

# Friends of Soldiers Memorial Avenue Inc.

## Newsletter Issue 44: August 2009



### Highlights:

- Tree Replacements
- Brownell Brothers Roll of Honour

### Dates to remember:

- Sunday, 9 August 2009 – Tree Replacement Ceremony
- Sunday, 6 September 2009 – AGM and Craig Deayton Presentation

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## President's Report

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Things are a'happening along the Avenue. For those of you who regularly walk along the Avenue you will have seen holes being dug, dead trees and roots being removed and new trees being planted. As reported in the last newsletter, the wonderful crew from Hobart City Council have been very busy transforming the Avenue. For the first time in many years, we can now see how parts of the Avenue look with living trees installed. The wet weather has slowed work in some areas, but all trees will be planted in readiness for the Ceremony on 9<sup>th</sup> August 2009 to be led by our Patron, the Governor of Tasmania.

This is a significant event for FOSMA and the Council as it shows that our core vision for restoration of the Avenue - **“FOR EVERY SOLDIER A TREE, FOR EVERY TREE A PLAQUE”** – is being achieved. To date we have focussed on installing new plaques, but that task is nearly complete. So it is most appropriate we can now honour the fallen with new trees which will ensure that the Avenue is being rejuvenated and will live on in perpetuity.

This will be my last newsletter as President as I have announced that I will be stepping down at the AGM. Can I thank all the members of the Committee for their ongoing efforts and hard work over the past years. Thanks also to the general membership for their support. I hope to stay on with FOSMA in some capacity and sharing in the restoration of this important memorial.

I must also remind members to renew their membership for 2009/2010 so that they can attend the AGM and vote. Just use the form at the end of this newsletter and send it back to us. More details on the AGM later in this newsletter.

John Wadsley

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## Tree Replacement Ceremony

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The ceremony on August 9<sup>th</sup> will commence at 11am sharp – we will be joined by a choir from New Town Primary School, representatives from New Town High School and the Army Band.

Parking is available at the Grasslands Gully and the car park at the northern end of the TCA. All family contacts will be sent details of the ceremony before the day. Refreshments will follow the ceremony - at the TCA ground.

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## Spring Working Bees

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As normal we will be having a number of Working Bees during Spring to tidy up the Avenue. We would appreciate any help that you can offer. The dates are as follows:

**Sunday 20<sup>th</sup> September 2009: Plaque cleaning and installing new bronze Numbers.**

Meet at 10.00 am, TCA ground northern car park. BBQ to follow

**Sunday 18<sup>th</sup> October 2009: General Cleanup and installing new bronze Numbers.**

Meet at 10.00 am, TCA ground northern car park. BBQ to follow

**Sunday 8<sup>th</sup> November 2009: Placing Poppies on the Avenue for Remembrance Day**

Meet at 10.00 am, TCA ground northern car park. BBQ to follow.

Remembrance Day Dedications will occur on Wednesday 11<sup>th</sup> November. Details to be advised later

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## Notice of Annual General Meeting

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The Annual General Meeting will be held on **Sunday 6<sup>th</sup> September 2009, commencing at 2.00 pm.** It will be held at the Conference Room at the Royal Tasmanian Botanical Gardens, the same location as last year. We will again be having a short presentation, by Mr Craig Deayton, who has just completed a history of the 47<sup>th</sup> Battalion (in publication) and has a wealth of knowledge on the Great War. This will be followed by a sumptuous afternoon tea kindly provided our friends at the RTBG. Once we've had our fill, we will have the AGM (as quickly as possible).

The Order of Business will be as follows:

1. Attendance and Apologies
2. Minutes of Previous AGM
3. Business Arising from Previous AGM
4. Presidents Report
5. Financial Statements and Auditor's Report
6. Election of Office Bearers:
  - President
  - 2 Vice Presidents
  - Secretary and Public Officer
  - Treasurer
  - 4 General Committee
7. Appointment of Auditor
8. Constitutional Amendments:
9. Other Business

If you are interested in nominating for a position or need to advise an apology, please contact John Wadsley on 6248 7294.

