Between 1900 and 1910 Arthur William Purnell (1878–1964), an Australian architect from Geelong, lived and worked in China. In 1904 he and Charles Souders Paget (1874–1933), an American civil engineer from Bethlehem, Pennsylvania, established the architectural and engineering firm Purnell & Paget in Guangzhou (Canton). Purnell designed many impressive buildings in Guangzhou, including the Arnhold-Karberg & Company building on the tiny island of Shamian (spelt ‘Shameen’ in his day), which was one of the earliest reinforced concrete buildings in China;1 the competition-winning Imperial Customs House also on Shamian; and the South China Cement Factory in Haizhu District, which was later requisitioned by the revered political leader Sun Yat-Sen for his headquarters.2 At least a dozen of Purnell’s buildings still exist in China, including the three mentioned above. However, only recently has Purnell been ‘rediscovered’ by the Chinese and acclaimed as a major architect there.3

Purnell returned to Australia in 1910 and maintained a busy architectural practice in Melbourne—both on his own and in partnership with others—until he retired in the late 1950s. Over this time he designed hundreds of buildings, ranging in size from the Olympic stand at the Melbourne Cricket Ground to a ticket box. The University of Melbourne Archives is now the custodian of thousands of Purnell’s architectural drawings that span this eventful period of Melbourne’s history.4 In the preface to The Honeywood file: An adventure in building (1929), a fictional account of correspondence between an architect, James Spinlove, and his client, Sir Leslie Brash, the book’s author H.B. Creswell wrote:

Although The Honeywood File is designed to engage aspirants to architectural practice with lively presentment of the adventures that await them, a picture in which men and women rather than architects and builders occupy the canvas, and which is more concerned with the fabric of life than with the fabric of houses, will perhaps amuse those who have fallen under the spell of bricks and mortar or who are curious of the unexplored.5

The same can be said for the University’s Arthur Purnell Collection. One difference is that Spinlove’s architectural practice was made up, whereas Purnell’s was real. And I seriously doubt whether Creswell—talented writer that he was—could have invented a client quite like Alexander George (‘Alec’) Barlow (1880–1937), a trailblazing—albeit shady—Melbourne car dealer. However, just as Spinlove and Brash come to life through their letters in The Honeywood file, so the personalities of Purnell and Barlow emerge from Purnell’s drawings in the Arthur Purnell Collection.

In 1915 Isidor George Beaver (1859–1934), a Melbourne architect originally from Manchester in England, and Purnell established the architectural firm Beaver & Purnell in Melbourne. Despite being the junior
partner in the practice, Purnell seems to have taken the lead concerning design. In 1923 Beaver & Purnell designed ‘Proposed additions to residence [at 378] St. Kilda St. Brighton for Mrs. Barlow’, which involved enlarging the lounge room and the verandah and adding a loggia and a pergola.\(^6\) Purnell seems never to have refused architectural work, regardless of how fiddly or insignificant it was, and in this case—as in so many others throughout his long career—one small job led to several much bigger ones: Mrs Barlow’s son Alec turned out to be one of Purnell’s best and most colourful clients. In 1922 Alec Barlow rented 20–28 La Trobe Street in Melbourne (previously occupied by the Howitzer Battery Co.) and opened Barlow Motors Pty Ltd. While the company sold new and used cars, the majority of its business consisted of servicing and garaging privately owned vehicles. Barlow Motors claimed to run ‘the most modern and up-to-date garage in Melbourne—as near fireproof as possible. This is the garage to place your cars for safety and cleanliness. Filtered petrol. Filtered oil. Free air. Cars washed and polished lowest rates.’\(^7\) Barlow Motors got off to a flying start: soon after the company opened, all but 18 of its 150 on-site
In February 1924 Barlow bought the La Trobe Street building for £16,000, and hired his mother’s architects to redesign the premises. In April Beaver & Purnell began work by drawing plans and elevations of the existing two-storey Victorian-style building. On the ground floor were a new car showroom, five offices and a workshop equipped with a car pit, car wash and petrol pump. A car ramp led to the first floor where an office, paint shop, trimming shop and toilets were located. An undated drawing of alterations to the building apparently done early in 1924 shows that on the ground floor the offices were demolished and the car showroom was extended, while on the first floor the paint shop and trimming shop were demolished and six offices, a waiting room, phone room, storeroom and lunchroom were constructed. These changes reflected Barlow Motors’ shift from mainly caring for cars to primarily selling cars. The company sold Clyno, Stutz and Vauxhall cars, White trucks, and Bean cars and trucks.

