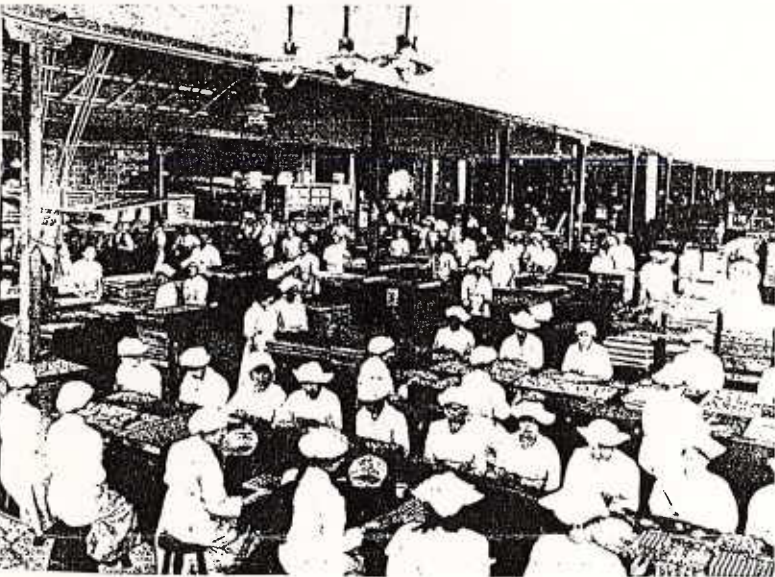


## SEPTEMBER ACTIVITY

### "MacRobertson and Macpherson Robertson: Public Persona and Private Man"

A talk by DR JOHN LACK  
in the Mayor's Room, Fitzroy Town Hall  
at 8 p.m. Wednesday 8 September 1993



*McPherson Robertson, founder of MacRobertson's Confectionery Works, pictured in 1921 in the doorway of part of his 'Great White City' in Gore Street. The simplicity of design and the 'whiteness' of the building reflected Robertson's belief in a modern, utilitarian and somewhat sterile approach to the workplace and work practices. By 1923 MacRobertson's was making 700 different items at a rate of several tonnes a day. In 1966 MacRobertson's shifted to Ringwood and during 1967 it was taken over by the British firm Cadbury's. (University of Melbourne Archives)*

*At the turn of the century, Robertson introduced mass-production methods on the shop floor of his confectionery works. He defined separate steps in confectionery making and devoted rooms to each of the stages with a clear demarcation of male and female roles. In the French and Marzipan Confectionery Department, the men are carrying and stacking the chocolates, while in the foreground the women are 'finishing off' the chocolates. After several decades of neglect by the Confectionery Union, the women workers established their own Union, the Female Confectioners' Union of Australia, which remained a strong force in the industry until 1945 when it amalgamated with the older Confectioners' Union. (University of Melbourne Archives)*

DR JOHN LACK is a Senior Lecturer in History at Melbourne University. He has written a number of entries on industrialists and manufacturers in the Australian Dictionary of Biography, including that on Macpherson Robertson, and is interested in the theme of business history and businessmen. His recent book *A History of Footscray*, published in 1991, shared the Fellowship of Australian Writers' Local History prize.

All welcome. Supper will be served.

Cost:        \$2 for members of The Fitzroy History Society,  
                  \$3 for non-members.