

E. GADD COACH BUILDER



Note with photo: "Man with hammer is Mr Gadd; always wore leggings and played violin at local dances. On his left is Harold Norman of Research. (Sam Howard played banjo). Mrs Read (Jock's mother) played piano by ear. Research called Normantown because no one could remember who was related to who." Note the school children; one of whom may be Jock Read.

E. GADD, R.S.S.
(SUCCESSOR TO WEST BROS)
**Coachbuilder, Shoeing and General Smith,
ELTHAM.**

AFTER many years experience of Diseased Feet and
Bad Teeth, which I always give careful attention
to, I trust the Residents of Eltham and District will give
me their support. **CLIPPING DONE.**

Horse Medicines in Stock.

[Advertising (1922, April 7). *Eltham and Whittlesea Shires Advertiser and Diamond Creek Valley Advocate* (Vic. : 1917 - 1922), p. 2 (AFTERNOON.). Retrieved July 31, 2025, from <http://nla.gov.au/nla.news-article57640816>]

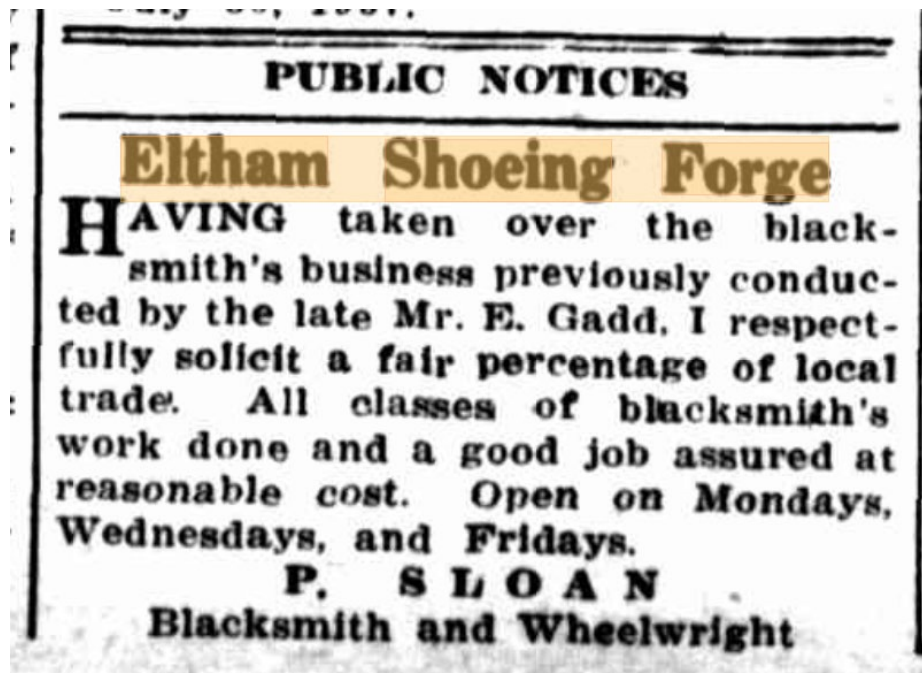
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In April 1922, E. Gadd took over the West Bros. blacksmithing business at Eltham. He had many prior years' experiences with horses and their ailments, such as diseased feet and bad breath. He advertised that he kept horse medicines in stock and was prepared to undertake clipping. [THE Eltham and Whittlesea Shires Advertiser AND Diamond Creek Valley Advocate. (1922, April 7). *Eltham and Whittlesea Shires Advertiser and Diamond Creek Valley Advocate* (Vic. : 1917 - 1922), p. 3 (AFTERNOON.). Retrieved July 31, 2025, from <http://nla.gov.au/nla.news-article57640818>]