Beaver and Purnell parted ways late in 1924. Barlow followed Purnell and for the rest of the car dealer’s life they had a remarkably close and cordial client-architect relationship.

Purnell designed a number of cosmetic changes to 20–28 La Trobe Street over the next few years, including putting large display windows in the car showroom in September 1926 (illustrated on page 25). But despite trying to modernise the first floor façade several times, he only succeeded in having the archaic Greek-style urns removed from the parapet.

‘Overwells’, a 30-room mansion on a large parcel of land at Punt Hill in South Yarra, was subdivided and sold in March 1920. Barlow purchased the vacant block on the corner of Punt Road and Gordon Grove. In November 1924 Purnell (now ‘Late of Beaver & Purnell’) designed for Barlow a one-storey house at 488 (the number later changed to 492) Punt Road (illustrated above). With cream roughcast exterior walls, stained timber louvered shutters on the windows, twisted ‘barley sugar’ columns around the front door, and a hipped red ‘Cordova’ tile roof, the house was an early example of Spanish mission-style architecture in Melbourne. Compared to some houses in South Yarra, a fashionable inner suburb, Barlow’s was modest in size with a living room, dining room, den, main bedroom, spare bedroom, maid’s bedroom, kitchen, main bathroom, and a second bathroom located in an undercroft that was accessible only from outside the house. A separate garage with an attached laundry faced Gordon Grove and was connected to the house by a wooden trellis. Soon after the house was finished however, Barlow sold it to Purnell and went to live in his mother’s house in Brighton. When I discovered this unexpected turn of events my first thought was there must have been something wrong with the Punt Road house.

Architects have been known to buy their ‘mistakes’ before.) But if this was the case then why did Barlow continue to hire Purnell for many years to come? One possible explanation that certainly fits the personalities of the two men is that Barlow needed cash quickly and Purnell was happy to assist his client and friend and get a bargain at the same time. Purnell evidently liked the locality, because he was already living nearby at 520 Punt Road.

In June 1925 Purnell extensively renovated Barlow’s ‘old’ house for himself, adding a bedroom, dressing room, sunroom, laundry and incinerator room; enlarging the lounge room, dining room, main bedroom, bathroom and porch; relocating the den; and landscaping the garden (illustrated opposite,
above). Purnell’s wife Jane (née Farrell) was a keen gardener, so she may have asked for the circular, oval and eight-pointed-star-shaped flowerbeds dotted around the garden. However, what completely transformed the house and made it uniquely Purnell’s was the new ‘Chinese temple-style’ hipped tile roof that he designed. Surprisingly the roof’s curved ridge appears to have been an afterthought, because Purnell only sketched it in pencil on the completed drawing of the renovations to the house. He also designed oriental-style chimneys, gate and pergola to match the roof.

Initially Purnell named his new house ‘Shameen’, after the island where he had lived in Guangzhou, but since two of his previous houses had also been called that, he finally settled on ‘Shan Teng’ (Mountain Vines). Purnell’s only child Joan Margaret Dickson (1918–2002) grew up in the house and remembered the family having Chinese servants who were
indentured through an American ship’s captain. She also recalled that about the same time her father drove a glamorous Stutz Bearcat car, which she described as ‘very Hollywood’. Since Barlow Motors sold Stutz cars, Purnell most likely bought it from there. ‘Shan Teng’ still exists as a private residence.

