

SUMMARY OF STATE HERITAGE PLACE

REGISTER ENTRY

Entry in the South Australian Heritage Register in accordance with the *Heritage Places Act 1993*

NAME: Elders Pavilion, Adelaide Showground **PLACE NO.:** 26487

ADDRESS: 68 Goodwood Road, Wayville, SA, 5034

CT 6083/257 AL506 DP86063 Hundred Adelaide



Figure 1. Elders Pavilion, view of the northern façade

Source: Heritage South Australia, 2017

STATEMENT OF HERITAGE SIGNIFICANCE

The Elders Pavilion is an outstanding example of a showground pavilion and has close associations with Elder Smith & Co (Elders) and with the early-20th-century development of the Adelaide Showground.

Elder Smith & Co made a substantial and vital contribution to the pastoral and economic development of South Australia during the nineteenth and twentieth centuries. Elder Smith & Co built the Elders Pavilion as a merchandise pavilion at the Adelaide Showground where it was both a public face for Elder Smith & Co during the Adelaide Show, and a place to conduct business during the Show and at other times of the year. The pavilion was designed by James Irwin of prominent architectural firm Woods Bagot Laybourne Smith and Irwin in the Interwar Spanish Mission style. Elders Pavilion was built in South Australia's Centenary year (1936) at a time when the State was emerging from the depths of depression. Consequently, the building both represents the solidity and strength of Elder Smith & Co, and evokes confidence in future prosperity.

A number of private companies built pavilions at the Adelaide Showground during the 1920s and 1930s, however many have since been demolished. The Elders Pavilion is one of only a few surviving pavilions constructed at the Adelaide Showground during the interwar period by a private company. It is an outstanding example of a showground pavilion and retains a high degree of integrity.

RELEVANT CRITERIA (under section 16 of the *Heritage Places Act 1993*)

Include only the criteria the place meets.

(a) it demonstrates important aspects of the evolution or pattern of the State's history

The Elders Pavilion is closely associated with Elder Smith & Co, and in particular with the company's substantial contribution to the pastoral and economic development of South Australia in the nineteenth and twentieth centuries. The pastoral interests of the Company were greatly expanded in the mid-1800s to become a core part of the business after Thomas Elder and Robert Barr Smith became sole partners of the Company in 1863.

The Elders Pavilion at the Adelaide Showground was both a public face for Elder Smith & Co during the Adelaide Show, and a place to conduct business during the Show and at other times of the year. The pavilion was designed by James Irwin of prominent architectural firm Woods Bagot Laybourne Smith and Irwin, and built in South Australia's Centenary year (1936) at a time when the State was emerging from

the depths of depression. Consequently, the building both represents the solidity and strength of Elder Smith & Co, and evokes confidence in future prosperity.

Elders Pavilion is one of a number of trade or merchandise pavilions built by private companies at the Adelaide Showground and is associated with the pastoral and economic development of South Australia. The Society, a number of private companies and South Australian government departments also built pavilions at the Adelaide Showground during the interwar period. The construction of these pavilions reflects a pattern of development at the Showground, support for the activities of the Society to improve South Australian agricultural, horticultural and pastoral production and as a means for companies to sell their products to the public.

Elders Pavilion has special historical qualities which represents the growth and confidence of Elder Smith & Co in the 1930s, as well as its links to the pattern of development within the Adelaide Showground, and the specific role it played there. Although its role has now changed, its location within the Showground still enables its historical message to be readily understood. Therefore, Elders Pavilion demonstrates important aspects of the pattern of the State's history.

(d) it is an outstanding representative of a particular class of place of cultural significance

The Elders Pavilion was one of several pavilions constructed by private companies at the Adelaide Showground during the interwar period, and fits within the class of places known as showground pavilions. During the 1920s and 1930s, a number of pavilions were built at the Showground by either the Society, private companies or government departments. Depending on who constructed them, the pavilions had several different characteristics. In the case of the Elders Pavilion, the building differed from pavilions built by the Royal Agricultural and Horticultural Society of South Australia because the latter were constructed for the display and judging of entries in the Adelaide Show with the aim of improving the quality and quantity of the crops grown or livestock raised in South Australia and for community-oriented exhibits. In contrast, the Elders Pavilion was built as a merchandise pavilion. In addition to being the public face of Elder Smith & Co during the Show, it was also used as a place for the Company to conduct business with the many pastoralists whose interests Elder Smith & Co represented, both during the Show and at other times of the year. Elder Smith & Co made a substantial contribution to the pastoral and economic development of South Australia in both the nineteenth and twentieth centuries. Consequently, the Elders Pavilion is directly associated with the pastoral and economic development of South Australia.

While there are a number of showground pavilions across South Australia, it appears that private companies only built permanent trade or merchandise pavilions at the

Adelaide Showgrounds. Of the many built in the interwar period, only a few remain, and even fewer retain the level of integrity of the Elders Pavilion. The Bank SA pavilion is the only other example with the same degree of integrity.

The Interwar Spanish Mission style Elders Pavilion, designed by James Irwin of prominent architectural firm Woods Bagot Laybourne Smith and Irwin, was built in 1936, South Australia's Centenary year. Through its design, the pavilion not only represents the solidity and confidence of Elder Smith & Co during the 1930s, but also presages the future prosperity of South Australia as the State emerged from the depression. It survives as an outstanding example of a showground pavilion.

(g) it has a special association with the life or work of a person or organisation or an event of historical importance

The Elders Pavilion has a special and direct association with the prominent South Australian company Elder Smith & Co, now known as Elders. Due to their extensive land holdings and their role as agents and financiers to other pastoralists, Elder Smith & Co played a vital role in the pastoral and economic development of South Australia in the nineteenth and twentieth centuries.

The pastoral interests of the Company were greatly expanded in the mid-1800s to become a core part of the business after Thomas Elder and Robert Barr Smith became joint partners of the Company in 1863. Utilising some of the income derived from their mining interests, they invested in the South Australian pastoral industry by initially acquiring extensive pastoral leases. Their pastoral leases were predominantly located in the semi-arid parts of the State with little above ground water, and, as a consequence Elder, working with Peter Waite, began to modernise stock management techniques. In addition to running their own flocks, Elder Smith & Co also provided finance to other pastoralists and acted as their agents.