A poster on the exterior wall of the shed promotes protection of vineyards from Prohibition by voting No. This would date this photo around March 1930. A vote was being held by the Victorian government which the vineyard growers were opposed to due to the ramifications it would have upon the wider industry for dried fruits and table grapes, etc as well and how it was in direct conflict with the federal government's actions of WW1 Soldiers Settlements on vineyards as it would ruin them. [HOW VINE GROWERS WOULD BE PENALISED (1930, March 28). *Advertiser (Hurstbridge, Vic. : 1922 - 1939)*, p. 4 (AFTERNOON). Retrieved July 31, 2025, from <http://nla.gov.au/nla.news-article57762063>]

Edward Gadd died of pneumonia, July 1937. He had operated his coach building business in Eltham for about 17 years (1920-1937). He lived in Research and left a wife and three sons. He was actively involved with the Research Hall and was largely instrumental in its establishment. [Death of Mr. Edward Gadd. (1937, July 23). *Advertiser (Hurstbridge, Vic. : 1922 - 1939)*, p. 1. Retrieved July 31, 2025, from <http://nla.gov.au/nla.news-article56845399>]

Following Gadd's death, P. Sloan of Warrandyte took over the business, which he advertised as 'Eltham Shoeing Forge'.



[Advertising (1937, July 30). *Advertiser (Hurstbridge, Vic. : 1922 - 1939)*, p. 6. Retrieved July 31, 2025, from <http://nla.gov.au/nla.news-article56845470>]

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November 1931 aerial. E. Gadd's Blacksmith shop is situated on the western side of Main Road, between Arthur and Dudley Streets

Looking past the shed to the left the topography is relatively flat. The most probable location for the blacksmith shop, being a coach builder, would be in close proximity to or on the main road. The only area in Eltham relative to other businesses that has a flattish topography with hills in the distant is around the railway station.

The photo was taken around March 1930 and Gadd operated his business between 1922 and 1937. This would suggest the shed would be visible in the November 1931 aerial photograph.

A map drawn up by Doug Orford of businesses and homes along Main Road in the 1930s shows the Gadd blacksmith shop in this precise location, just south of Staff's general store. (See EDHS_05122)

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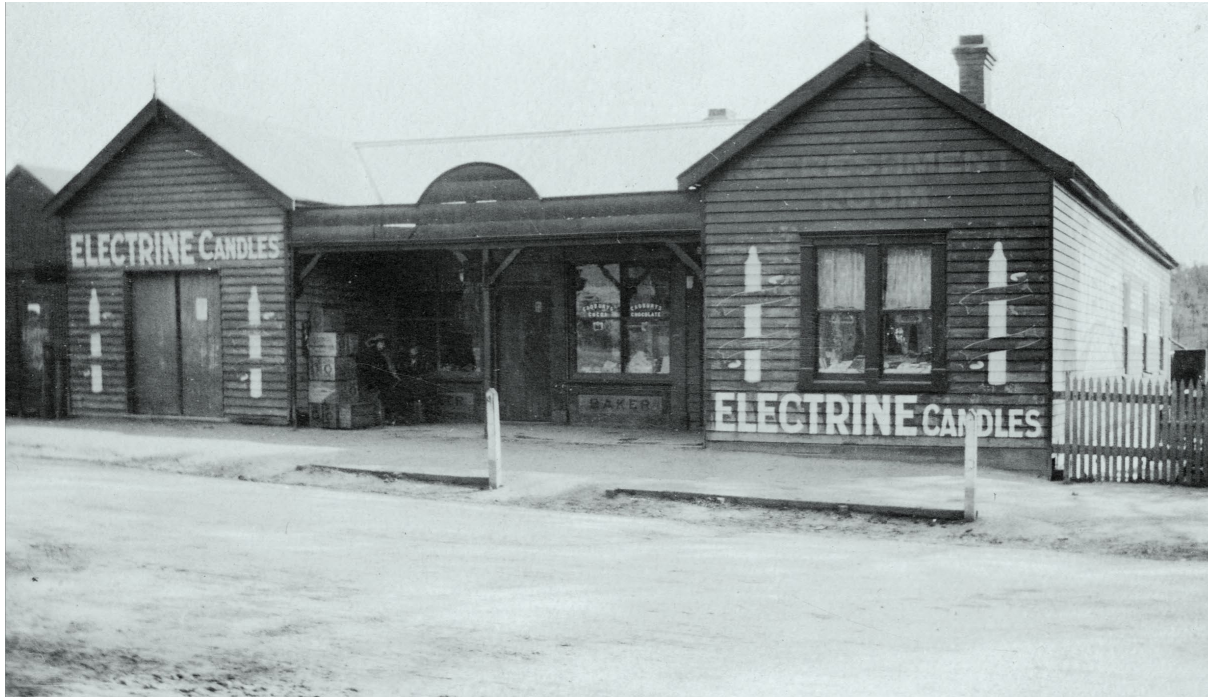