Barlow was a big spender who enjoyed the high life. During the 1920s he owned a string of promising racehorses, including Preposterer, winner of the 1925 Sandown Plate, Poetaster, winner of the 1927 Aspendale Plate, and Ambassador, winner of the 1927 Ormond Stakes. Furthermore, he would sometimes bet hundreds of pounds at a time on his horses. In 1925 Purnell designed new racing stables for Barlow in Mentone, an outer-Melbourne seaside suburb (illustrated on page 27). The two-storey weatherboard building with a gabled, corrugated-iron roof was on the corner of Lower Dandenong Road and Levanto Street. There were eight horseboxes and four rooms for chaff, feed, oats and horse tackle on the ground floor, and a large hayloft on the first floor. The latter was reached via a ladder, while the hay was pulled up with a rope through a pair of dormer windows. There was also a long, narrow, one-storey weatherboard and corrugated-iron building where the horse strappers stayed, which comprised three bedrooms, a bathroom and a ‘boiling down room’ (i.e. a laundry). Barlow ominously sold all of his racehorses in March 1927, but he held onto the stables and leased them out.

By the end of 1925 Barlow Motors needed more space. In January 1926 Purnell designed a plain one-storey ‘brick store’ for the company at 353 Exhibition Street in Melbourne, which had vehicle access at the front and rear and backed onto the east side of 20–28 La Trobe Street. In March Purnell’s favourite builder Henry Eilenberg agreed to construct the building, but shortly afterwards Barlow had second thoughts about it. In April Purnell designed a three-storey ‘brick factory’ for Barlow on the same site (illustrated left), which had neither wide entrances nor car ramps between floors. Barlow later sold the building to George A. Bond & Co., the iconic Australian manufacturer of socks and underwear. It still exists and is currently a travel agency (illustrated above). Barlow may have changed his mind because he had his eye on another building: also in April Purnell did a ‘Rough plotting of premises nos.
Clarendon Street, South Melbourne for Barlow Motors Pty. Ltd., however nothing further came of it.

During the busy month of April 1926 Purnell also designed Barlow Motors’ stand at the International Motor Show in the Royal Melbourne Exhibition Building. However, the show’s stringent design guidelines stopped Purnell from doing very much. On his copy of the ‘Rules governing the general conduct of the Show’ he underlined (perhaps with a sense of frustration): ‘No exhibitor shall erect any sign, stand, wall or obstruction which exceeds a height of three feet six inches [one metre]’. Barlow Motors’ stand was 24.5 metres long and nine metres wide, which was large enough to display eight cars: two Beans, two Clynos and four Vauxhalls. On the floor was brown carpet with a grey felt stencilled border; around the edge of the carpet was a rope fence; and on top of each square fence post was a spherical light fitting with ‘Bean’ written on it. Barlow Motors’ stand was in one of the best locations, ‘right under the dome’ of the historic Royal Melbourne Exhibition Building.

In 1926 Barlow Motors sponsored Barlow’s son Alexander Arthur (also called ‘Alec’) Barlow (1907–1972), a car salesman with the company, and the renowned Australian adventurer Francis Edwin Birtles (1881–1941) to drive a modified Bean car from Darwin to Melbourne in world record time. Barlow Jnr and Birtles started their 5,438 kilometre journey on 23 October and finished eight days and 13 hours later. They were followed all the way by a support crew in a Bean truck. During the trip Barlow Motors ran a series of wonderfully over-the-top full-page newspaper advertisements to inform the public of the intrepid motorists’ progress. There were also periodic accounts of their adventures in the papers. For example, *The Argus* reported:

As the Bean racing car was passing through North Goulburn flames were seen by residents to be leaping up from the rear of the car to a height of 20 feet. Mr. Barlow was asleep, and Mr. Birtles was driving, but did not know of the danger till people in the street yelled and pointed. He was travelling about 30 miles an hour at the time. When he jammed on the brakes Mr. Barlow woke up. At once he grasped the fire extinguisher, jumped out of the car before it had stopped, and quickly put the fire out. ‘I have never before had such a bad scare,’ he said. The pipes from the petrol tank were burned and 50 gallons [227 litres] of petrol were spurting out into the flames. When the fire had been put out the car was driven to a service station, where repairs were affected. ‘If it had not been for the fire extinguisher we would have both been blown up,’ Mr. Barlow remarked as he was making repairs, ‘but fortunately we have escaped with very little loss.’