As a part of their pastoral activities, Elder Smith & Co owned or leased numerous properties, including: pastoral stations, branches and agencies where business activities took place across the State; stores or warehouses; a substantial head office in the city; and, the two pavilions at the Adelaide Showground, one of which is the Elders Pavilion. The other pavilion at the Showground is their stock sales pavilion, now known as the Old Ram Shed.

The Elders Pavilion, also known as the company's merchandise pavilion, was a public face for Elder Smith & Co during the Show and also a place to conduct business both during the Show and at other times of the year. It was designed by James Irwin of prominent architectural firm Woods Bagot Laybourne Smith and Irwin and built in South Australia's Centenary year (1936), at a time when the State was emerging from the depths of depression. Consequently, the building is both evocative of the solidity

and strength of Elder Smith & Co as well as representing both the Company's and State's future prosperity.

While there are a number of State and local heritage places that have a direct association with Elder Smith & Co and their contribution to the pastoral and economic development of South Australia, none demonstrate the aspects of the relationship that the Elders Pavilion does (see assessment report for full list).

Most of the existing State heritage places associated with Elders illustrate life on the land or storage of products (eg. wool). There are also some associated with business activities, in particular the head office on Currie Street, and also Heuzenroeder's Office at Kapunda (SHP 14584), one of the Company's rural branch offices.

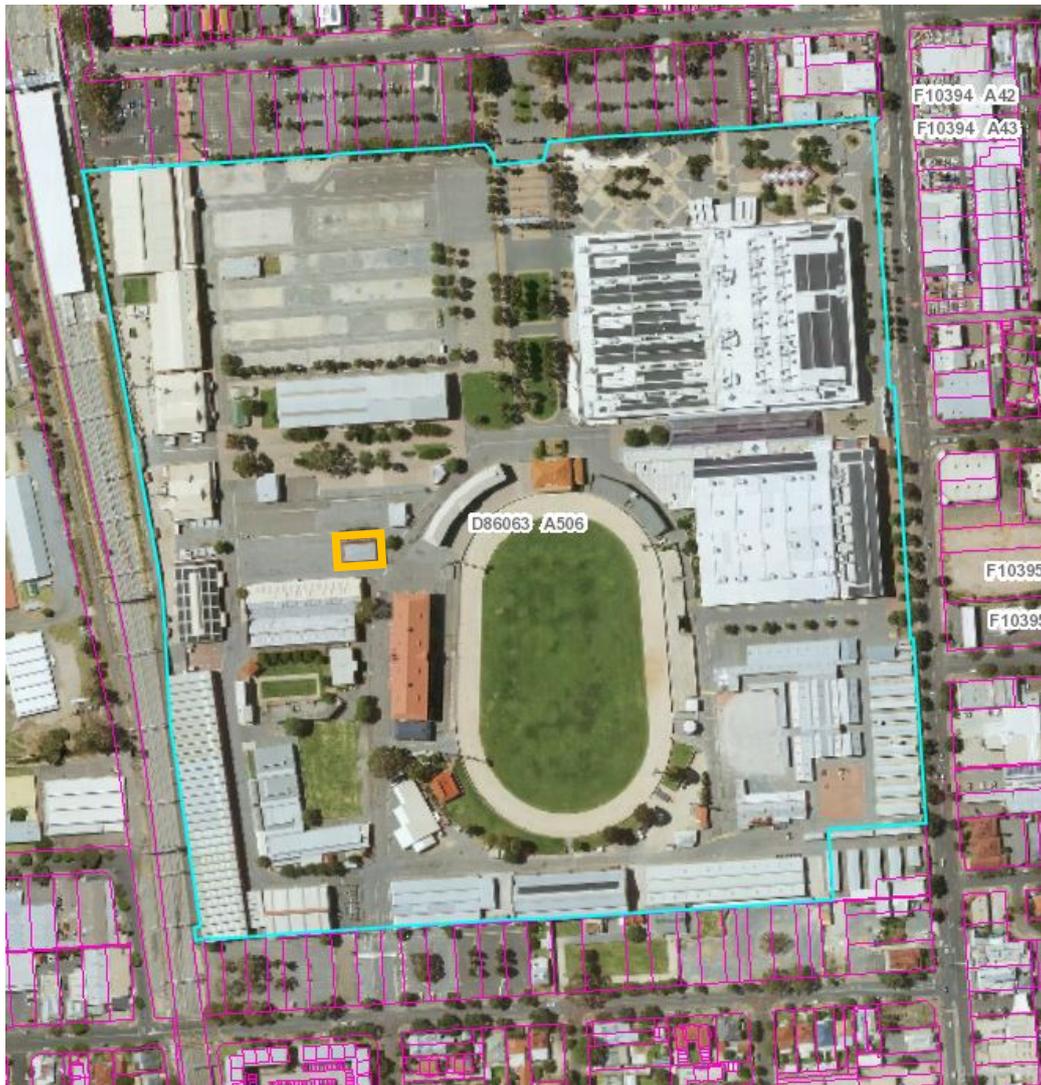
However, the Elders Pavilion was more than an office for Elder Smith & Co as it provided the Company with a place to not only interact with its pastoralists, but also the general public more broadly. Consequently, the Elders Pavilion has a special association with Elder Smith & Co – a South Australian Company that is of great historical importance to the State – that is not represented by other places in South Australia.

SITE PLAN

NAME: Elders Pavilion, Adelaide Showground

PLACE NO: 26487

ADDRESS: 68 Goodwood Road, Wayville, SA, 5034



Elders Pavilion, Adelaide Showground, 68 Goodwood Road, Wayville, SA, 5034

Legend



Adelaide Showground, CT 6083/257 AL506 DP86063



Elders Pavilion



COMMENTARY ON THE LISTING

Description and notes with respect to a place entered in the South Australian Heritage Register in accordance with the *Heritage Places Act 1993*

Physical Description

The Elders Pavilion was designed in the Interwar Spanish Mission style and also exhibits some of the simpler elements of the Interwar Mediterranean style. However, the building is also a showground pavilion, and captures the more romanticised qualities of the styles as gleaned in South Australia from Hollywood.¹ The Elders Pavilion is a single-storey masonry building with painted, textured-stucco-finish walls above a short red-brick plinth, and a hipped roof clad in half-round terracotta tiles and corrugated galvanised iron or COLORBOND® (figure 1).

