
Skipping Girl Vinegar Sign



B6017 Skipping Girl

Location

651 Victoria Street,, ABBOTSFORD VIC 3067 - Property No B6017

Municipality

YARRA CITY

Level of significance

State

Victorian Heritage Register (VHR) Number

H2083

Heritage Listing

National Trust

Statement of Significance

Last updated on - April 11, 2008

.The Skipping Girl sign, a 1970 version of the 1936 original, is of social and historical importance at the State level.

The Skipping Girl sign, constructed to advertise the 'Skipping Girl' brand vinegar, first established in the 1900's, is by far the best known and will loved animated Neon sign in Melbourne. Though a 1970 reproduction, it is a near replica of the 1936 original, which was a landmark early animated sign, and one that gained instant popularity that continued throughout its life. With its giant sized figure of a little girl joyously skipping rope, it is a prominent landmark on a major approach into the city, and has brought delight to generations of Melburnians.

The public appeal of the sign was so great that when the Vinegar works moved in 1968, and the building was

demolished and the sign removed, the public outcry resulted in a campaign to save 'little Audrey'. This culminated in a reproduction being built and sited on another nearby factory, which was inaugurated on 13 September 1970. Even as a 1970 reproduction, the Skipping Girl is unique. It is one of the few neon sky-signs remaining in Victoria, and is the only one to include an animated figure, and is indeed one of the few to remain animated at all. Of those that survive, there is a remarkable concentration in the Richmond area, flagging its industrial history. They include Pelaco, Nylex, Slade and Victoria Bitter signs.

2007 National Trust Victorian Heritage Icon Award.

Classified: 12/11/2001

Hermes Number 67240

Property Number

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>