Barlow Motors received some great publicity from the trip. The Bean car driven by Barlow Jnr and Birtles is now on display at the National Museum of Australia in Canberra.
In May 1926 Purnell designed the ‘Clifton Springs Seaside Golf House and Hotel’ at Clifton Springs on the Bellarine Peninsula near his hometown Geelong. Purnell and Alec Barlow Snr were both directors of the company that built and managed the golf house and the 40-room hotel. Since Purnell was the motivating force behind the ambitious project, he was probably responsible for getting Barlow involved. There was however more to it than simply their friendship, because the commercial viability of the new holiday resort depended heavily on the car. Consequently the wellbeing of drivers and vehicles was a high priority for the resort’s management: ‘Motorists have but two hours’ comfortable driving over the perfect Geelong and Clifton Springs Roads, and will find on arrival at the Golf House a commodious garage which houses 25 cars in separate lock-up garages,’ announced the Prospectus of Clifton Springs Seaside Golf House (Limited.).

Petrol, oil and other necessities for the car will be available, and eventually a Bowser petrol tank will be installed, while efficient attendance for washing, greasing, oiling, etc., will be provided … Like the Genii of the Lamp, modern transport will whisk away tired people to the relaxation of Clifton Springs, far removed as it is in quiet beauty from the grime and bustle of the cities, and with natural attractions so plentifully bestowed.

In July 1927 Purnell designed a two-storey house overlooking Port Philip Bay for Barlow on the corner of St Kilda and Wellington Streets, Middle Brighton. (Actually the house was at 146 Beach Road, which was the extension of St Kilda Street—in the neighbouring suburb.) Barlow’s new house had roughcast walls and a hipped tile roof (illustrated above). At the end of the driveway was a porte-cochere to shelter people moving from their car to the front door of the house. On the ground floor were a lounge, smoke room, dining room, kitchen, maid’s bedroom, maid’s dining alcove, laundry-cum-maid’s bathroom, cloak room, store room, telephone booth under the stairs, fuel room, two toilets, and a garage with a drained area in front for washing cars. The lounge and the smoke room opened onto a common veranda. Upstairs were three bedrooms, a sleep-out and a bathroom. Likewise the two front bedrooms opened onto a common balcony. The massing of Barlow’s new house was similar to that of some houses designed in America by Purnell’s favourite architect, Frank Lloyd Wright. Barlow Motors was also expanding. In August 1927 the company opened a used car showroom at 442–448 Elizabeth Street in Melbourne (previously occupied by Cudlipp Motors Pty Ltd). Barlow was on top of the world—or so it seemed.

On 9 August 1928 at 3 o’clock in the morning Barlow’s wife Frances May (née Hancock) disturbed an intruder inside the couple’s Middle Brighton house. A report of the incident next day in The Argus provided a peek inside the house, as well as revealing another aspect of Barlow’s character:

The man was first seen by Mrs. Barlow. She heard one of the stairs creak, and at once switched on the light at a landing. The intruder, who had been ascending the stairs, turned and ran. Mrs. Barlow’s cry for help brought Mr. Barlow from his bedroom with an automatic pistol. He ran downstairs, and went towards the back door, believing that the stranger had escaped that way. The door was shut, however, and on making a search Mr. Barlow found that the
The side door was ajar. A flowerbed nearby had apparently been trampled on. As there were no marks on the door it is thought that the intruder gained entrance with a skeleton key. Mr. Barlow communicated with the police, and in response to a wireless message the night patrol … arrived from Moonee Ponds in less than 10 minutes.28