The building features four verandahs inset into the structure, three of which are arcaded. The northern and southern arcades are formed from seven round-headed arches, while the northern arcade has three rounded-headed arches. Each arch is supported by smooth-rendered composite columns. Round-headed-arched openings puncture the northern, southern and eastern façades and correspond with each of the arches in the arcades. In each instance, the central opening is a doorway, while the arched openings on either side of the doors are large windows with terracotta tile sills. Large format multi-paned glass panels divided by transom and mullion bars, including in the curved section at the top of the arches, complete the doors and windows. The western façade has three blind round-headed arches, each with a terracotta-tile sill. The verandahs are paved with red bricks laid in a herringbone pattern. The northern, southern and western sides of the building are accessed by a single brick step that extends along the length of each verandah. A new concrete ramp and steps adjoins the eastern verandah to provide wheel-chair access.

Each of the four façades also features a rectangular window in the projecting walls on either side of the arcaded verandahs. The windows are divided by both transom and mullion bars. There is a cement rendered sill underneath each window and a narrow cover above. In keeping with the style, decorative plaster or cement work is incorporated into the façade above each window and is comprised of two stacked circles. A metal post with a triangular wall mount is attached to the middle of each of the stacked circles on the eastern façade for display banners or flags. Lettering spelling RA&HS ARCHIVES and the Society's crest is centrally fixed above the arcade on the eastern façade, while ELDERS PAVILION is centrally fixed on the arcade on the southern façade (figure 2).



Figure 2. Elders Pavilion eastern elevation, 2017

Source: Heritage South Australia

The interior of Elders Pavilion features a large central space with a number of smaller rooms at the two ends of the building. The pavilion retains its original timber floors, although in some places the timber has been replaced with a manufactured particle board. The ceiling also features exposed timber beams and rafters (figure 3). As the building is now used as the Society's archive, it contains numerous movable storage shelves, desks and a small exhibition on the history of the Society and the Adelaide Show.



Figure 3. Interior of Elders Pavilion showing timber beams

Source: Heritage South Australia, 2017

Elements of Significance:

The elements with exceptional heritage significance include:

- All building fabric 1936 to exterior and interior including walls, roof, floor, ceiling and timber beams, windows, verandahs, fittings
- Central space inside the building

The elements with no significance include:

- replacement flooring, fittings for services, concrete slab and ramp to eastern facade

History of the Place

Royal Agricultural and Horticultural Society of South Australia

The South Australian Agricultural Society was formed on 28 October 1839 to further the agricultural potential of the new colony and was modelled on the Highland Agricultural Society of Scotland. A few years later, in early 1842 a permanent agricultural and horticultural society was proposed and on 24 January 1842 became the South Australian Agricultural and Horticultural Society. While the two organisations ran concurrently for a few years they had merged by February 1846. However as Linn argues, the Agricultural and Horticultural Society of South Australia believed that the merger had taken place prior to 1844.²

Initially the Agricultural Society struggled, however, through the dedication of early members such as Charles Berkeley and David McLaren (manager of the South Australian Company), the fledgling Society was revitalised and began to flourish. The first display or exhibition of agricultural produce took place during a Society dinner at Fordham's Hotel, Grenfell Street on 8 December 1840. Further exhibitions or displays continued in a similar format until 18 February 1842, when the two Societies held the first Agricultural and Horticultural Show (Show) in the large school room on North Terrace.³ Mary Thomas, one of South Australia's original colonists from 1836, listed in her diary the wide range of grains, vegetables, fruit and dairy products displayed, and commented that the room 'was crowded, even too much so for my comfort.'⁴

Further Shows were held in various locations around the city until 1844, when Botanic Park became the Show's first official home. In its early years, the exhibits were accommodated in large tents and marquees, until 1860 when the 'Exhibition Building' opened (Figure 4). This purpose-built pavilion was designed by Colonial Architect Edward Angus Hamilton and constructed over the summer of 1859 and 1860 ready for the Show held in March that year, and was located near Frome Road behind the Adelaide Hospital.⁵



Figure 4. Exhibition Building near Frome Road, 1867

Source: SLSA B8006

In January 1888, the Society began negotiating with the South Australian Government to take over the 'management and use'⁶ of the Jubilee Exhibition Building and grounds located on North Terrace between the University of Adelaide and Frome Road. However, it wasn't until August 1894 that permission was officially granted. The Society moved swiftly and the Autumn Show held there in March 1895 was touted a great success (figure 5).⁷



Figure 5. Spring Show held at the Jubilee Exhibition Building and grounds, 1901

Source: SLSA B9090

By the early 1900s, the Society became increasingly aware of the tenuous nature of their lease arrangement with the Government for the Jubilee Exhibition site. The

University of Adelaide, located on the western boundary, had begun negotiating with the Government to take over the Exhibition building and grounds on North Terrace to alleviate its chronic lack of space. At a meeting between Premier Verran and the Society's president William Rounsevell in December 1910, Rounsevell advised the Premier that the Society would consider moving to another location if it was necessary to do so for 'State reasons', and fair compensation was received for the improvements made to the Jubilee Exhibition site. The Society heard little more about the situation until the September 1911 Show, when Premier Verran announced in his toast at the Show's official luncheon that the Government had purchased 50 acres in Wayville with the intent of moving the Society there. The Government offered the Society a 99-year peppercorn lease as well as contributing up to £30,000 for relocation costs and a loan of £40,000 to assist with relocation and buildings. The Society signed the lease on 26 November 1913.⁸

Adelaide Showground (Wayville)

