

New Colony is Tailor-made for an Entrepreneur



Gill, S T, [1818-1880] *Former Register Office, now the chief merchant tailor, King William & Rundle St., Adelaide c1840.*
<http://nla.gov.au/nla.pic-an2376947> [Courtesy of National Library of Australia]

George
WHITE [1813-1876]

&

Eliza
BAXTER [1814-1888]

Married on 24 November 1834 in
Stonehouse, Gloucestershire

Departed 26 September 1837 from Falmouth
Arrived 18 January 1838 on the

Royal Admiral

Children of George & Eliza:

Charles (1835-1891) m (1) Margaret CHAPMAN
(2) Adolphina MILLER

Jane (1837-1907) m Charles PEARCE

Richard (1839-1872) m Rosalie REICH

George (1841-1878) m Sarah BIGNELL

Sarah (1843-1899) m Charles BLEECHMORE.

Eliza (1845-1846)

Emily (1847-1923) m William PHILLIS

Henry (1849-1872)

Eliza (1851-1853)

Harriet (1854-1905) m Arthur FRANKLIN

Frederick (1858-1935) m Mary WILCOX

George White, a tailor of Gloucestershire, brought his wife Eliza and two young children, Charles and Jane, to South Australia, on the *Royal Admiral* in 1838. They went on to have another nine children. Eliza and George soon established a home and tailoring business on Hindley Street, and the façade of his business is depicted in a watercolour by S T Gill.

After the economic crash in 1841-1842, George proved to be an enterprising businessman by first working for and then purchasing a business in Rundle Street from W. Pearce, Merchant Tailor. He relocated this business to King William Street about 1852 where he continued to be very successful.

George had an entrepreneurial nature and by the early 1850's he realized a large venue for meetings and performances was needed in the developing colony. On the evening of June 26, 1856, The Grand Masonic Ball was held in Mr White's New Rooms, which were designed by George Kingston, architect. The room was larger than 40ft X 70ft with a 22 ft high ceiling. This magnificent building complex, which included offices, retail business and The Clarence Hotel, was situated at 80 - 88 King William Street. It was to be located next to the Adelaide Town Hall and preceded it by several years. White's Assembly Room continued to be the chosen venue for many prominent visiting artists' performances, also for significant local events and as a meeting place, and bore White's name up until 1880 when it became Garner's Theatre. The local papers of these times have many reviews of performances and events held in White's Rooms.

In 1860 George White purchased a 40-acre section in Fullarton (corner of Cross Rd and Mitcham Rd, now Fullarton Rd). Here he established a fine home, magnificent garden, two cottages, large cellars and a vineyard, and named the estate *Rosefield*.

He became a noted vigneron, winning prizes for his wines in London and other colonies.



Rosefield Vineyard [Source: State Library of South Australia B21614]

George, known as 'Tailor White', died from dropsy on 12 November 1876 at his Fullarton residence aged 63. He bequeathed his estate to Eliza, who eventually sold the vineyard and relocated to a house she built on the corner of Beulah Road and Queen Street, Norwood. Eliza died there on 16 August 1888. Both George and Eliza are buried in West Terrace Cemetery, where a large headstone commemorates their lives.

From information provided by Judith Francis,
George & Eliza's great-great granddaughter
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