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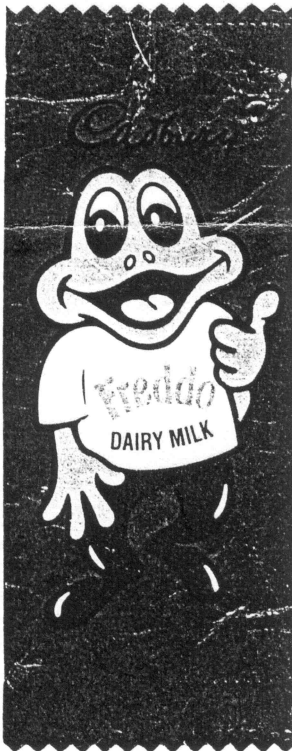
Does anyone remember being given a penny to spend and having to make the agonizing choice between a small Nestle's chocolate in a distinctive red wrapper, or a MacRobertson Freddo Frog or a Cadbury Koala Bear?

During our courting days there was the same choice between Nestle's green box of Winning Post, which many a young man purchased in the hope that, after the pictures, he would be on a winner, or the more subtle approach of the Old Gold box produced by MacRobertson.

MacPherson Robertson (1860-1945), whose brand combined his names, was born at Ballarat. He lived with his mother in Scotland and worked in a confectionery factory at Leith while his father worked in Fife.

The family moved to Melbourne where Robertson was apprenticed to the Victorian Confectionery Company.

On 12 June 1880, Robertson began manufacturing chocolates in his mother's bathroom. His stock in trade comprised a nail can, a few pounds of sugar, a threepenny tin pannikin, a small table and 20 plaster of Paris moulds.



From this small beginning, Robertson went on to own the MacRobertson factory which covered 14 Hectares and employed several thousand people.

The factory turnover was £300 in 1880 and £2 million in 1925.

Freddo Frog and Cherry Ripe were two of the famous productions of MacRobertsons.

With the factory working under depression conditions when chocolates were a luxury many could not afford, Robertson decided to produce a new penny chocolate.

His first idea was a chocolate mouse, probably inspired by Walt Disney's Mickey Mouse which had appeared two years earlier in 1928.

An eighteen-year-old moulder in the factory overheard Robertson talking about the mouse and he stepped up to the boss and, as he put it, "I just piped up."

He told Robertson that he thought women and children wer

