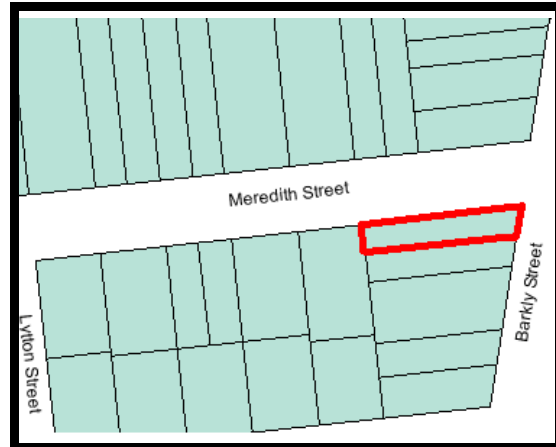


Identifier Jerry's Milk Bar
Formerly Grocery shop



Within proposed HO area

Address	345 Barkly Street ELWOOD	Category	Commercial: residential
Constructed	c.1915	Designer	Unknown

Significance

What is Significant?

Jerry's Milk Bar at 345 Barkly Street, Elwood, is a late Edwardian red brick corner shop with residence above, enlivened by vintage advertising such as plastic signage and painted slogans. Erected c.1915, it was occupied by a succession of grocers until 1964, when it was taken over by Greek immigrant Gerasimos "Jerry" Panetelios, who operated it for the next thirty years.

How is it Significant?

Jerry's Milk Bar is of historical, aesthetic and social significance to the City of Port Phillip.

Why is it Significant?

Historically, the milk bar is significant for associations with the development boom in this part of Elwood after the completion of swamp reclamation in the early twentieth century. It was one of the first buildings built along this portion of Barkly Street, and one of only a small number of shops in the area. In its own right, it is fine and remarkably intact example of an early-to-mid twentieth century corner store, retaining vintage signage with considerable interpretative value.

Aesthetically, the milk bar is significant as a very distinctive element in this residential streetscape. Occupying a prominent corner site, the shop stands out for its scale (double storey, in a predominantly single-storey area), its type (as the only substantial shop in the area) and, most notably, its remarkable and eye-catching collection of vintage signage.

Socially, the milk bar has been a significant focus for the community, and particularly its children, for decades. While no longer operated by the eponymous Jerry, the shop has retained the same name for over 40 years and remains as a local icon and a popular meeting place.

Description

Jerry's Milk Bar is a double-storey red brick building on a corner site, comprising a ground floor shop with residence above. The symmetrical Barkly Street facade is articulated by piers at each edge; at the ground floor, these are mosaic-tiled, flanking a shopfront with a central doorway and splayed metal-framed windows. Above, the piers are face brick, flanking a painted signboard (with the word JERRY'S) apparently concealing a balcony. At roof level, the piers are rendered, flanking a curved parapet concealing a hipped roof, clad in corrugated steel. Side and rear walls, of unpainted brick, have rectangular windows with flat arched heads, rendered sills and timber-framed double-hung sashes. The north frontage has an elongated window with a wide tiled sill (former servery?), and a separate residential entry, with timber doorcase and leadlight windows.

The building exterior is enlivened by vintage advertising, including two original (albeit damaged) plastic ice cream cones, a plastic lightbox sign (stating JERRY'S MILK BAR) and remnant painted signage including slogans like 'Insist of Swallow & Aerial Biscuits' and 'The Age – Fresh Daily', and reference to now-defunct products such as Robur Tea, and *The Sun* newspaper. The front parapet has the words 'depot' and 'vitamin enriched' (referring to a milk supplier), while the words 'cold drinks' are spelt out, vertically, down the rear chimney.

History

This shop/residence was evidently built in 1915, as it appears for the first time in the *Sands & McDougall Directory* for 1916. Its original occupant was grocer George Bearpark, who remained listed there until 1925. For the next four decades, the grocery business was continued by a succession of relatively short-term occupants, each remaining for only a few years or less.

Around 1964, the shop was taken over by Gerasimos 'Jerry' Pantelios. Born in Cefalonia, Greece, in 1919, Pantelios arrived in Australia (Newcastle) in 1939, but had settled in Melbourne by the early 1950s, when he opened a confectioner's shop at 97 Acland Street. He initially retained this when he opened his second business in Barkly Street, which was variously listed in directories as a grocer's shop or a milk bar. Pantelios later abandoned the confectionery business to concentrate on the milk bar, remaining as its proprietor for over thirty years, until his death in 1997. One local resident, who was a child in the 1980s, remembers Jerry as 'a scary and mysterious man – rumour has it that he died a multi-millionaire who made his money from an oyster company he ran on the side'. The shop, still known as Jerry's Milk Bar, has since been revitalised, combining the services of a traditional milk bar with a modern café and an outdoor dining courtyard at the rear.

Comparative Analysis

Milk bars that remain in operation by the same proprietors over decades, consequently retaining vintage elements outside (signage, billboards, etc) and within (shop fittings, equipment, etc) are becoming increasingly rare in the metropolitan area. A number of surviving examples around Melbourne were recorded by photographer Warren Kirk in the late 1990s, including the Two Heads Milk Bar in Berry Street, Seddon; the Creamota Milk Bar in Comas Grove, Thornbury; Myk's Milk Bar in Graham Street, Port Melbourne; the Continental Milk Bar and Grocery in Glenlyon Road, Brunswick, and a unnamed example on the corner of Cremorne and Kelso Streets, Richmond. Some of these, however, have since closed down, changed owners or been altered or redeveloped, which not only underscores the fragility of the typology, but also the significance of the rare survivors such as Jerry's Milk Bar. As a notably intact example of mid-century retail culture, Jerry's can be compared, at the local level, to nearby Gruner's Butcher shop at 227a Barkly Street, established in 1958 by European migrants, which also retains some vintage advertising such as plastic lightbox sign and painted depictions of farm animals.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

References

Sands & McDougall Directory. Various

Dept of Immigration file on Gerasimos Pantelios, Australian Archives, Melbourne.