

## SIMS BROS TRANSPORT



There were seven brothers Sims:- Will, Harry, Dick, Alf, Ern, Bert and Ed. Each one of them contributed in some way to the establishment and development of the Kenilworth township. The Sims brothers worked co-operatively together in all their business activities (although they did not always agree with each other). The radical socialist community in which they were raised at Gheerulla instilled them with high ideals of community service.

Dick, Alf, Ern established Sims Bros Transport in 1923 as recorded in their sister Winnie's diary "We bought a Reo Speed-wagon in July. Dick (Sims) built the body. They started the cream run at the end of October - to Brooloo. They made 100 pounds all told in December. Carting was very heavy." This business was expanded to include mail delivery when Dick's tender for "the conveyance of mail between Brooloo and Cambroon at the rate of £78 (\$156) per annum" was accepted in June of 1924. (copy of memorandum from the Deputy Postmaster General held in Museum records).

The Daily Mail (5.3.1925 page 14) reported that Sims Bros purchased an additional truck for the conveyance of cream to Brooloo. Over 400 gallons of cream are carried to the Mary Valley line each trip. The Nambour Chronicle article (4.3.1927, page 9) indicates that business was continuing to

grow with a new Reo speed wagon put into service between Upper Kenilworth and Brooloo. The cream carrying business was extended to Walli in 1930 (Nambour Chronicle 28.2.1930, page 1) and further expanded when Sims Bros purchased their brother-in-law Eric Dobson's Coolabine cream run in 1935 (Nambour Chronicle, 18.4.1935, page 5).



Alf put his memories of that time on paper for the Museum records. He wrote:- "The road went across Murtagh's Flat, and came out the other end near the river. Then there was Murtagh's Hill which was very steep to contend with. It was standing scrub from the hill to the pocket at the Gap.

To make matters worse two or three bullock teams also worked on the road. The Gap road was tough going and after wet weather, which seemed most of the time."

As the photograph shows Mutagh's Hill was not for the feint hearted.

If it were not for entrepreneurs like the brothers Sims, Kenilworth may have remained an isolated community. It was their belief in the community and their willingness to take the risk of venturing into a new business that helped Kenilworth survive and grow.

The history of the first years of Kenilworth township are covered in the new static display at the Kenilworth Museum, open Sunday 10am - 2pm.

Lenore Meldrum, President

Kenilworth & District Historical Association Inc.



## KENILWORTH MUSEUM SELFIE COMPETITION [ends 3 September, 2016]



What is a selfie? It's when you use your camera to take a self portrait. Using the timer function on your camera from a distance would not be a selfie as it would not be possible to distinguish this type of photo from a photo where you get a friend to take a photo of you. You should be holding the camera and pointing it at yourself or alternatively holding something like a selfie-stick with the camera attached. A selfie could also be made by taking a photo of yourself looking into a mirror or reflective surface. In general, a selfie should be made by you controlling the camera's shutter and not by another person and this should be apparent by looking at the photo. If you can train your pet dog to take a selfie then this is also accepted, but it will be your dog that wins the prize instead of you. :-)

OPEN ONLY TO THOSE WHO ARE AT LEAST 18 YEARS OLD AS OF THE DATE OF ENTRY

**The winner of this competition will receive \$50 ...** There is no entry fee.

All photographs must be taken at one of the locations on the **izi TRAVEL Tour of the Township App** which may be downloaded from [https://apps.facebook.com/tour\\_of\\_the\\_township/](https://apps.facebook.com/tour_of_the_township/)

All photographs must have been taken in the time period of the competition (May 9, 2016 - September 3, 2016). The location must be identifiable in the selfie shot.

HOW TO ENTER:

Visit <https://www.facebook.com/HinkaBooma/> Tour of the Township Selfie Event during the Promotion Period and sign in using your Facebook account. Next, follow the instructions to upload your original photo of yourself, taken by you at one of the sites on the Tour of the Township izi TRAVEL App.

**Remember to upload your photo to the Tour Selfie Event on the Kenilworth Museum Facebook page**

<https://www.facebook.com/HinkaBooma/> Your photo, the title and caption you choose and any comments you submit in connection with your entry, will be deemed your "Submission".

**Further details available on [www.kenilworthmuseum.org.au/selfie.html](http://www.kenilworthmuseum.org.au/selfie.html)**