgoods importer, becoming 'Goode, Durrant & Co' in 1894 when William Henry Tite retired. In 1887 an office was opened in Perth. From around 1899 a factory for manufacturing menswear under the 'Federal Clothing' brand started, extending to ladies wear and footwear. To improve profitability, the company merged in 1934 with the South Australian, West Australian and Broken Hill branches of the firm of D. & W. Murray Ltd to form Goode, Durrant and Murray Ltd.

This building in Palmerston Street was the factory for clothing manufacture. It was built in stages to designs by architects, Hobbs, Smith & Forbes. The first stage constructed in 1906 comprised the two storey brick factory on the southern side of the lot. The second stage which replicated the façade of the original was constructed in 1925 for £12,000. Other additions and alterations were made during the lifetime of the building.

The company Goode Durrant and Murray was a significant employer in the district and in the 1920s was visited by the Premier who spoke enthusiastically of the ability of the firm to export goods to the eastern states. At that time the factory employed, 300-400 men and women, and produced clothing and boots. The company also had premises in William Street Perth.

Goode Durrant and Murray operated at these premises until at least the late 1950s. It was subsequently occupied by Allied and Leisure Warehouse until its conversion to residential apartments in 1999. The original open factory space is no longer apparent with the construction of the apartments.

HISTORICAL INFORMATION		
<b>Historic theme</b>	Peopling WA: Demographic Development Economy: Manufacturing and Secondary Industry Cultural Life: Domestic Life	
<b>Associations</b>	Hobbs, Smith and Forbes Goode Durrant and Murray	Architects Owners and business managers
<b>Sources</b>	The West Australian, 16 January 1906, p. 3. Municipal Heritage Inventory 2006 Landgate Aerial photographs 1953-2024.	

### ADDITIONAL PHOTOGRAPHS



ARCHIVAL IMAGES



Goode Durrant 1907 SLWA image b5968932\_4

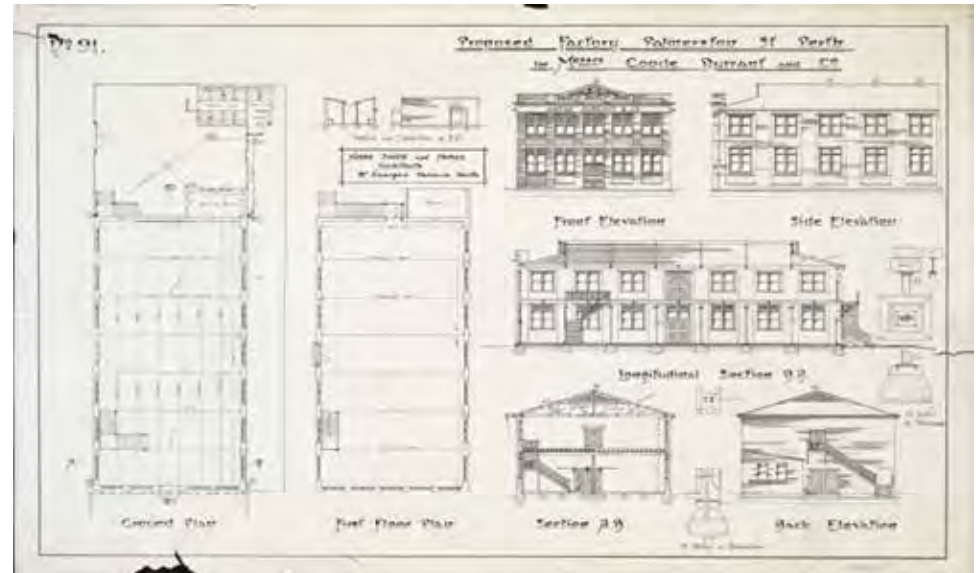


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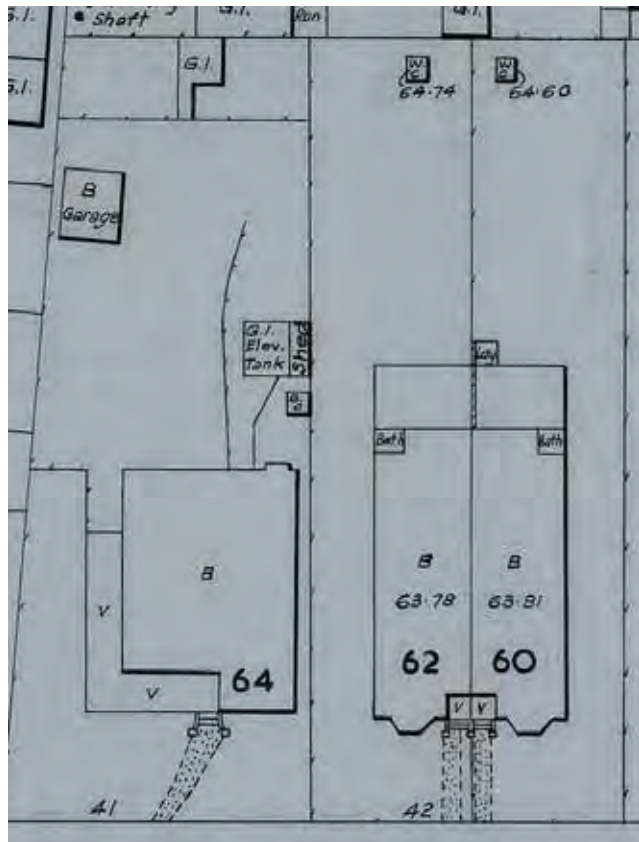
WORKROOM AT GOODE, DURRANT'S CLOTHING FACTORY, PALMERSTON STREET, PERTH.

Daily News, 1 October 1921, p. 21.



Factory Plans, c1905. Hobbs Smith and Forbes. SLWA image b4778154\_1

ARCHIVAL IMAGES



Sewerage Plan 1957. Courtesy SROWA Cons 4156 item 107