



W. G. GOETZ & SONS LTD.



CENTENARY MONTH - SEPTEMBER 1975



399 Batman Street, West Melbourne — Year 1905



Wilhelm Gottlieb Goetz

IT was in September, 1875, that Wilhelm Gottlieb

Goetz, an energetic and ambitious young engineer, newly arrived in Australia from his native land, Germany, set up business in small and unpretentious surroundings in Queen Street, Melbourne.

IN his small engineering factory, Wilhelm Goetz, a man of vision, produced probably the first metal working equipment manufactured in Australia, along with fireproof safes, many of which are still in service today.

BY the turn of the century, this dynamic man had developed his business to such an extent that it was necessary to seek larger premises which were then located in Batman Street, West Melbourne. Following the transfer to the new premises, with an upsurge of energy and activity new projects were developed which resulted in simple can-seaming machines being available to the canister trade shortly thereafter.

AT the Batman Street site the business continued to expand and it was found necessary to acquire adjoining properties to house the growing organisation.

ON the demise of Wilhelm Goetz in 1917, the task of further developing the business was undertaken by two of his sons, Albert and Otto (Jack) who had already served their apprenticeship in the business. The latter son controlled the destinies of the Company in his role as Managing Director until his death in 1971.

FIVE years after taking control, the two brothers were joined by their brother-in-law, Captain J. H. Moss, who remained as Chairman of the Company until his death in 1966. Under the leadership of these three astute and progressive businessmen the Company continued to develop in Batman Street until the mid-Nineteen-Thirties when further expansion of the premises was no longer possible and a tract of land was then sought and purchased in Spotswood, the site of the present works and offices.

OPERATIONS commenced at Spotswood in 1939, and in the new environment the Company continued with the policy of product development and general expansion producing in 1943 a high-speed can body-making line capable of producing 300 cans per minute, the first of its type manufactured in Australia.

UPON the outbreak of hostilities in the Second World War, the entire resources of Goetz were directed to the manufacture of precision gauges and machinery and tooling for production of 303 bullets. In addition, presses and tooling were developed for the production of charger clips for Vickers and Browning machine guns. A large annexe was also operated by the Company on behalf of the Commonwealth Government for the production of shell fuses on a 24-hour per day basis. Vertical shaping machines were also produced for use by United States, Dutch and Australian Armed Services Workshops.

WITH the advent of America's entry into the war, production of munition manufacturing equipment ceased and the Company was directed by the Government to revert to standard peace time production, the manufacture of can making and cannery equipment, to enable the increased demands for food for the Allied Forces to be met.

IN addition to equipment for the canning industry, Goetz also manufacture sheet metal working machinery, power presses and press tools for various applications in the industrial field, including builders' hardware, electric motor laminations and automotive parts. The present range of equipment manufactured is comparable in standard and performance with machinery available elsewhere in the world, and in many instances special features are incorporated to meet local requirements.

CURRENTLY, all types of equipment associated with the high-speed manufacture of open top cans and automatic can-closing are part of the Goetz range of production. Over the years machinery has been developed to meet the needs of local industry, an example being gripper feed units for attachment to power presses, manufacture in Australia being pioneered by the company in 1953. A further example is the important contribution made in 1971 with the introduction of machines for the closing of soft drink or beer cans at speeds up to 1,200 cans per minute.

IN 1969 a manufacturing agreement was arranged with the old established firm, Buffalo Forge Company, U.S.A., for the manufacture in Australia of their range of Universal Ironworkers, Punch and Shear Machines, Bending Rolls and Billet Shears, the majority of these items previously being available to Australia only from overseas sources.

THE training of Apprentices has long been part of the Company's philosophy. The issue of Indentures has been traced back as far as 1890 when, for the sum of two shillings and sixpence per week, the Apprentice signed to "well and faithfully serve the said W. G. Goetz as his Apprentice and diligently attend to the said business at all times from the hour of eight in the morning till five in the evening his secrets keeps his lawful commands gladly obey he shall do no hurt to his said Master nor suffer it to be done by others when it is in his power to prevent same he shall not waste his said Master's goods nor embezzle the same give nor lend nor absent himself from his said Master's service nor do any other act matter or thing whatsoever to prejudice his said Master but in all things shall demean and behave himself".

SECURITY of employment for employees is a further part of the philosophy practised by the Company which is proud of the record of long and loyal service by many of its members. Presently there is employed an Executive Member who joined the Company as an Apprentice in 1918 and who, together with another Executive, can jointly claim a total of 113 years' service. In addition, a further forty-four of the present employees have each faithfully served the Company for a period in excess of thirty years. Mr. F. C. Craddock who served the Company for forty-two years in many capacities, including Company Secretary and Director prior to his retirement in 1973, now continues to serve as a Member of the Board of Directors.

FROM a most modest beginning in 1875, W. G. Goetz & Sons Limited has by sound design, precision engineering, high quality workmanship and progressive policies grown to become a recognised leader in the Engineering World, both in Australia and overseas. A direct link with the Founder is still maintained in its management through two of his grandsons presently controlling the destinies of the Company.



136-140 Hall Street, Spotswood — Year 1975