
EUDUNDA FARMERS STORE**NA:07**

Place Name and Address: Eudunda Farmers Store, 42 Ayr Street,
Jamestown 5491

SUMMARY OF HERITAGE VALUE:**Description:**

Single-storey, corner building with return verandah and parapet. Glazed shopfronts to Ayr Street with patterned highlights to Ayr Street and Vohr Street facades. Mural to Vohr Street facade.

Statement of Heritage Value:

The Eudunda Farmers Store is significant because it is a rare example of a large, early twentieth century, quality shopfront and is an outstanding representative of a large commercial premises of the period. It is also significant for its association with two organisations of historical importance - the South Australian Farmers Co-operative Union and the Eudunda Farmers Co-operative Society.

Relevant Criteria (Under Section 16 of the *Heritage Act 1993*):

- (b) It has rare qualities that are of cultural significance in being one of the few major store buildings that survive in country towns.
 - (e) It is an outstanding representative of particular design characteristics, namely the form of commercial premises in the early twentieth century.
 - (g) It has a special association with the work of two organisations of historical importance, the South Australian Farmers Co-operative Union and the Eudunda Farmers Co-operative Society.
-

RECOMMENDATION:

It is recommended that the Eudunda Farmers Store in Jamestown be provisionally entered in the State Heritage Register.

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ASSESSMENT OF HERITAGE VALUE:

- (b) It has rare qualities that are of cultural significance in being one of the few major store buildings that survive in country towns.

Early twentieth century shopfronts of the size and quality of the Eudunda Farmers supermarket in Jamestown are rare today. There are only two comparable emporium buildings in South Australian country centres entered in the State Heritage Register: Drew and Crewes Store in Commercial Street, Burra (HSA file 14426) and H.B. Crosby Pty Ltd in Murray Street, Gawler (HSA file 11049).

- (e) It is an outstanding representative of particular design characteristics, namely the form of commercial premises in the early twentieth century.

It is an elaborate building with a prominent balustered parapet with three pediments, each featuring a round arch penetration with stained glass. Other decorative elements include the high level patterned glazing to both frontages and the decorative lacework to the return verandah. Internally the building features pressed metal ceilings, and slender steel columns dividing the space. The integrity of building internally and externally make it an excellent example of the ostentatious retail buildings of early twentieth century, and one that contributes to the character of Ayr Street, and Jamestown generally.

- (g) It has a special association with the work of two organisations of historical importance, the South Australian Farmers Co-operative Union and the Eudunda Farmers Co-operative Society.

Jamestown was one of the earliest towns established during the rapid agricultural expansion into the Upper North that followed the *Strangways Act*. Land which had been resumed from the Bundaleer pastoral lease was offered for sale in the Belalie Agricultural Area in October 1870. Jamestown was surveyed the following year, and town allotments were offered for sale in December 1871. Assisted by the construction of a railway from Port Pirie in 1878, Jamestown quickly grew to become the principal town of the region.

After a good start in the 1870s, the northern wheat industry faced a run of bad seasons in the 1880s, and the Farmers Co-Operative Union was formed in response to declining yields. The immediate issue was the supply of wheat bags. Normally these had been provided free of charge by the grain agents, but in the 1887 season there was a shortage of bags, and the agents made farmers buy them at 7/- per dozen. This outrageous impost on their already meagre income drove a group of Jamestown farmers to call a public meeting to raise enough money to order 100 bales of grain sacks direct from Calcutta. This initiative spread to co-operative purchasing of a variety of farm necessities, and at a meeting on October 1888 the district's farmers voted to form a permanent union to represent their interests, a local manifestation of a movement that was forming similar co-operative societies around the world. The South Australian Farmers Co-Operative Union Limited was registered in November 1888. Its first office in Ayr Street, Jamestown was described as 'little more than a cubicle ... miserably fitted up, badly ventilated and not nearly large enough'. (Baker 1988, p. 21)

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From its beginnings as a co-operative purchasing body, the Union in 1892 expanded into marketing the wheat crop, and went on to become one of the biggest agents selling farm produce. By 1895 the Union's influence was State-wide, and its headquarters shifted to Adelaide, although Jamestown remained an important regional office. In 1900 the Union built its own impressive building in Franklin Street. In the twentieth century it has further diversified into dairy processing and stock, wool and fish sales, becoming one of Australia's largest manufacturers of cheese and other milk products and trading under names such as Farmers Union, Southern Farmers, Safcol and National Foods.

The Farmers Union's first premises in Jamestown have been demolished, but their second store still stands. The land where the present store stands had been bought by George Swann in March 1872 to build a store which was trading by 1873. The building passed through a succession of owners' hands, and was burnt down in 1915. The owner, Amy Badger, replaced it by a new store, the existing premises, in 1916.