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## Tree Replacement Photos

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Some photos of the recent work on the Avenue.



*Some trees had massive root systems*

*Some of the new trees awaiting planting*

The new trees are being placed in a combination of new and existing soil. A water absorbent product, Hyrdocell, is being added to absorb water and help preserve moisture around the root ball. A tube of agricultural pipe is placed next to each tree for sub-surface watering – trees will be watered twice each summer for 3 to 5 years depending on conditions and the state of the tree. The soil is being sculpted to help trap surface water and all trees are being mulched. Later they will get additional mulch from felled cedars and foliage after this has 'cooked down' – the best mulch for trees is material from trees of the same species.

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## Brownell Brothers Roll of Honour – Andrea Gerrard

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After being involved in research for more than thirty years now, I am still surprised by the number of untapped resources that come to light, having sat on the shelf for many years just waiting for discovery. One such resource is *The Draper of Australasia*, a trade journal for those involved in what was usually referred to as the soft goods industries. This included clothing manufacturers, foot wear manufacturers and other allied industries. The journal was printed in Melbourne and published on a monthly basis starting in 1901. Each edition had a section for news about individuals involved as well as local businesses.

These entries often referred to those who had taken up employment with a local firm or who had resigned and were moving on elsewhere. Those employed by Brownell Bros. Ltd., (now Myers) figured often in the Tasmanian notices and has provided a valuable source in establishing the names and positions of many employed by the firm. Of interest to FOSMA members is the fact that during the period 1914-1918 *The Draper of Australasia* published an honour roll and made mention of those who had joined up, were injured or missing and killed in action.

Among those appearing in March of 1914 was Mr. Theo Chubb who had resigned from Brownell Bros Ltd., Hobart. Chubb was leaving by the S.S. *Medic* on April 14<sup>th</sup> bound for London where he intended to seek further experience in the trade, before proceeding to America. When reaching London, Chubb gained employment with Selfridges, the prestigious London store. In what capacity is unknown, but Chubb had worked as a show card writer in Hobart with Brownells and Andrew Mather & Co., and may have gained a similar position in London.

When war was declared, Chubb immediately joined the Home Defence and used his years of experience in cadets in Tasmania to drill local English recruits. Chubb had been studying for a commission in the cadets, but put this on hold when he decided to travel overseas. He later applied for a commission with the London Rifles and was accepted.

In March 1917 a short obituary notice appeared in *The Draper of Australasia* noting that Mr. Theodore Chubb of Koonya, Hobart has been killed in action in France. He had been serving with the Queen Alexandra Rifles, 10<sup>th</sup> London Rifles, 23<sup>rd</sup> Brigade Royal Fusiliers when he was killed on 17<sup>th</sup> February 1917. He is buried in the Regina Trench Cemetery, Grandcourt. Tree No. 414 on the Avenue commemorates the life and service of 2<sup>nd</sup> Lieutenant Theodore Chubb, son of Charles and Elizabeth Chubb.



The following month *The Draper of Australasia* has an entry for Mr. Percy Binns of Hobart, Tasmania who had been advertising manager for Brownell Bros., Ltd. for several years before he resigned to take up a similar position with McDowell and Hughes of Sydney. In April 1917 Percy Binns passed his lieutenantcy examination at Duntroon Military College and was allotted to the 2<sup>nd</sup> Battalion. (see photo at left, courtesy M Davie.)

The family had migrated to Tasmania from Wilsden in Yorkshire in 1907, living at 12 Belle Vue Parade Cornelian Bay, Hobart. Aethelbert, who had enjoyed a varied career in England as a printer, stationer and writer, had been appointed the advertising manager for the Daily Post on arrival in Tasmania. Aethelbert left there and took up a similar position with Brownell Bros. Ltd where he remained until his retirement in 1931. He was later joined in the business by his son Percy.