Barlow later wrote to the editor of The Argus commending the police for their swift action.29

By the beginning of 1929 Barlow Motors was in financial trouble. The company closed 20–28 La Trobe Street in March and then traded solely from its Elizabeth Street premises. The La Trobe Street building was next occupied by Temple Motors Pty Ltd and then later on by the Goodyear Tyre & Rubber Co. of Australia, which commissioned Purnell to design a third storey for the building. He had done similar work in China,30 and proposed using the same technique here, which involved raising the existing roof en-masse and reusing it on the new addition. He also designed an Art Deco-style façade for the old-fashioned building (illustrated above). This bright new streamlined façade had pale yellow-ochre cement-rendered walls with areas of green glazed and vermilion unglazed tiles; lemon yellow enameled metal window frames with warm sepia heads and sills; and signs using vermilion enameled raised metal letters and warm sepia cement letters. However, none of these changes was ever made to the building.

In October 1929 Barlow Motors spent £800 on a Gypsy Moth biplane that was supposedly for business, but was really for the amusement of Alec Barlow Jnr. He and his friend Hugh Hughes flew the plane for the first time to Portsea, a coastal town 97 kilometres southwest of Melbourne, to meet some friends at the Nepean Hotel. Barlow Jnr landed the plane safely in a paddock, but taking off after drinking at the pub was not so easy; the plane scraped a wire fence, knocked a telephone pole and hit a cypress tree before crashing into the veranda of Stringer’s store. Miraculously nobody was seriously hurt—let alone killed—but the plane was a write-off.31 A fortnight after the accident Barlow Motors purchased another Gypsy Moth for Barlow Jnr to play with.32 No wonder the business was in difficulty. Remarkably the barnstorming pilot went on to fly professionally for several commercial airlines and ended up as manager of Qantas’ far eastern division.33

After Wall Street crashed in October 1929 the bottom fell out of the new car market around the world. (The parallels between then and now are chilling.) Barlow Motors continued trading until November 1930 when it was officially wound up with debts of £96,472.34 But Barlow was undaunted. Miniature golf was the newest craze sweeping Australia and in December he leased the lower Melbourne Town Hall for £43 per week and controversially35 set up a miniature golf course inside the building.36 Typical of this sort of fly-by-night enterprise, the outlays were low and the hopes of striking it rich were high. However, Barlow’s miniature golf course closed after only 20 weeks, losing the hapless businessman a further £798.37 While I have found no evidence so far to indicate that Purnell designed the miniature golf course, he might very well have done so; in January 1930 Purnell (now in partnership with two of his former ‘star’ employees Eric Hazel Round and William Alfred Graham) designed an outdoor miniature golf course at Queens Wharf next to the Yarra River in Melbourne. Unfortunately it fared no better than Barlow’s.38

Following Barlow Motors’ liquidation the company seems to
Barlow Motors designed by University of Melbourne architecture student Samuel Liew. Image courtesy of Samuel Liew.

have transmogrified into Franklin Used Cars Pty Ltd, which also traded from 442–448 Elizabeth Street. However, this business struggled as well and to keep it afloat Barlow—in cahoots with his bank manager Maurice John Kelly—defrauded £164,000 from Edmund Harold Hunter, a wealthy retired merchant. When Hunter’s money finally ran out, Barlow shot himself at his Beach Road house. According to a report of the subsequent court case:

At the end of March or early April 1937, the snowball was getting bigger and bigger, and [Hunter] had told Barlow that he could not go on any longer. When Barlow could not get any more cheques from [Hunter] the balloon burst. [Hunter] had been notified by his bank that some of the promissory notes had not been met. He saw Barlow at his home and asked him what was the trouble. Barlow replied that two banks had turned him down, and he had not had any sleep for 48 hours. He told [Hunter] to come back, as he had to have some sleep. When [Hunter] returned about 5 o’clock Barlow was dead.

