



Altona Laverton
Historical Society Inc.
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NEWSLETTER

The Centenary of Seaholme Railway Station

ON JANUARY 26,2020-THE SEAHOLME RAILWAY STATION WILL CELEBRATE 100 YEARS SINCE IT WAS OFFICIALLY OPENED FOR OPERATION



The Station in January 1920

The original Seaholme Railway Station (pictured above) , was constructed at a cost of £3000 pounds, and Officially Opened on **ANA Day, January 26,1920** by Mr.A.Robertson MLA, with the Ceremony being performed in conjunction with the first Land Sales on that day of the 55 acre Seaholme Estate, publicised as a *“Seaside Resort of Altona”* by the Land Sales Agents-Arthur Rickard & Co. Ltd.



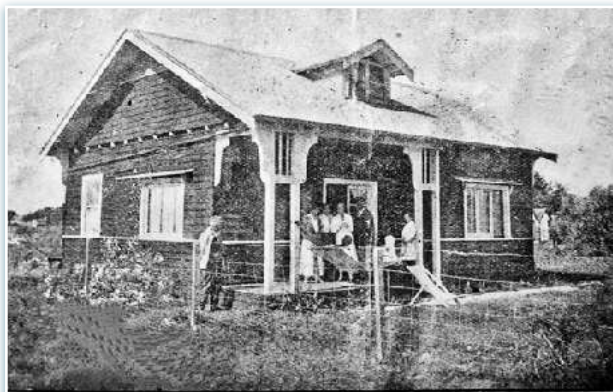
Above is an image of the Station as it currently exists in January 2020

SEAHOLME

The Land Sales for the area advertised as, “Seaholme Estate at Altona Beach” were promoted and carried out by the Managing Agents, Arthur Rickard & Co. Ltd., Estate Agents with Offices in Melbourne and at Altona.

On the sale day of January 26, 1920, which at that time was known as ANA Day, it was reported that 33 special trains were despatched from Melbourne and Newport and that there were more than 5000 passenger bookings.

Large numbers of persons also travelled by road, and amusements were in place on the nearby seafont.



ONE OF THE CHARMING HOMES on the ALTONA BEACH ESTATE

Because of the popularity of the land sales, two years previously at the Altona Beach Estate nearby which was handled by the same Land Agents, the advertising for the planned sales at Seaholme included details showing photographs in some cases, of the Altona Beachfront, and details of some of the homes already built and occupied in the area.

The text and sales pitch for the two photos read-“*One of the Charming Homes on the Altona Beach Estate*” & “*Part of the Beach Showing Pier*”.

Offers were particularly aimed at many of the returned Service Men and Women of the time as this followed the World War One period, one offer was for “Free Rail Tickets for One Year and the offer of cheap allotments”.

Assistance for purchase and home loans was sought or provided by the Government War Service Department, and the State Bank of Victoria.

SEAHOLME
ESTATE
ALTONA BEACH
FOR PRIVATE SALE

ONLY TEN MILES FROM MELBOURNE BY RAIL. EFFICIENT TRAIN SERVICE.
ELECTRIFICATION OF THE LINE HAS BEEN PROVIDED BY STATE GOVERNMENT.
Water Laid on the Estate, and Electric Light in course of Construction

The Only Great Beach on the West Side of the Bay
... Magnificent Stretch of Open White Sand, Two and a Half Miles Long.

GET IN ON THE GROUND FLOOR, AND SECURE THE
Best Investment Now Offering
ON VERY EASY TERMS.

SELLING AGENTS:
Arthur Rickard & Co. Ltd.
REALTY SPECIALISTS
Colonial Mutual Fire Building (2nd Floor), 497 COLLINS ST., Melbourne.
EST. 1854. Head Office Opposite ALTONA BEACH RAILWAY STATION.



PART OF BEACH SHOWING PIER

The Attraction of an pre-existing Railway Service

The newly constructed Railway Station at Seaholme was of course a valuable aid to the Sales Agents as an incentive to offer a travel system for potential land buyers and future residents, and the existence of such a quality service also tended to be an aid in increasing land values in the area near to a railway station.

For example by 1920 the train service to nearby Altona Beach Station, was providing an efficient passenger service for passengers, this service had been put in place in 1888 and was an extension of the line from Williamstown Racecourse. This had been an aid in bringing in visitors and aiding land sales at Altona.

The image below was used in the Seaholme promotional material with the caption *"Arriving at Altona Beach Station, Saturday Afternoon"*.



The newly constructed Seaholme Station was located between Altona Beach and Williamstown Racecourse Stations, the Racecourse Station opened in 1885 and was extended to Altona Beach in 1888.

Seaholme Station and Land Sales opened on ANA Day January, 26 1920

What was ANA Day ?

The Australian Natives Association was a Mutual Society founded in Melbourne in 1871 as the Victorian Natives Association. In 1872 it voted to change its name to include all Colonies and later played a leading role in the movement for Australian Federation in 1901.



The ANA provided Sickness, Medical and Funeral Cover for members and it Promoted the observance of what is now known as *Australia Day*.

Who were Arthur Rickards and Company, the Estate Agents ?

Arthur Rickard, later to become Sir Arthur Rickard, in 1904 ,Registered in Sydney,"Arthur Rickard and Company Limited "a Real Estate firm.

The Company developed and adopted inventive advertising strategies that contrasted with the sales tactics used by other companies at that time.The advertising approach urged families to buy property rather than rent, using "Rickards Easy Payment Terms".

Arthur Rickards was a Foundation Member of the Millions Club, which promoted the increased migration of British migrants to bolster Australia's population, thereby increasing potential customers.

By the 1920s his business interests had expanded to include Directorships and Part Ownership of Hotels in Sydney and Melbourne (Hotel Windsor).

