

**FORMER GERMAN CLUB**  
(Der Deutsche Verein)  
**AND SALVATION ARMY PEOPLE'S PALACE**

87-95 Pirie Street

The frontage of this building is of great historical significance as it was erected as clubrooms for the German Club (Der Deutsche Verein). It was one of the few secular buildings to be found in the city associated with this important migrant group. This building is also of significance because the Salvation Army used it until recently for its welfare work.

The establishment in 1854 of the German Club resulted from the large influx of German immigrants in the late 1830s and 1840s. This immigration was initially sponsored by George Fife Angas who sympathised with the Germans' fight against religious persecution. Soon after their arrival in the colony they established themselves as a community in their own right.

Before the club was formed, the philosophy of *Deutschtum*, the expression of a common language, customs and culture, was promoted by a group of nine German singers in 1844 under the direction of Otto Rudiger. The original German Club formed in 1854 also had a choir led by Carl Linger. He amalgamated both choirs in 1858 to become the Adelaide Liedertafel, a male choir of long and respected standing. After the original German Club ceased to exist, it became part of the South Australian German Association.

The first male choir was important to Germans in the Adelaide area who, in the early days of settlement, found it difficult to express and maintain their customs, traditions and language in a predominantly British society. It was through the early efforts of this choir to foster and keep alive German culture that eventually led to the formation of the German Club through which German immigrants could meet and socialise with fellow Germans.

Unfortunately the rules of the club restricted its membership to such a degree that due to falling numbers it was finally unable to afford its large clubrooms in Pirie Street. Consequently, the premises had to be sold to pay off the club's accumulation of debts. Elitism in the club saw the emergence of the alternative German Club, the South Australian German Association, which was founded in March 1886 to cater for the needs of members not provided by the earlier club. The popularity of this association quickly saw the decline and folding up of the German Club.

The aspirations of the club were expressed in the scale of the building, if not in terms of its architectural style, which was described as being in French Renaissance style. In 1878 G.R. Johnson of Melbourne, designer of the Theatre Royal, also designed the premises for the German Club. The club premises included a billiard room, social meeting room, reading rooms, smoking room, and six bedrooms. At the rear was a large hall called the Albert Hall which was built by Brown and Thompson to a design by Bayer and Withall, but has since been burnt out and demolished. Charles Farr, under the superintendence of G. Joachimi, was responsible for the erection of the present building facing Pirie Street. This first stage cost £7231. The foundation stone was laid on 20 August 1878.

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In 1899 the Pirie Street property was bought for the Salvation Army which occupied the building until 1979. In 1938 Harold Griggs designed an additional storey for the army, the detailing of which entirely reproduced the architectural detailing of the ground floor and first floor. The building, twice damaged by fire during occupation by the Salvation Army, was an important part of the operation of the army in Adelaide, and will be long remembered as the old 'People's Palace', providing low-cost temporary, accommodation.

The Salvation Army in Australia began in Adelaide in 1880, the movement spreading quickly due to the enthusiasm and skill of its officers and the need for such an institution. The year of purchase of this property (1899) represents a milestone in the growth and consolidation of the army in South Australia and its long occupation of this building enhances its heritage significance.

The army saw itself as fighting a war against poverty, drunkenness and corruption. By 1884 women were involved in the army's social work and were patrolling the streets in the night brigades. With the onset of the 1890s depression 'slumposts' were established in the cities from which women officers worked among the poor, doing what they could to alleviate the misery of sickness, loneliness and despair. Nursing services were provided for those unable to pay for medical care. Treatment in an army home was offered where alcoholism was a cause of poverty. Religion, too, was seen as a weapon against poverty, for the salvationists felt confident that the Christian faith would bring new energy and motivation to life.

Since the Salvation Army relinquished the building in 1979, it has been twice redeveloped, firstly as offices within the building shell, and subsequently as a facade to a new office block behind. Despite this the frontage to Pirie Street remains an important streetscape element with its eclectic use of classical elements and the high quality of stucco work. This frontage which was remodelled in 1938 is a strong streetscape element.

Bolton, B., *Booth's drum: the Salvation Army in Australia, 1880-1980*, 1980, pp. 25, 129, 152; *Frearson's Weekly*, 22 May 1880; Harmstorf, I., 'Germans in the South Australian Parliament 1857-1901', BA Hons thesis, University of Adelaide, 1959; Jensen, E., & R., *Colonial architecture in South Australia*, 1980, p. 617; South Australian German Association, *100 years, 1886-1986* (pamph.); Tarling, L., *The Salvation Army in Australia 1880-1980* 1980, p. 25; Vondra, J., *German speaking settlers in Australia*, 1981, p. 100.

The text in this Information Sheet was copied from the **Heritage of the City of Adelaide: An Illustrated Guide**, (1996). The photographs contained in this Information Sheet are a selection of those held by Heritage Services, in digital format.