Being widowed and practically minded, Mrs Barlow commissioned Purnell to convert the large Beach Road house into a pair of self-contained flats. It still exists as two apartments (illustrated on page 30). Ironically the ‘Barlow file’ opened with alterations to Mrs Barlow’s house (i.e. Barlow’s mother’s house) and closed with alterations to Mrs Barlow’s house (i.e. Barlow’s widow’s house). Purnell’s architecture marked nearly every stage of the ill-fated car dealer’s amazing rise and tragic fall. The Arthur Purnell Collection at the University of Melbourne Archives not only provides a unique view of architecture and life in Melbourne during the first half of the 20th century, but is also a valuable resource for contemporary designers. In first semester 2009 I asked 80 third-year architecture students from the Faculty of Architecture, Building and Planning at the University of Melbourne, where I teach, to pretend that Alec Barlow was alive today and had commissioned them to design a new building for Barlow Motors at 20–28 La Trobe Street, consisting of a car showroom, car service centre, car park for 350 cars, bachelor’s apartment for Alec Barlow Jnr and a miniature golf course with a car theme. Most students responded enthusiastically to the adventurous and flamboyant personalities of the Barlows. Many supposed that Barlow Motors sold luxury cars, such as Aston Martins, Bugattis, Porsches and Morgans. Because the Barlows were trendsetters, several students used the most up-to-date technology, like robotic car parking systems. A few wove a pathway through their buildings to commemorate the dash from Darwin to Melbourne by Alec Barlow Jnr and Francis Birtles in 1926. A number of students assumed that Barlow Jnr was a playboy and a womaniser and designed his
apartment accordingly; one woman for example based its shape on the Hope Diamond. Others created top-heavy structures to reflect the precarious state of Barlow's business. I feel that Purnell and the Barlows would have appreciated the students' designs, because I suspect they understood better than most that architecture is sometimes another form of biography.

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Notes

4 I wish to thank the staff of the University of Melbourne Archives, especially Denise Driver and Sophie Garrett, for their assistance and patience. Also the Sidney Myer Fund, which in 2007 generously funded the conservation of architectural drawings in the collection.
6 All architectural drawings referred to in this article are from the Arthur Purnell Collection, University of Melbourne Archives.
7 *The Argus*, 3 October 1922, p. 4.
8 *The Argus*, 12 September 1922, p. 4.
9 'Property Sales', *The Argus*, 1 February 1924, p. 8.
10 *The Argus*, 28 February 1920, p. 4.
13 'Shameen', 17 Munro Street, Armadale (1914) and 'Shameen' on the corner of Huntinttower and Malvern Roads, Malvern (1916).
14 Joan Dickson, interviewed by Andrew Ward, architectural historian, 10 July 1992.
18 'Ambassador case'.
19 'Mr. A.G. Barlow's horses for sale', *The Argus*, 23 February 1927, p. 17.
20 'Rules governing the general conduct of the Show'; typescript, 1926, in the Arthur Purnell Collection, University of Melbourne Archives.
22 'Bean "brings home the bacon". Birtles & Barlow smash the record! Darwin to Melbourne', *The Argus*, 1 November 1926, p. 5.
27 *Prospectus of Clifton Springs*, pp. 5 & 7.
30 This was for the Carlowitz & Company building on Shamiain (see Groves, *From Canton Club to Melbourne Cricket Club*, p. 17).
35 'Deceiving the unemployed', *The Argus*, 3 December 1930, p. 6.
36 'Midget golf in Town Hall. Leasing offer accepted. Rental of £43 a week', *The Argus*, 2 December 1930, p. 6.
37 'Midget golf course. £798 lost on Town Hall venture', *The Argus*, 19 May 1931, p. 7.
40 'A.G. Barlow's seven bank accounts'.