His advertising slogan was "We are in Business for All Time" but it is noted that this did not anticipate or foresee the effects of the Depression.

Many of the land blocks sold on "Rickards Easy Terms" were surrendered to the company, which then had to pay Council Rates on the land, which at the time had no immediate likelihood of early resale.

Arthur Rickard and Company, went into voluntary liquidation in 1930.

Pictured right is a typical Sales Advertisement.

Great Auction Sale
AND
**OPENING OF NEW RAILWAY
STATION.**

**SEAHOLME ESTATE
SEAHOLME ESTATE
SEAHOLME ESTATE**

A T

**ALTONA BEACH
ALTONA BEACH
ALTONA BEACH**

A.N.A. DAY, 26th JANUARY.
At 3 p.m. On the Ground.

**FINE BEACH FRONTAGES
CENTRAL HOME SITES
AND BUSINESS SITES.**

Only 10 Miles from Melbourne.
Efficient Train Service.

EASY TERMS.——TITLE CERTIFICATE.

Seaholme Estate, comprising only 55 Acres,
is the Pick of the Whole of the Famous
Seaside Resort, ALTONA BEACH.

**HIGH POSITION. SPLENDID SOIL.
GLORIOUS VIEWS.**

STATION CENTRE ESTATE.

Plans and Full Particulars from
ARTHUR RICKARD & CO. LTD.,
Realty Specialists,
89 COLLINS-STREET, and Pier-Street, Altona Beach.
BAILLIEU, ALLARD PTY. LTD.,
Auctioneers,
COLLINS HOUSE, COLLINS-STREET.

How did the Estate receive its Name

Susan Priestley ,in her Book,-**Altona a Long View** comments:

*It was named **Seaholme**, since **Seaford**, was already appropriated by an Eastern bayside resort near Frankston.,p135*

This excellent Local History publication by Susan Priestley comments, that the foundation of modern Altona is surely linked to the suburban community that was generated during the 1920s.

The effects of Immigration after World War Two

There was an influx of migrants into Australia between the years of 1947 to 1981, many were of British Nationality but also included many immigrants from other Countries.

Generous assistance to aid this type of immigration was given by the Australian and British Governments but the assisted passage scheme was phased out in the 1980s. A number of the immigrants were housed in Hostel accommodation at Brooklyn and Williamstown ,the Brooklyn Hostel was opened in 1949 and began within 14 former wool stores and later 8 ex Army Nissen huts.(pictured)



The facility in Koroit Creek Road Williamstown was of more modern construction of Brick apartment style units, this site remains as Techno Park, used for commercial purposes. (pictured)

It was at these Hostels that Altona's unique housing co-operatives were formed when 100 hostel families formed the British Migrants Association, which bought land at Seaholme. Members worked together to construct timber house frames in a woodshed in Brooklyn, before assembling them on house sites, about 40-50 homes were built.(Hobsons Bay Heritage Study).

The first Association family was able to move into its home in March 1953.(Priestley p228)

Seaholme Primary School No. 4440, was originally part of Altona School, in 1929, and was moved to its current site on Millers Road in May 1952.



Seaholme also has a **Children's Kindergarten**.



Seaholme Today.

The Seaholme of 2020 is a popular and settled area, sought by home seekers, with many prestige homes some with spectacular views across the bay to Melbourne City.

Seaholme had its own Post Office



Seaholme now shares a Postcode with Altona however it did have its own Post Office between 1951 and 1971.(pictured)

The building and an adjoining former milk bar still exist but they have been converted into private residences.

Below is an image of the 1920 Land Sale Site Plan produced by Arthur Rickard and Co. Ltd.



A LANGHORNE DESCENDANT VISITS THE HOMESTEAD

On Saturday, January 18, 2020 the Altona Homestead was visited by Chris Langhorne and his wife Morac who are visiting Australia on holiday from their home in the United Kingdom, pictured below are Chris and Morac, rear of photo on the left side, together with ALHS Members..



Chris is a Great Grandson of Alfred Langhorne, and the visitors were made welcome, given a tour of the Homestead and had discussions on matters of general interest to all parties.

A number of images were passed on by Chris, and below we reproduce an image showing Marianne Wymss, a relative of Chris with whom he lived for a time after being evacuated from London to the house "Laverton" in Chorleywood, Hertfordshire which is approximately 20 miles from London Central.

The evacuation, into the house at Chorleywood of Chris as a young boy was made necessary in the 1940s during World War 2, when London was enduring the Blitz and attack by German bombing.



"Laverton", UK is of course the house, then owned by Alfred's Grandmother, after which Alfred named his **Altona Homestead** in 1842.

President's Message



Welcome to 2020 and another exciting year for our Historical Society. The year has only just began but our members are gearing up for a number of events that are coming our way over the next four months. Devonshire teas start at the end of January and we are always looking for members and volunteers to help out in any way they can. It is a great way to connect with the community about the homestead and the history of the Altona and Laverton area.

The Volunteer Expo is scheduled to take place in March which is another opportunity to let people know what we do, as a Society, and how they can get involved. April and May leads us into Heritage month and this again attracts a large number of groups and visitors not only to the Homestead but to other heritage locations across Hobsons Bay including Truganina Explosives Reserve.

Towards the end of last year and moving into 2020 we have had the opportunity of working with other local organisations including U3A, Louis Joel Arts & Community Centre, Williamstown Library and with HBCC where we undertook research work on components of the old Laverton School. If you are keen to get involved with any of our projects, no matter how much time or experience you have available, just contact any of the committee members.

Please give this some thought as all groups need active members to thrive and survive.

We look forward to hearing from you or seeing you drop into the Homestead on a Tuesday or Saturday for a chat, or come down to our Devonshire Tea on the first Sunday of the month.

Kim Reilly (President)