On the Nov 1931 aerial it appears that the shed is situated off the Main Road and stepped back from another building, the gutter of which can just be seen (Point A). Looking through the gap to the right is another building adjacent to the railway line (Point B)

A photo of Lloyd's Store (1917-1922) later known as Staff's just shows the blacksmith shop to the left slightly stepped back (EDHS_02160). The store has large advertising for 'Electrine Candles'. Another image SEPP_0611 shows Main Road looking north from near Dudley Street, c.1923, not long after E. Gadd took over West Bros. Blacksmith shop. This photo clearly shows the blacksmith shop in relative position. It is interesting to note that the southern side of the roof has been painted with a large advertisement for 'Electrine Candles', possibly an arrangement with Lloyd's Store next door to attract travellers as pass north along Main Road.

- P. Pidgeon, EDHS

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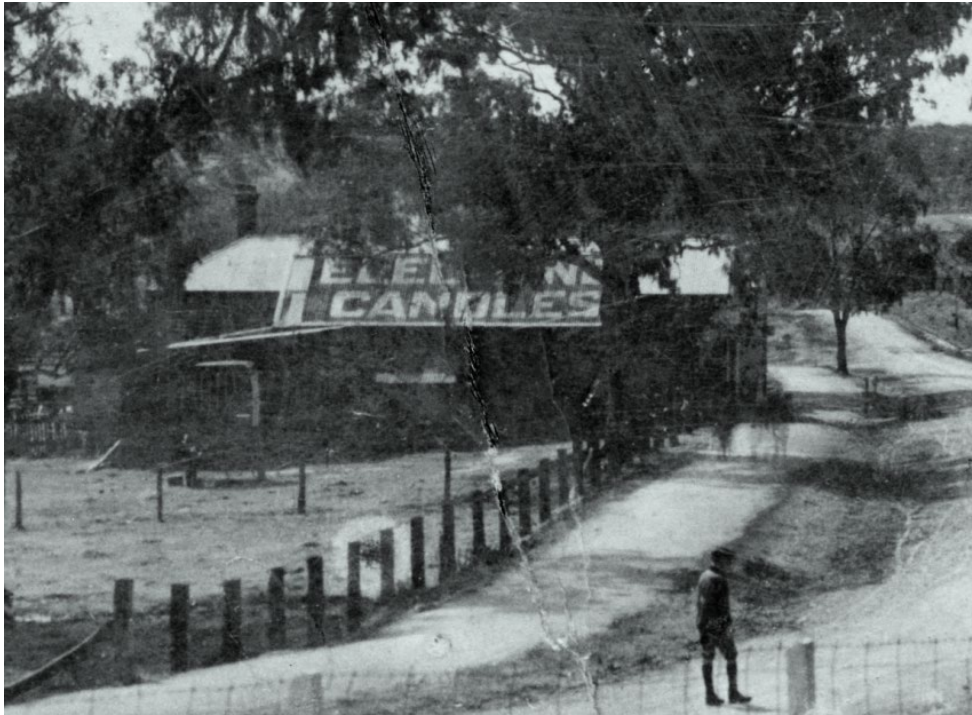


EDHS_02160 - Lloyd's Store, Main Road, Eltham, c.1917-c.1922 (Gadd's shop to left)



Detail - SEPP_0611 - The Main Street, Eltham, Vic., c.1923 (Gadd's shop has Electrine Candle advertising on roof)

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