In its September 1918 edition, *The Draper of Australasia* informed its readers that Lieut. Percy Binns had been killed in action in France on 13<sup>th</sup> August. He had been serving with the 2<sup>nd</sup> Battalion as part of the Allies own offensive, launched to the east of Amiens five days earlier.

According to the report of his death Lieut. Percy Binns was killed whilst on patrol at 'Creepy Wood', east of Harbonnieres. The patrol which included an N.C.O. and a couple of other ranks encountered an enemy strong-post heavily manned which they charged. When just yards away, Lieut. Binns was hit in the head and killed instantaneously. Due to heavy fire, his body could not be retrieved at the time and was never found. His name appears among the missing on the Villers Bretonneux Memorial.

The life and service of Lieutenant Percy Binns is commemorated on the avenue with Tree No. 491. He is also commemorated in the family's home town of Wilsden, Yorkshire where his name is read out each year to commemorate the fallen.

In May 1918 the name of Private Bertram Stephen Dove who had also worked for Brownell Bros. Ltd, Hobart as a shop assistant was mentioned in *The Draper of Australasia* as being killed in action. Dove had enlisted on 12<sup>th</sup> October 1916 and embarked with the 40<sup>th</sup> Battalion. He had been killed in action while standing in a house on the road to Rivemont. He is buried in the Merricourt L'Abbe Communal Cemetery Extension France (see photo at right). He was the son of George Norris and Minnie Dove. Tree No. 382 commemorates the life and service of Bertram Dove.



Among the first members of staff at Brownells to volunteer for active service, was Claude Tasman Jack where he worked as an upholsterer prior to his enlistment. Jack enlisted with the 12<sup>th</sup> Battalion on 11<sup>th</sup> January 1915 serving at Gallipoli and later in France where he was wounded in action at the Battle of Pozieres.

Private Claude Jack died of his wounds the following day. Jack was recommended for a Military Medal for 'carrying dispatches from Brigade Headquarters to the firing line over country swept by heavy high explosives and shrapnel fire' but wasn't gazetted. The life and service of Private Claude Tasman Jack, son of Charles Robert and Elizabeth Jack is commemorated by Tree No. 40.

Just how many men from Brownell Bros. Limited did join up is unclear as not all the names appear in *The Draper of Australasia*. This problem is further compounded by the fact that often the name of the business is not recorded on the Attestation Papers unless they have served an apprenticeship. The names of the following men were found in *The Draper of Australasia*. Boon was serving in England when he succumbed to illness. Harvey, Chalmers, Henderson and Conacher all survived their ordeal and returned to Australia.

Harry James Gordon Boon was employed by Brownell Bros when he enlisted in the First AIF in June 1918. He was transferred to the 12<sup>th</sup> Battalion but become ill and died at the 1<sup>st</sup> Australian General Hospital from the effects of broncho-pneumonia on 18<sup>th</sup> February 1919. He was buried in the church yard of St. John the Evangelist, Sutton Veny, England. He left behind a wife and young son.

Henry Edward Harvey had been working as a draper's assistant in the Manchester department of Brownell Bros when he enlisted in the First AIF in December 1915. He was later wounded in action in France and awarded the Military Medal for his work as runner between Company Headquarters and Platoons continually volunteering to carry messages across shell swept ground. The Draper of Australasia reported that Harvey was the tenth member of Brownell Bros., staff to join the A.I.F. On his departure, Harvey was presented with a silver wristlet watch by members of the staff.

George Joseph Stanley Chalmers worked for Brownell Bros in the furnishing drapery section prior to joining up in February 1916. He was presented with an 'air pillow', safety razor and note book by members of staff. George Chalmers was allotted to the 12th Field Artillery Brigade and later served as a driver with the 4<sup>th</sup> D.A.C. He was injured twice in 1917 being accidentally injured while on stable

parade and a few weeks later he was kicked by a mule. Chalmers returned to Brownell Bros Ltd after the war and was still working there in 1944. He died in 1976 aged 86 years.

