



**of EUROA**  
Makers of Quality Apparel

Morrison's of Euroa, 59 Binney Street, Euroa, Victoria, Australia

# Quality



ROYALLA



MOUNTFORD



KILLE



BARUNAH



NEWSTEAD



INGL

## EUROA AND THE WOOL STORY

Euroa has been linked with the development of the sheep and wool industry in Australia in a very unique way. Janet Templeton arrived with sheep at the Seven Creeks Euroa to establish the famous run in 1838. However, one of the most significant contributors to the development of the Australian wool industry arrived in 1851. Her name was Eliza Forlonge. She was one of those rare people who by their perception and energy change the direction of industries and nations.

Eliza Forlonge with her two sons William and Andrew spent four years, 1825-1829, in Germany in a determined and successful effort to learn about the

saxon merino and the wool industry in what was to be a successful plan to find sheep suitable for Australian conditions and wool acceptable to the mills of Europe. The economic ramifications for Australia, her planning and development were to be of great significance.

Eliza Forlonge overlanded her second flock of saxon sheep from Parramatta to the Seven Creeks Run at Euroa from which base a number of the famous flocks in Victoria and the Riverina developed.

## MORRISONS OF EUROA

A lifetime of experience with sheep and wool provides both the background and the basis for the Morrison enterprise. It is the wide personal experience and knowledge gathered by Brian and Judy

Morrison which has given it a historically important industry the potential which exists in requirements both in Australia and other countries.

Brian's experience speaks for itself in the industry throughout his career as overseer, contractor, demo retailer, model and as a shepherd whilst Judy being involved has been the principal in the various facets of the manufacturing industry.

The Morrisons have travelled throughout the world through their involvement and were part of a mission in Osaka, Japan. In recent



# Apparel



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BUNGAREE



OAKWOOD



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NEWSTEAD



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stry and to determine  
within it to service customer  
alia and many overseas

or itself having worked  
Australia as a shearer,  
nstrator, manufacturer,  
ep and cattle breeder  
in these areas of activity  
e style and designing  
; operation.

d extensively throughout  
olvement in their pro-  
ustralia's team at Expo 70  
years Brian has carried

out a number of short term assignments for the  
Australian Government in aid programs in under-  
developed countries.  
Recent visits to Paris and Dusseldorf Trade Fairs  
have confirmed their assessment and their claim that  
quality Australian manufactured garments are equal  
to the best in the world.

Brian and Judy commenced production in Euroa in  
1973 after determining that there was a place in the  
market for specialist Australian manufactured apparel  
both in Australia and overseas.

The quality of their garments reflects knowledge,  
experience and concern for their clients.

## LAMBSKIN COATS

The shearing shed is the heart of the wool industry  
and at shearing time the shed is a living thing with  
its own personality.

These sheds have become famous carrying their black  
tar stencilled names on mountains of wool bales  
throughout the world for over a century. They are  
landmarks in the development of Australia and have  
contributed significantly to its stature as a trading  
nation.

The Morrisons have named their coats after some of  
these sheds to carry on this tradition. The story of  
each of these sheds has been made a feature of the  
swing ticket attached to each coat;

# Leisure Wear



## FABULOUS MOLESKIN

This superbly versatile cloth had its origin in Britain in the eighteenth century. Among the cotton cloths developed for the working man was this tightly woven material of incredible durability which resembled the then fashionable animal hide appearance — it became known as moleskin.

Today the tradition is carried on in Morrisons range of moleskin garments wherein this tightly woven cloth is of the same construction and weave as used by Lancashire weavers over a century ago, which has been designed for a wide range of uses, be it fashion, work or leisure wear.

As an extension to the Morrisons range we have introduced a very fashionable medium to lightweight moleskin. This 'dress' moleskin is suitable for all seasons giving a very attractive appearance and style to fashion and leisurewear garments for both men and women.