The development of the Adelaide Showground at Wayville began with an architectural competition. Twenty-six entries were received from England, New Zealand and every Australian State. First place was won by Melbourne-based architect Charles Heath, who received £500 for his efforts. Although Heath's plan has been modified over time, it still partly underpins the site layout.⁹

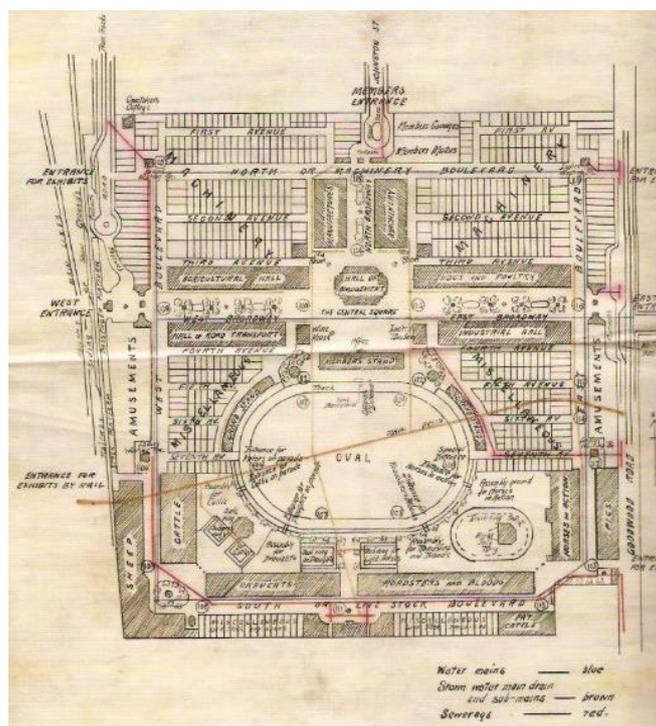


Figure 6. Plan showing Heath's Layout for the Wayville Showground

Source: RAHSSA Archive

Heath estimated the cost of developing the Wayville site at £180,000. Site works commenced in 1914 and included relocating Keswick Creek (that ran diagonally across the site) into an underground drain, and earthworks to level the main arena and provide mounds for spectators. The declaration of war in August 1914 and the ensuing years of warfare slowed the development of the Wayville Showground. In 1915, Adelaide-based architectural firm English and Soward was appointed as site architects and engineers, and by the end of the year ongoing earthworks and the construction of the exterior of the Heavy Horse Pavilion (now Cattle Pavilion/Dairy Cattle Pavilion) was completed. The exterior of the Stud Sheep Pavilion was also finished in 1917 just before a complete halt on all works at the site due to the First World War. Prior to the recommencement of work on site in 1920, the two pavilions were used firstly as stores for wheat and wool, and then as a location for the vocational training of returned soldiers.¹⁰

While development of the site recommenced in 1920, the Society's limited funds curtailed the extent of works they could undertake, especially given the costs of preparing the site to hold a Show were estimated at £100,000. As a result, the Society considered abandoning Wayville and staying at the Jubilee Exhibition site on North Terrace a prospect the Government and University of Adelaide were greatly concerned by. It was only after negotiations with the Government and an additional grant of £30,000 that the Society committed fully to the Wayville site, and a period of intense building followed.¹¹ Between 1922 and 1925 the Secretary's Office, Members' Grandstand, Department of Agriculture, Lever Brothers, Cattle, Pig, Dog and Poultry Pavilions, Hall of Industries and Motor Hall were built. During the same period, some of the light-weight structures from the Jubilee Exhibition site were also moved to Wayville.¹²

The first Show at Wayville opened on 8 September 1925 and was a huge success with record numbers of exhibits. The range of exhibits provided the public with an engaging and practical demonstration of the importance of primary industry to the State's economy. At the time, agriculture and grazing was worth around £10 million of the State's total £13.5 million in exports.¹³ Indeed, primary production (excluding mining) between 1840 and 1939 accounted for between 20 and 30 percent of South Australia's gross domestic product.¹⁴

In the following year, the 1926 Spring Show achieved record visitor numbers of over 200,000 people, and inspired the following comments in the Society's Annual report regarding the enduring significance of the Show to South Australia:

To the farmer the Show means an admirable opportunity to meet old friends and to make new, but it means much more. It is his chance to see the best in all lines, it enables him to establish a standard of competition...

To the city dweller the Show brings an opportunity to appreciate the part which the rural areas play in the well-being and prosperity of the State. It

forces onto them a realisation that beyond the smoke haze of the city lies an industry productive of wealth, health and happiness in greater measure than any other.

From the point of view of the businessman – be he machinery merchant, motor salesman, manure distributor or land agent – the Show provides a means for him to bring his wares before his prospective purchases.¹⁵

The record numbers of exhibitors and visitors also highlighted the urgent need for additional facilities, including a second grandstand, extensions to the Hall of Industries and Secretary's Office, and several new pavilions and buildings.

In October 1925, the Society's longstanding Secretary JA Riley resigned. Riley had been instrumental in the Society's smooth relocation from North Terrace to Wayville as well as initial site development. His replacement, Harrold Jack Finnis, was appointed first permanent Secretary and heralded a new period of development at Wayville. This began in 1926 with the construction of a number of new buildings and site improvements, including: a new public grandstand that also provided retail space, refreshment rooms and facilities for the press and first aid staff as well; the wine kiosk; a bandstand; and a branch of the Commonwealth Bank. At the same time, the Motor pavilion and horse stables were extended, and landscaping improvements included the planting of lawns and trees. Wayville also became a venue for a variety of events such as trotting and speedway racing, and the home ground for the West Adelaide Football Club (1927 and 1939).¹⁶

A number of further additions and improvements followed in ensuing years until development was halted by the Second World War. The works undertaken up until the end of 1939 included upgrades and extension of the roadways and drainage system, power and lighting, public telephones, and the addition of a President's Room in the Members' Grandstand; extensions to the Industrial Hall, Stud Sheep Pavilion and the Secretary's Office; the construction of Side Show facilities, pavilion (now known as David Roche Pavilion 1928), pavilion (now known as Technology Centre Pavilion 1929), Home Industries Hall, Dairy Foods Hall (c1931), Beef Cattle Pavilion (1932), Centennial Hall (1936), Dairy Cattle Shed, Elder Smith's Ram Sales Buildings (now known as Old Ram Shed 1933), Derby Stand, Savings Bank of SA, and Elder Pavilion (now known as the Archives 1936). In addition, the clock in the Secretary's Office was donated by Robert Melrose, and a drinking fountain by the Roche families' Adelaide Development Company. Three sets of decorative entrance gates were installed during this period and included the Bonython Gate (1927), Ridley Gate (1933) and Kidman Gate (1937), respectively donated by Sir Langdon Bonython, Ridley Foundation and the Kidman family – the Society also contributed to the cost of the last two (figure 7).¹⁷



Figure 7. Aerial of the Wayville Showground, 1936.