Quinton James Henderson was employed by Brownells before enlisting for active service and returned to their employ until 1933. He had completed his apprenticeship at Zeehan before moving to Hobart. In August 1915 Henderson enlisted in the 13<sup>th</sup> Field Artillery Brigade and served in France. He was discharged in October 1919 with the rank of corporal and resumed working for Brownell Bros. Ltd.

Conacher's name does not appear in *The Draper of Australasia*, but he is known to have worked for Brownell Bros prior to enlistment. Robert Nicholas Brown Conacher enlisted with the 4<sup>th</sup> Field Artillery Brigade in August, 1915. Conacher was awarded the Distinguished Conduct Medal for extinguishing a fire and clearing away burning cartridges following an enemy shell landing in an ammunition dump adjacent to his gun pit. His bravery saved others from becoming casualties.

A Mr. J. Haddon is mentioned in March 1918 as going 'into camp at the end of the month' but no service record has so far been located. The same applies to Mr. Don Nichols who worked in the Mercery Department for 15 years. According to *The Draper of Australia* he had spent over three and a half years in the AIF, and been wounded in action. So far no service record has been located.

It should also be noted that William P. Brownell's three sons served in the AIF – Private Raymond James Brownell with the 9<sup>th</sup> Field Battery and later the Royal Flying Corp; Lieut. Lauriston Brownell was serving with the 27<sup>th</sup> Battalion when he was killed in action on 3<sup>rd</sup> October 1917 (Tree No. 297, see photo at right) and Major Herbert Percival, a medical practitioner, served with the A.A.M.C. Ray Brownell went on to have a distinguished career in the Royal Australian Air Force rising to the rank of Air Commodore prior to his retirement.



Any information or photographs of any of the men mentioned would be gratefully received.

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## More Tree Replacement Photos

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*From this ..... to this*

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**Many thanks to Duncan Kerr MP SC, Federal Member for Denison and his staff for photocopying this newsletter**

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**Friends of Soldiers Memorial Avenue Inc. Membership Form**

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## Membership for 2009/2010 NOW DUE

Name: .....

Postal Address: .....  
.....

Email Address: .....

Telephone (home): ..... (work/mobile): .....

Newsletter Delivery Preference (please tick):                      **Via Post**                       **Via Email**

**Subscriptions: Annual Membership is on a financial year basis from 1 July to 30 June: \$10.00**  
**Membership Paid for Life is a once off payment: \$200.00**

Membership type (please tick):                      **New**                       **Renewal**                       **Membership Paid for Life**

Do you wish to make a donation with this membership? (please tick): **General**                       **Plaque**

Total Amount included with this form (membership plus any donation): \$.....

Payments can be made by cheque or postal order posted to: FOSMA, GPO Box 1867, Hobart 7001. Or via direct deposit (you must include your name in the details/ comments box and send an email advising us):

Bank:                      Westpac Bank  
Name of account: Friends of Soldiers Memorial Avenue Inc.  
BSB number:              037-001  
Account Number: 356809

Do you wish to nominate a Soldier of Interest commemorated on the Avenue? If so, please indicate below:

**Soldiers Name:** .....                      **Tree Number** .....

(Note: Please inform FOSMA if any of the above details change – this will ensure we can remain in contact)

**Friends of Soldiers Memorial Avenue Inc., GPO Box 1867, HOBART TAS 7001**  
**Phone : 6228 0543 / 6248 7294 E-mail: [info@soldierswalk.org.au](mailto:info@soldierswalk.org.au)**

Patron: His Excellency Peter Underwood AC Governor of Tasmania  
President: J Wadsley                      Secretary: A Gerrard

**Tasmanian Meat Wholesalers Pty. Ltd.**



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