

FORMER FOWLER LION FACTORY

69-78 North Terrace

David and James Fowler founded the business of D. and J. Fowler (Australia) Ltd. as a retail shop in King William Street in 1854. The business grew rapidly into a leading wholesale and indenting firm with many and varied interests. By the 1880s there were offices in London and Fremantle. The *British Journal of Commerce* 11 October 1889, commented on the great reputation of the firm's products. The well-known 'Lion' trademark, was 'accepted throughout the Australian colonies as a synonym for the highest state of excellence and purity in preserved fruits, jams, pickles, sauces, etc.'. Varied food imports were balanced by the firm's export of staples such as wool, wheat, wine and copper ore.

By the early twentieth century D. and J. Fowler was one of Australia's major retail grocers and a substantial economic concern within South Australia. Fowler's further interests included the Adelaide Milling Co. (purchased in 1895), Adelaide Bottle Co. (1912), Robur Tea Co. and Walton's Ltd. (both purchased in 1931).

The architectural design and careful construction of this large brick factory clearly reflects the firm's success. It was used throughout the firm's independent existence from 1906 until about the time the company was taken over by Southern Farmers Ltd. in 1982-83.



(CD Ref 3982/82)

When a new factory was required in about 1905 Fowlers commissioned the architect Frank Counsell. Counsell was Adelaide born but gained work experience with the Victorian Railways Department and the public service in Perth. He worked with Adelaide architects Cumming, Davies and Cavanagh, and for the engineer-in-chief before starting his own practice in 1903.

The factory was completed during 1906. An employee later recalled that the builders, James King and Son, subcontracted the brickwork to W. Sander and Sons. According to family sources, the original Lion was carved by stonemason John Patrick Jackson. The present Lion on the parapet is a copy which was installed in 1988, the original having moved with Fowlers.

The architectural importance of the factory building lies in its high-quality brick detailing and the well-handled composition of the facade. The principal elevation to North Terrace was symmetrical. However, this was compromised by the demolition of an eastern section for road widening in 1966, although the elevation remains well proportioned vertically. The

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elevation is broken into a number of bays by brick columns from which spring the parapet and crowning cornice. The detailing of brickwork string courses and arches is of a very high order.

The former factory is also a major element on North Terrace, forming a landmark on the road approaches along North Terrace, from Morphett Street Bridge, and from the railway. This is also one of the few major industrial buildings which remain in the city of Adelaide. The building is in the process of being adapted as the Living Arts Centre.

ACA, Assessments 1905-07, 1924, Mayor's report 1906, p. 77; *British Journal of commerce*, 11 October 1889, p. 6; Burgess, H.T., *Cyclopedia of South Australia*, Vol. 1, 1909, p. 543; MLSA, BRG 14/72, Historical photographs (Town Acre 8), *Years to remember - a record of the first hundred years of the business of D. and J. Fowler Ltd*, 1954.



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The property described in this Information Sheet is included in the Register of State Heritage places. A heritage listing does not mean or imply right of access by the public to such properties.

The heritage related Principles of Development Control as well as the Precinct specific objectives and Principles of Development Control are contained in the Adelaide (City) Development Plan. These should be referred to in whole when contemplating any development.

Further information on the Heritage Incentives Scheme, an initiative of Council to sponsor timely and appropriate conservation action is available upon request of the Customer Service Centre.



CITY OF ADELAIDE HERITAGE STUDY

The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	FORMER FOWLER'S LION FACTORY	Building No 1/0802-1
Address	69-78 North Terrace, 1-29 Morphett Street, 22-28 Register Street	Former CT 744/145



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NOTES:

1. Note: Brick detailing including use of glazed bricks in plinth.
2. Brick (Flemish Bond).
3. New brick wall constructed when approximately one third of building lost to road widening.