Source: RAHSSA Archive

Shortly after the 1939 Show, the Australian Imperial Force (AIF) occupied the Showground and turned the site into a military base. As a consequence, no Shows were held between 1940 and 1946. The number of military personnel billeted at Wayville was initially 4,000, but as other sites became operational the number dropped to around 3,000 for the duration of the war. Collectively, over one million military personnel passed through the Wayville base.

The Showground was primarily used as a Recruit Reception Depot and provided basic training to new army recruits. A number of overseas units were formed there, including the 2/10th, 2/27th, 2/43rd and 2/48th Infantry Battalions, 2/3rd Machine Gun Battalion and 2/8th Field Ambulance. In addition, Wayville was also used as a Leave and Transit Depot and for evacuees from the Darwin bombings. During the Army's occupation of the site, the pavilions and other buildings were used for accommodation, communications, detention barracks, hospital, records and pay offices, ordnance store, mechanical engineers workshop, transport section and guard room.¹⁸

After the Army left in 1947, the Society began the slow process of repairing the damage done to the buildings – a process that was hindered by post-war building restrictions due to a lack of building materials. However, despite these obstacles the Society decided to run the Show in 1947. It was a huge success with the 'show hungry'¹⁹ public, and a new attendance record was set, with over half a million people passing through the turnstiles.²⁰

In the decades after the war the South Australian Government, under the leadership of Premier Tomas Playford, pursued an industrialisation agenda that transformed the State's economy.²¹ Agricultural and horticultural production continued to grow, however, the way it operated changed profoundly. Mechanisation and agricultural science replaced labour in a 'silent revolution'²². Farmers found they needed to become businessmen and to adopt new management and business practices to make a viable living.

By the end of the 1960s, these changes had also transformed where South Australian's lived. Prior to the Second World War about half of the population was based outside of Adelaide – by the end of the 1960s about two thirds of South Australians lived in metropolitan Adelaide, and only a sixth in rural areas.²³ The Society, and in particular the Show, remained a vital connection that linked the city and country. The strength of the connection provided by the Show was demonstrated by the ever increasing numbers of exhibitors and visitors to it each year.

To meet the needs of exhibitors and attendees, the Society continued to improve existing facilities as well as to construct a number of new pavilions and buildings. These included: Stirling Hall (1954); Rothmans Theatrette (1964 – now known as the Royal Show Theatre); CWA Café (1966); Angas Pavilion (1967); refurbishment of the Hall of Industries and its renaming as Hamilton Hall (1973, demolished 2001); Animal Nursery (1981); Jubilee Pavilion (1987); replacement of the Pig Pavilion with the Leader Pavilion (1988); and the construction of the Woodcutting Stand (1988). In 1974, several Showground pavilions were used by various Government Departments, the Salvation Army and Red Cross as a distribution centre for food and clothing sent to evacuees from Cyclone Tracey.²⁴

Redevelopment of Wayville during the 1990s included the construction of the atrium over the Kingsway (1992), Venue and Management Offices and Workshops (1994), Ridley Pavilion (1995), Dog/Basketball Pavilion (1998) and Goat and Alpaca Pavilion (1999). In 1998, the Society's 99-year lease, due to expire in 2012, was also extended until 2062. In the early years of the twenty-first century the Kingsway was redeveloped again. However, the biggest change was the demolition of Centennial Hall due to concrete cancer, and the subsequent demolition of Duncan Hall and the International Pavilion to make way for the new Goyder Pavilion and Duncan Gallery that opened in 2008. As it has since 1915, the Showground with its many buildings and spaces continues to provide accommodation for numerous events and activities that happen throughout the year ranging from the weekly Sunday Farmers Market to annual events such as university examinations, craft fairs and home shows.²⁵

Over the years, many different types of events and entertainments have come and gone, including the 140 children Scottish Dancing on top of horse back, and the

Flying Devils brought over from Europe for the Show circuit around Australia. Similarly, the rides in sideshow alley have been modernised and provide thrill seekers with seemingly ever more death-defying experiences. The show bags that once offered the public free samples in a bid to entice them to buy a company's wares are now sold and contain a myriad of foodstuffs, toys and other goods. Yet despite these changes, the Show remains a vital point of contact between the city and country and a means to educate the public about the importance of rural industries and the people who make their livelihood from them.²⁶

Elder Smith & Co

The company known as Elder Smith & Co and now as Elders began in 1839 with the arrival of Alexander Elder in Port Adelaide. Alexander's father George was a merchant and ship owner who had sent Alexander on the schooner *Minerva* with the intention of extending the family business based in Kirkcaldy, Scotland to the new province of South Australia. After selling the cargo that he had brought with him, Alexander plied the waters between Adelaide and Launceston trading various cargos, which enabled the business to survive the depression of 1841 to 1843 that had struck the fledgling colony.²⁷

After the discovery of copper at Kapunda in 1842 and then at Burra, Alexander established himself as a metal broker and the business began to thrive. It was at this time that Alexander went into partnership with FH Dutton and began the firm's long-standing pastoral interests, leasing 20,000 acres near Mount Remarkable in the Flinders Ranges. In 1844 Alexander was joined by his brother William and then in 1849 his brother George. The arrival of his brothers led the business into new directions and resulted in the establishment of a number of new enterprises. These included a gas works in Adelaide, guano fertiliser at Spencer Gulf, iron smelting, working as a customs agent, and expanding their shipping business by not only managing their own ships, but also acting as agents for other ship owners.²⁸