The large, modern and attractive store in the centre of the largest wheat town in the region was a success from the outset. The Farmers Union was still a major retailer in Jamestown, and in 1920 it leased Amy Badger's new store, and bought it from her the following year. For five years from 1921 to 1926, the store became the Jamestown office and shopfront of the Union. Then, apparently because the store had become too small for its business, the Union sold out to an allied organisation, the Eudunda Farmers Co-Operative Society Limited, and moved to another store in Ayr Street. Eudunda Farmers have occupied the store ever since, in recent years it has traded under the name United Supermarkets.

During Jamestown's centenary celebrations in 1971, local artist Ian Walker painted a mural on the eastern side wall of the store, depicting scenes in early Jamestown from historic photographs.

REFERENCES:

Baker, *First Century: Southern Farmers*, 1988
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Heritage SA files 11037, 11049 and 14426
Judell, *Historical and Topical Review*, 1936
Land Titles Office Certificates of Title

EUDUNDA FARMERS STORE**NA:07****SITE RECORD:**

FORMER NAME:	Farmers Union
DESCRIPTION OF PLACE:	Elaborately styled single storey retail store
DATE OF COMPLETION:	1916
REGISTER STATUS:	Description: N/A Date:
CURRENT USE:	Description: Shop Dates: 1916-1999
PREVIOUS USE(S):	Description: N/A Dates:
ARCHITECT:	Name: N/A Dates:
BUILDER:	Name: N/A Dates:
SUBJECT INDEXING:	Group: Commerce Category: Shop
LOCAL GOVERNMENT AREA:	Description: Northern Areas Council
LOCATION:	Unit No.: Street No.: 42 Street Name: Ayr Street Town/Suburb: Jamestown Post Code: 5491 Region No.: 9 Region Name: Upper North
LAND DESCRIPTION:	Title Type: CT Volume: 5647 Folio: 750 Lot No.: 111 Section: Part 22 Hundred: Belalie

EUDUNDA FARMERS STORE

NA:07**SITE RECORD (Cont.):****AMG REFERENCE:**

Zone: 54
Easting: 276755
Northing: 6323430
Map Sheet No.: 6631-4
Map Scale: 1:50 000

OWNER:

Name: Eudunda Farmers Ltd
Address: 2 The Parade West
Town/Suburb: Kent Town
Post Code: 5067

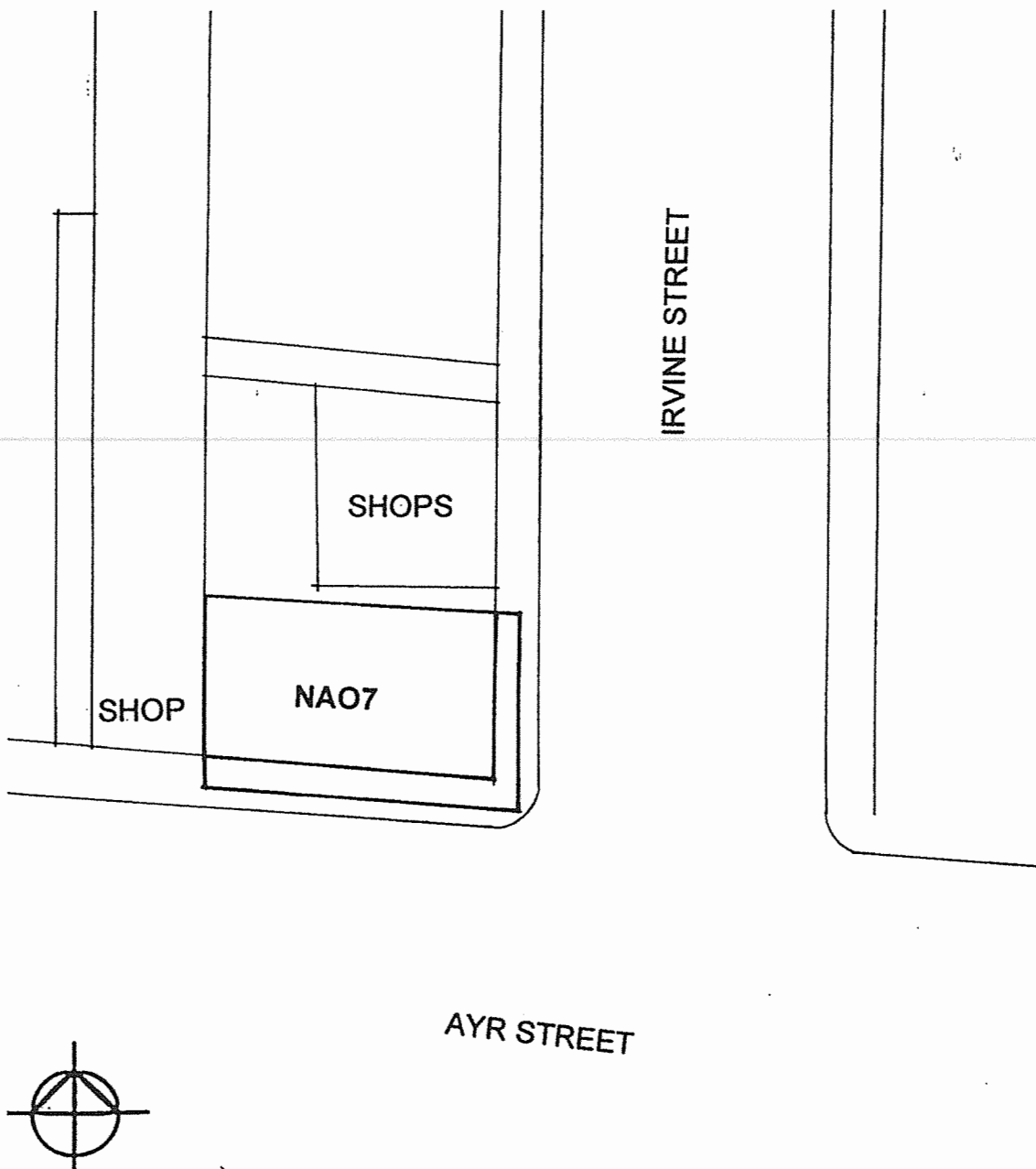
PHOTOGRAPH:

Film No.: FP07, FP09
Neg. No.: FP07/05, FP09/16

EUDUNDA FARMERS STORE

NA:07

Site plan



EUDUNDA FARMERS STORE

NA:07

Photographs



Eudunda Farmers Store, Jamestown

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Eudunda Farmers Store, Jamestown

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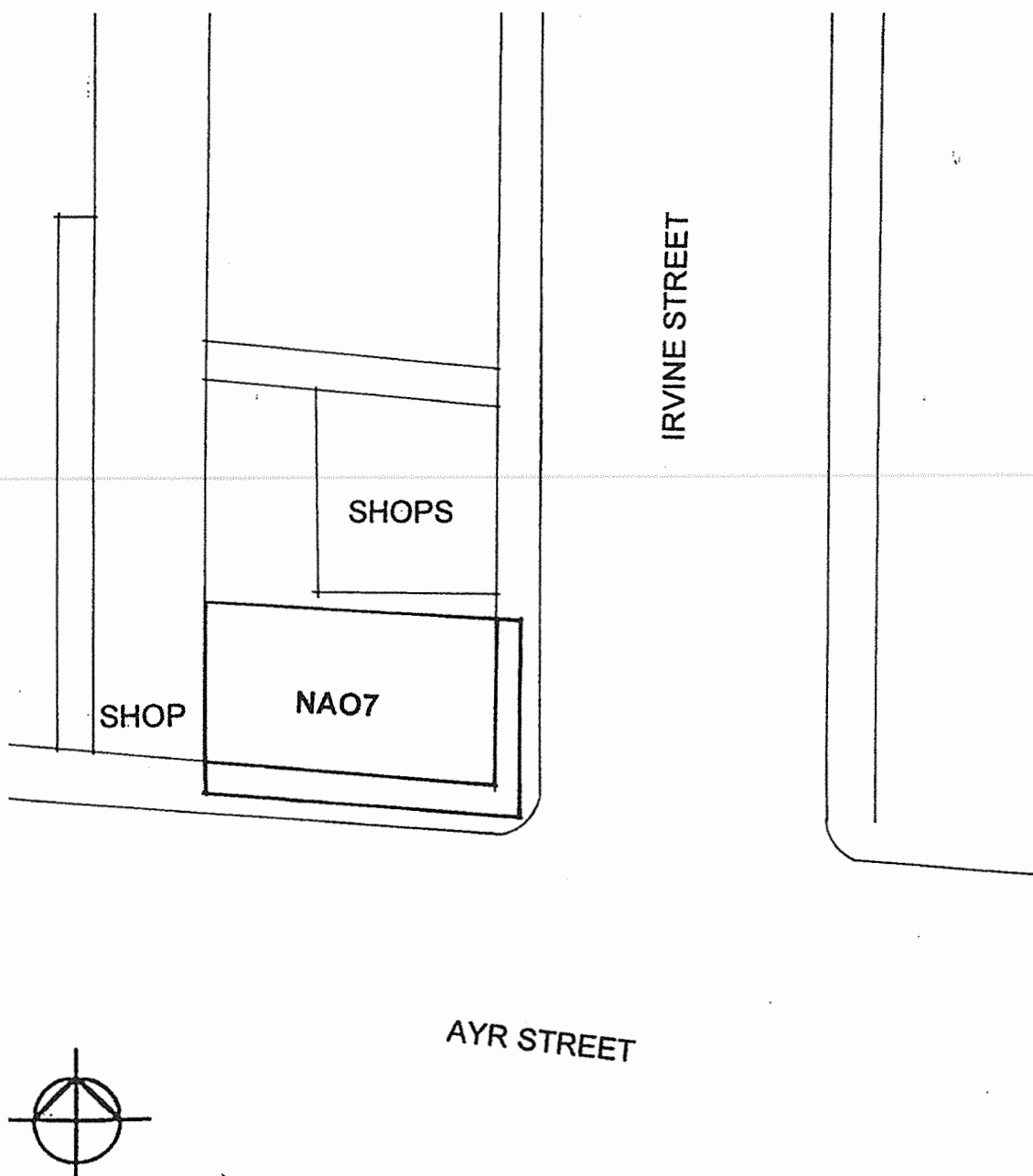
PHOTOGRAPH:

Film No.: FP07, FP09
Neg. No.: FP07/05, FP09/16

EUDUNDA FARMERS STORE

NA:07

Site plan



EUDUNDA FARMERS STORE

NA:07

Photographs

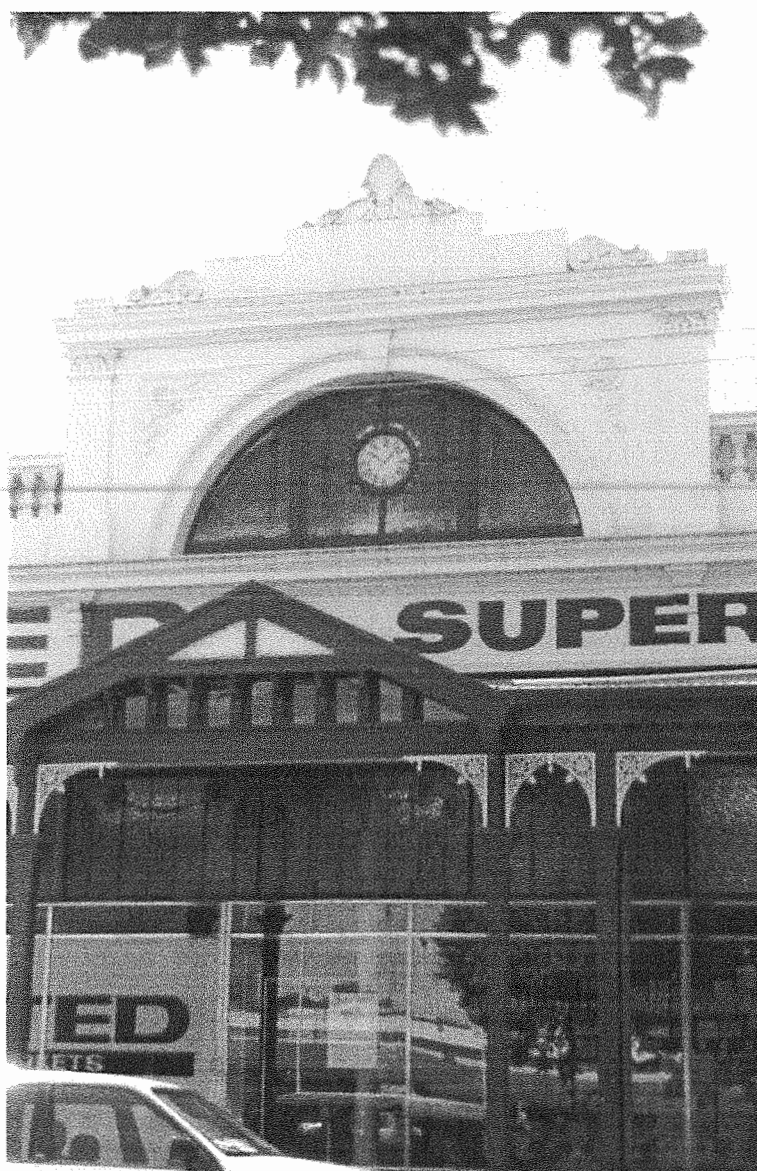


Eudunda Farmers Store, Jamestown

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Photographs



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