The property described in this Information Sheet is included in the Register of State Heritage places. A heritage listing does not mean or imply right of access by the public to such properties.

*The heritage related Principles of Development Control as well as the Precinct specific objectives and Principles of Development Control are contained in the Adelaide (City) Development Plan. These should be referred to in whole when contemplating any development.*

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*Further information on the Heritage Incentives Scheme, an initiative of Council to sponsor timely and appropriate conservation action is available upon request of the Customer Service Centre.*

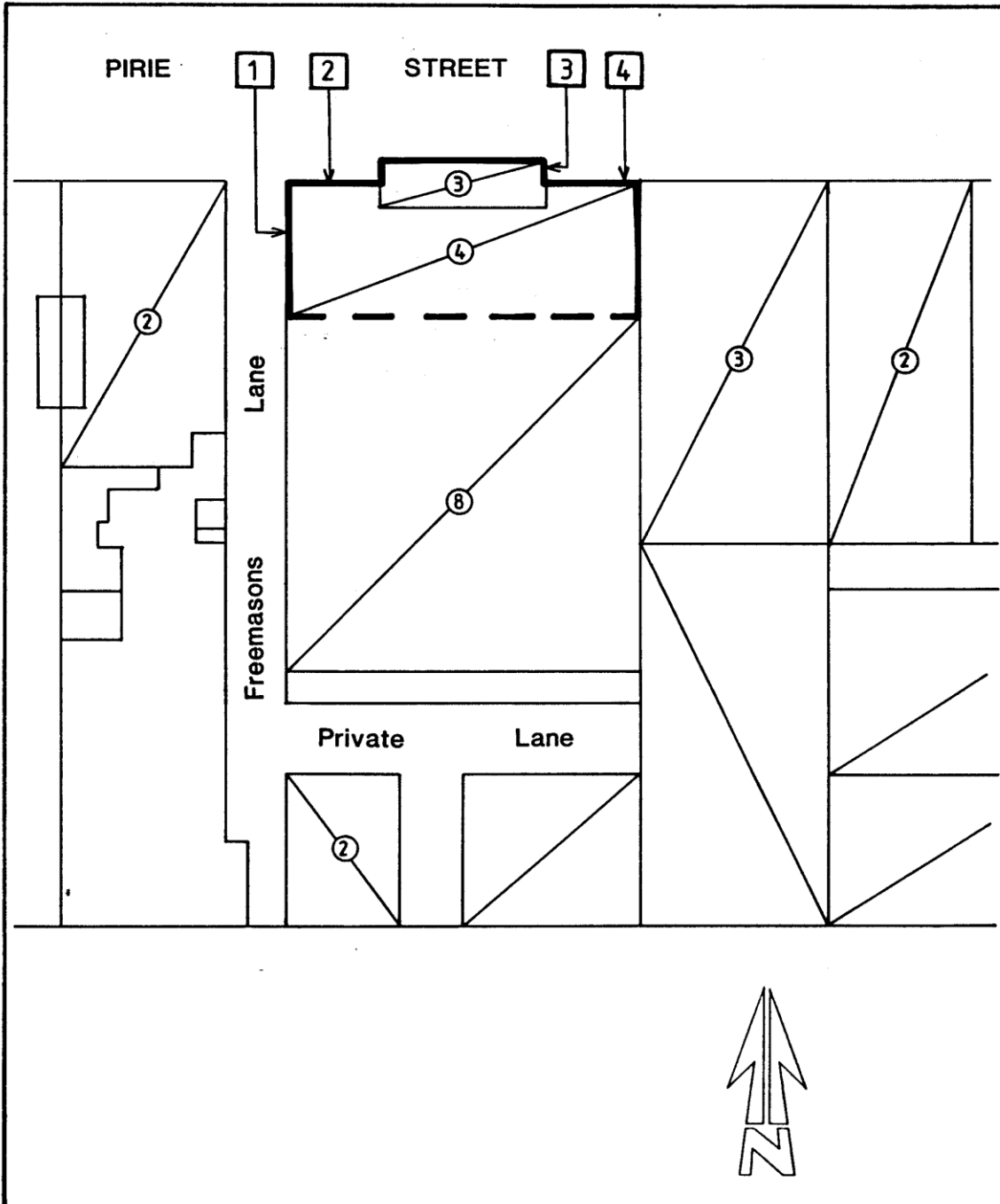


# CITY OF ADELAIDE HERITAGE STUDY

## The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	Former PEOPLES PALACE	Building No 7/2105
Address	87-95 Pirie Street; 2-6 Freemason's Lane.	CT 4142/603



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### NOTES:

1. Bluestone rubble - Note second floor is brick addition.
2. Rendered facade with extensive stucco enrichment and strong horizontal rustication at ground floor level.
3. Balconies over-Built Ca 1938. Note: Arches, columns, balustrading to balcony area.
4. Note: Pilasters with floral capitals.