Alexander's desire to return home to Scotland resulted in his brother Thomas, then 36 years old, replacing him in Adelaide in 1854. A year later, Robert Barr Smith, who also migrated to Melbourne from Scotland in 1854, relocated to Adelaide to take over George Elder's position at Elder & Co. The marriage of Thomas's sister Joanna to Robert in 1856 cemented the familial relationship. Between the mid-1850s and 1863 Elder & Co had a number of different partners including Thomas Elder, Robert Barr Smith, Edward Stirling and John Taylor. However, in 1863 the company Elder Smith & Co was formed with Thomas Elder and Robert Barr Smith as joint partners.²⁹

The change in partnership occurred as a result of the prior company's investment in Walter Watson Hughes' copper mines during the early 1860s at Wallaroo and then Moonta. The wealth generated enabled Edward Stirling to leave the business while it also provided the necessary capital for Thomas and Robert to expand their pastoral interests.³⁰ Hewat notes that the brothers-in-law had complimentary skills that

enabled Elder Smith & Co to flourish – Thomas was ‘a visionary with a real feeling for the land’, while Robert was ‘a shrewd businessman and administrator’.³¹ While the company continued to engage in numerous business pursuits, it is their pastoral ones which are particularly salient in the context of this assessment, and are discussed in further detail below.

Elder Smith & Co acquired substantial pastoral leases both solely and in conjunction with others, not only in South Australia but also in Victoria, New South Wales and Queensland. A conservative estimate of the land they ran was 22,450 square kilometres; much of it in semi-arid areas with little above-ground water. Consequently, Elder working with Peter Waite, another renowned South Australian pastoralist who later became chairman of Elder Smith & Co, sunk numerous bores. In addition to water, they also introduced fencing which changed the way in which they ran their flocks of sheep. The fencing enabled increased stocking rates and replaced the shepherds who had traditionally tended the stock in movable pens with boundary riders. By the 1880s, Elder Smith & Co was estimated to be running 1.5 million sheep on their properties, yielding approximately 30,000 bales of wool annually.³² Unsurprisingly, the company was considered to be a ‘central institution of the Colony’s pastoral economy’ at that time.³³

It was during the 1880s that the South Australian economy began to stagnate and then fall into depression. However, in 1888 the decision was made to float Elder Smith & Co on the stock market at £10 per share. Thomas and Robert each held 15 percent of the shares, Peter Waite almost 4 percent and the role of chairman, and AG Downer 9.6 percent. It was at this time that Thomas, then aged 70, retired from taking an active role in the management of the company, although Robert still valued his advice. While the mercantile, shipping and metal-broking arms of the business were doing well, it was wool that was the Company’s core business, including sales in Australia and in London, as well as the provision of long-term finance to other pastoralists.³⁴

During the 1890s, South Australia followed the rest of Australia into a severe economic depression, and while Elder Smith & Co returned a dividend to shareholders in the four years after floating on the stock exchange, all profits had disappeared by 1893. No dividends were paid in that year, however, astute management enabled dividends to be paid in 1894, albeit a smaller amount than in the preceding years and each year thereafter. Eight years of drought in northern South Australia and then Australia also effected the business, and although Hewat estimates that half of the flock across Australia was lost during that time, the Company spent £7,000 in 1896 on the construction of wool stores at Port Adelaide. Thomas died the following year, however, Robert (then aged 73) continued as Managing Director, and Peter Waite (aged 63) as chairman. In 1903, the company expanded their wool interests in South Australia and Western Australia, as well as

constructing further wool facilities at Port Adelaide. Robert died in 1915 and Peter Waite in 1922.³⁵

The 1920s were a period of prosperity for Elder Smith & Co, and they were able to upgrade many of their rural facilities from agencies to full branches. However, the following decade was more difficult due to the impact of the Great Depression and drought. Yet Elder Smith & Co still made a profit and paid its shareholders a dividend, albeit a smaller amount than in the first few decades of the century. Much of the credit for the company's enduring success at this time of great financial stress and difficulty due to drought was attributed to the business acumen of Walter Young, who was appointed to the role of managing director in 1929.³⁶

Elder Smith & Co continued its expansion during the 1930s, opening new branches in rural locations as well as constructing two buildings at the Adelaide Showgrounds in Wayville: the Elders Stock Sales Pavilion (now known as the Old Ram Shed) in 1933, and the Elders Pavilion in 1936. A new head office followed in 1937 and is located on Currie Street, Adelaide.

The economic value of the pastoral industry, including both sheep and cattle, to South Australia's economy from the early years of the Colony up until the 1930s, when the economy began to shift towards industrialisation, was substantial. In the years between 1840 and 1860 pastoral pursuits was responsible for on average 10 percent of gross domestic product annually and in the years between 1861 and 1939 on average 12 percent.³⁷

In 1937 Elder Smith & Co acquired Geelong based wool firm George Hague & Co, the second largest auction centre in Victoria after Melbourne. The year 1939 heralded the Company's centenary in business in South Australia and as it had been in the nineteenth century, wool continued to be a substantial component of the business. At that time Elder Smith & Co were responsible for selling more than 40 percent of the South Australian and Western Australian wool clips and the five wool stores at Port Adelaide could collectively hold approximately 60,000 bales.³⁸

During World War Two the auction system for wool sales was abandoned and the British Government acquired the entire clip on a number of occasions including 1941 and 1943. During the War Elder Smith & Co handled 8.5 percent of the national clip and distributed the money paid for it back to the growers. After the War wool prices soared and then again in the early 1950s due to the Korean War. Throughout the rest of the twentieth century Elder Smith & Co has continued to consolidate and grow its business becoming Elder Smith and Goldsborough Mort Ltd in the early 1960s. Further expansion led to new and diverse business ventures including IXL and Fosters. However, in 2009 the company shifted from a conglomerate holding company to a single integrated company that focused on the core business of Elders Ltd – agribusiness – a role it continues to play in Australia and internationally as Elders.³⁹

