

## Heritage Citation



### Rosenberg's Hairdressing Salon (former)

#### Key details

<b>Addresses</b>	At 53 Mollison Street, South Brisbane, Queensland 4101
<b>Type of place</b>	Shop/s
<b>Period</b>	Interwar 1919-1939
<b>Style</b>	Queenslander
<b>Lot plan</b>	L4_RP10790
<b>Key dates</b>	Local Heritage Place Since — 30 November 2012 Date of Citation — January 2009

**Construction**

Roof: Corrugated iron;  
Walls: Masonry

**Criterion for listing**

(A) Historical; (D) Representative

53 Mollison Street was built in 1926 as a set of two brick shops. Initially leased as a hairdressing salon and a store, by 1936 the two shops had been purchased by the Rosenberg family, with both shops being used as a hairdressing salon. The Rosenberg family continued to operate their hairdressing business from 53 Mollison Street until the 1980s. The interwar set of shops are important in demonstrating the way in which small business developed as a result of the increased industrial, commercial and residential growth of the South Brisbane/West End area. The shop is a reminder of the contribution made to Brisbane's development by Russian migrants in the interwar period.

## History

Rosenberg's Hairdressing Salon (former) played a continuous role in the life of South Brisbane from the 1920s to the 1980s. Built in 1926 the small set of brick shops reflect a time of increased commercial and industrial growth in the South Brisbane/West End area. Rosenberg's Hairdressing Salon (former) reflects the way in which the West End/South Brisbane area became home to many Eastern European immigrants in the interwar period.

In 1917 George and Ruth Godfrey purchased a 12 perch block of land on Upper Melbourne Street (now Mollison Street). By 1926, the Godfreys had erected a set of two shops on 53 and 55 Mollison Street. In 1926 the two shops and a rear storage shed were depicted on the Brisbane City Council Water Supply and Sewerage Map.

Edward Hehir was the Godfrey's first tenant in their new shops. Hehir established a hairdressing salon at the 55 Upper Melbourne Street shop. Hehir's hairdressing salon continued to be the only business operating from either of the Godfrey's two shops until 1928. In that year, John Davey opened a store at 53 Upper Melbourne Street, while Edward Hehir continued his hairdressing business next door at No. 55.

By 1930 the lease for the shop at No. 55 was transferred to Haim Fishel Rosenberg, an immigrant from Russia. Rosenberg's landlord, George Godfrey, died on 16 April 1934. His wife, Ruth Godfrey, managed the property for another two years before transferring ownership to Haim Rosenberg and his wife Pauline in 1936. This same year the Rosenberg's expanded their hairdressing business so that it occupied the two shops at 55 and 53 Upper Melbourne Street.

In the interwar period South Brisbane's secondary industry expanded. A sufficient labour force was needed for this industry and this was found in an increase of migrants to Brisbane after the First World War. Many settled in the South Brisbane/West End area, attracted by the low rental prices, proximity to the city and employment opportunities. The area began to grow as a multi-cultural hub with nationalities such as Greeks, Russians and Italians establishing homes and businesses.

The Rosenberg Hairdressing Salon (former) proved a successful business in South Brisbane that took advantage of the bustling passing trade along Boundary Street much of which was generated by the tramline passing through. Increased activity in the area was also generated by the two large industrial sites adjacent to

the salon, the Peters Ice-cream factory and the Tristram's Soft Drink Factory.

By 1953, Upper Melbourne Street had changed its name to Mollison Street. On 7 August 1961, Haim and Pauline Rosenberg transferred their property and business to their son Joseph George Rosenberg. He later leased the two shops to Mavis Alston Kingston from 1 November 1988 through to 31 October 1991. For a while, Kingston Brothers Gunshop operated from the premises at 53-55 Mollison Street. After the purchase of the site by Dinero Investments Pty Ltd and Caxton Street Agencies Pty Ltd, the shops were refurbished and a restaurant was opened there in late 2001.

Rosenberg's Hairdressing Salon (former) is an important reminder of the way in which the South Brisbane/ West End area's small scale commercial nature developed in the interwar period. The set of two masonry shops have played a continuous role as a hairdressing salon from the interwar period to the 1980s and as such hold historic significance for the area.

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## Description

The front façade, constructed of brick, features a stepped design with three brick piers separated by two roughcast rendered bays. A footpath awning with timber posts provides shelter along the length of the street façade. The early timber shopfronts at street level include large timber framed display windows with a single entrance door located at the side of each tenancy. Square, timber framed lights are contained in the entrance doors and high level windows above the display windows.

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## Statement of significance

### Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

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### Historical

#### CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

the Rosenberg's hairdressing Salon is an important example of an interwar commercial building that has had a continual use as a hairdressing salon for sixty years; as an example of the small scale commercial activity that occurred in the area in this period due to the increased industrial and residential activity.

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## Representative

### CRITERION D

The place is important in demonstrating the principal characteristics of a particular class or classes of cultural places

as a modest set of interwar masonry shops that display intact shop frontage, parapet and street awning, Rosenberg's Hairdressing Salon demonstrates the small scale commercial activity in South Brisbane as a result of the increased industry and residential activity in the area.

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## References

1. Brisbane City Council, 1946 aerial photographs.
2. Brisbane City Council Building Cards
3. Brisbane City Council, *Properties on the Web*, Bids Applications and Site History
4. Brisbane City Council Water Supply and Sewerage Detail Plans
5. *Certificates of Title*, Department of Environment and Resource Management
6. *Correspondence File*, Department of Immigration, 1925-1954, National Archives
7. Queensland Post Office Directories
8. *Brisbane Centenary Official Historical Souvenir*, "City of South Brisbane", Local Authorities of Queensland, 1924, p. 139-154
9. Lawson, Ronald 1973, *Brisbane in the 1890s: A Study of an Australian Urban Society*, University of Queensland Press, St. Lucia
10. Queensland Electoral Rolls

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**Note:** This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

Citation prepared by — Brisbane City Council (page revised September 2020)



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