Elders Pavilion at the Adelaide Showgrounds

The Elders Pavilion at the Adelaide Showgrounds was built in South Australia's centenary year at a cost of £2,500. It was designed by James Irwin of prominent Adelaide architectural firm Woods Bagot Laybourne Smith and Irwin in 1936 in what was described at the time as the 'Spanish style'. Irwin noted that the building was Elder Smith & Co's 'Merchandise Pavilion at the Showgrounds'⁴⁰ but it also provided their clients with a suitable venue close to but separate from the stock to conduct business or find a welcoming cup of tea or glass of wine.⁴¹ However, it was not the first trade pavilion in that location at the Showground. Two aerial images of the Showground taken in 1936 show that there was an existing building located where the Elders Pavilion was constructed. It is unclear if the existing structure was incorporated into the new pavilion or if it was demolished prior to the construction of the Elders Pavilion. However, newspaper articles written at the time the Elders Pavilion was constructed describe it as a 'handsome' and 'new' building rather than the extension of an existing one.⁴²

The Show was attended by many farming families and the almost central location of both the Old Ram Shed and Elders Pavilion provided great exposure for Elder Smith & Co.⁴³ During World War Two, the Elders Pavilion was used as a hospital ward.⁴⁴ After the war Elder Smith & Co continued to use the building, however in 1999, they transferred ownership of it to the Royal Agricultural and Horticultural Society of South Australia. The Society relocated its Archive to the Pavilion in 2006.⁴⁵

Chronology

- 1839** Agricultural Society of South Australia formed and modelled on the Highland Agricultural Society of Scotland.
- Alexander Elder arrives in Port Adelaide on the schooner *Minerva* with the intention of expanding the family business based in Kirkcaldy, Scotland to the new province of South Australia.**
- 1840 The Society's first display of agricultural products at Fordham's Hotel, Grenfell Street.
Regular displays follow.
- 1842** South Australian Agricultural and Horticultural Society forms. The first Agricultural Show is held in the large school room on North Terrace, Mary Thomas notes that the event was very crowded.
- Alexander Elder expands the business to include metal broking after the discovery of copper at Kapunda and then Burra.**
- 1844** The two societies merge becoming the Agricultural and Horticultural Society. The Society holds its first Show in Botanic Park and marquees and tents provide shelter for the exhibits.

- Alexander's brother William Elder joins him in South Australia.**
- 1849** George Elder arrives in South Australia to work with Alexander and William heralding new business activities.
- 1854** Alexander returns to Scotland and Thomas Elder arrives in South Australia. Robert Barr Smith migrates to Melbourne.
- 1855** Robert Barr Smith moves to Adelaide and replaces George Elder at Elder & Co.
- 1856 Robert marries Joanna Elder.
- 1860 The 'Exhibition Building' designed by Colonial Architect Edward Angus Hamilton is completed ready for the Show held in March that year.
- 1863** After various partnerships Elder Smith & Co is formed with Thomas Elder and Robert Barr Smith as joint partners. The company expands its pastoral holdings and business activities.
- 1880s** Elder Smith & Co is estimated to be running 1.5 million sheep on their properties yielding about 30,000 bales of wool per annum.
- South Australia experiences a period of economic downturn followed by a depression.
- 1888** The Society begins negotiations with the Colonial Government to lease the Jubilee Exhibition building and grounds, located on North Terrace between the University of Adelaide and Frome Road, as their Showground.
- Elder Smith & Co is floated on the stock exchange, Thomas aged 70 retires while Robert continues on as Managing Director and Peter Waite assumes the role of Chairman.**
- 1890s** Drought in northern South Australia and Australia results in substantial stock losses for Elder Smith & Co.
- 1893** Elder Smith & Co is unable to pay a dividend to its shareholders.
- 1894 Permission is granted by the Government for the Society to use the Jubilee Exhibition Building and grounds.
- 1895 The first Show is held at the Jubilee Exhibition site.
- 1896** Elder Smith & Co spend £7000 on the construction of wool stores in Port Adelaide.
- 1897** Thomas Elder dies.
- c1900 The Society become aware of the tenuous nature of their lease for the Jubilee Exhibition site as the University of Adelaide pursues more space.
- 1903** Elder Smith & Co expands its wool interests in South Australia and Western Australia and constructs further wool facilities in Port Adelaide.

- 1910 Society President William Rounsevell advises Premier Verran that the Society would consider relocating to another site if it is necessary and the Society is fairly compensated for the improvements to the Jubilee Exhibition site.
- 1911 Premier Verran announces that the State Government have purchased 50 acres at Wayville with the intention that the Society move there.
- 1913 The Society signs a 99 year peppercorn lease for the Wayville site.
- 1914 Design competition for the layout of the Wayville Showground is won by Melbourne-based architect Charles Heath.
- 1915 Adelaide firm English and Soward are appointed as the architects and engineers for the development of the Wayville site.
Robert Barr Smith dies.
- 1915 Heavy Horse Pavilion (now the Brick Cattle/Dairy Cattle Pavilion) is built.
- 1915-1920 First World War and aftermath prevents the development of the Showground at Wayville with the exception of the already started Sheep Pavilion.
- 1915-1917 The Stud Sheep Pavilion is constructed, and the building is used to store bales of wool and bags of wheat.
- 1919 Pavilions are used to support vocational training for returned soldiers.
- 1920 Redevelopment of the Showground at Wayville recommences. Forty students from the School of Mines and Industries are based in the Sheep Pavilion for the Wool Classing course.
- 1921 The Society considers abandoning the Wayville site and staying on at the Jubilee Exhibition site. The Government offers additional funding to assist with the move to Wayville.
- 1922 Peter Waite dies.
- 1922-1925 Secretary's Office; Members' Grandstand; Department of Agriculture, Lever Brothers, Pig Dog, Poultry and Stock Sales Pavilions; Hall of Industries and Motor Hall are constructed. Some of the light-weight structures are also moved from North Terrace to Wayville.
- 1925 The first Show is held at the Adelaide Showground, Wayville, and is a huge success with record numbers of exhibits.**
- 1925 The Society's longstanding secretary JA Riley resigns. Riley played a pivotal role in the relocation to Wayville. He is replaced by the Society's first permanent secretary Harold Jack Finnis. Finnis heralds a new era a development for the Showground.
Goldsborough Mort & Co Ltd and Dalgety & Co Ltd jointly construct the Stud Sheep Sales Pavilion for the sale of stud rams.

- 1926 Public Grandstand, Wine Kiosk and Horse Stables built.
- 1927 Bonython Gates built.
- 1928 David Roche Centre built, Hall of Industries extended.
- 1929 Technology Centre built.
- Walter Young is appointed as Managing Director of Elder Smith & Co and is credited with the enduring success of the Company during a period of further drought and depression.**
- 1930 Home Industries Hall built.
- 1930s **Elder Smith & Co continues to expand and opens new rural branches in South Australia.**
- c1931 Dairy Foods Hall built.
- 1932 Beef Cattle Pavilion built.
- 1933 The Old Ram Shed is constructed by Elder Smith & Co Ltd. The Building is known as the Elder Smith Stock Sales Pavilion/ Elder Smith Sheep Sales Pavilion.**
- 1933 Ridley Gates and Elder Smith Ram Sales building constructed.
- 1934 Secretary's office extended including the addition of a second storey.
- 1936 Centennial Hall, corrugated iron Dairy Cattle shed, Derby Stand and Savings Bank of South Australia are constructed.
- The Elders Pavilion is built at a cost of £2,500.**
- 1937 Kidman Gates built.
- Elder Smith & Co open a new Head Office on Currie Street, Adelaide.
- 1939-1947 Last Show held (1939) before the AIF occupies the Showground. The Old Ram Shed is converted to an X-ray facility by the Australian Army to scan new recruits for tuberculosis.
- Elders Pavilion used as a hospital ward.**
- 1947 First Show held since 1939.**
- 1940s-1950s The Old Ram Shed is returned to a sales pavilion and continues to be used by Elder Smith & Co until the later decades of the twentieth century.**
- 1954 Stirling Hall built.
- 1964 Heavy Horse Memorial and Rothmans Theatrette built.
- 1966 CWA café built.
- 1967 Angus Pavilion constructed.
- 1973 Hall of industries is refurbished and renamed Hamilton Hall.
- 1980 Wayville Pavilion built.

- 1981 Animal Nursery constructed.
 - 1982 Hamilton Hall is damaged by fire and rebuilt
 - 1987 Jubilee Pavilion constructed.
 - 1988 Woodcutters Stand and Leader Pavilion constructed.
 - 1989 Bonython entrance is demolished
 - 1992 Atrium constructed.
 - 1994 Venue Management Offices and Workshops built.
 - 1995 Ridley Pavilion constructed.
 - 1998 The State Government extends the Society's lease until 2062. The Dog/Basketball Pavilion is built.
 - 1999 Goat and Alpaca Pavilion constructed.
- Elders Pavilion is transferred to the Royal Agricultural and Horticultural Society of South Australia.**
- 2001 Hamilton Hall demolished.
 - 2002 Hamilton Boulevard developed and Jubilee Pavilion extended.
 - 2005 Kingsway developed.
 - 2006- present The Society's archive is relocated from the basement in Centennial Hall to the Elders Pavilion.**
 - 2007 Centennial Hall and Department of Agriculture Pavilion demolished.
 - 2008 Goyder Pavilion and Duncan Gallery constructed.
 - 2009 Kidman Gates moved to Rose Terrace.

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Pers com Marilyn Ward 13 December 2017.

SITE DETAILS

Elders Pavilion, Adelaide Showground
68 Goodwood Road, Wayville, SA, 5034

PLACE NO: 26487

DESCRIPTION OF PLACE:	Masonry building with stucco facing, arcaded verandahs and half-round terracotta roof tiles in the Interwar Spanish Mission style.
DATE OF COMPLETION:	1936
SA HERITAGE REGISTER STATUS:	Description: SA Heritage Council nomination based on recommendation from Twentieth Century Heritage Survey (2008) Date: 30 August 2017
CURRENT USE:	Description: Royal Agricultural & Horticultural Society of South Australia Archives Dates: 2006 to present
PREVIOUS USE(S):	Description: Showground Pavilion Dates: 1936 to c2000
ARCHITECT/BUILDER:	Name: Woods Bagot Laybourne Smith and Irwin Attributed to James Irwin, 1936
LOCAL GOVERNMENT AREA:	Description: Unley
LOCATION:	Street Name: 68 Goodwood Road Town/Suburb: Wayville Post Code: 5034
LAND DESCRIPTION:	Title Ref: CT 6083/257 Lot No.: A506 Plan No.: D86063 Hundred: Adelaide

PHOTOS

**Elders Pavilion, Adelaide Showground
68 Goodwood Road, Wayville, SA, 5034**

PLACE NO: 26487



Elders Pavilion western elevation showing the verandah without arcade and the blind arches in the façade

Source: Heritage South Australia, 2017



Elders Pavilion, southern elevation

Source: Heritage South Australia, 2017

PHOTOS

**Elders Pavilion, Adelaide Showground
68 Goodwood Road, Wayville, SA, 5034**

PLACE NO: 26487



**Elders Pavilion, detail showing columns
and central arched door**

Source: Heritage South Australia, 2017



Elders Pavilion, window detail

Source: Heritage South Australia, 2017



**Elders Pavilion, detail showing terracotta tile sills and herringbone red-brick paving to
verandahs**

Source: Heritage South Australia, 2017

PHOTOS

**Elders Pavilion, Adelaide Showground
68 Goodwood Road, Wayville, SA, 5034**

PLACE NO: 26487



Elders Pavilion, detail showing damage to window sill

Source: Heritage South Australia, 2017



Elders Pavilion, detail showing the original and newer flooring

Source: Heritage South Australia, 2017

PHOTOS

**Elders Pavilion, Adelaide Showground
68 Goodwood Road, Wayville, SA, 5034**

PLACE NO: 26487



Elders Pavilion, detail showing the building's use as an archive

Source: Heritage South Australia, 2017

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