

## *John James Whitfield*

John James Whitfield was born in 1881 to an English migrant, John Whitfield (a miner of Creswick) and Alice Richardson (daughter of William Richardson, a sawyer of Ballarat, and Norah Craig, daughter of the builder and owner of Warrnambool's first hotel). The Whitfield family lived in Geelong in 1903. John Whitfield was then describing himself as a herbalist, a profession which he could have had in England. John James, the only child and now twenty-three, moved with his parents in 1904 to a rented weatherboard house in a working class area: Coquette Street at the bottom of Newtown Hill. He lived there until 1912, at which time he was describing himself as a herbalist and sometimes a publisher. Prior to this, he was in partnership with Harry Deller, a printer, and they published in 1904:

**The GEELONG NATURALIST**  
**Second series Vol. 1 - No. 1 March 1904**  
**Inc. 'The Wombat' produced by the Gordon Technical College**  
**The Quarterly Journal of the**  
**Geelong Field Naturalists' Club**  
**Hon. Editor John J. Carey**

**Geelong**  
**Deller & Whitfield**  
**Printers and Publishers, Moorabool St South**

In 1905 they produced a *Geelong District Directory 1906/07*. John James was the compiler. The directory contained a number of commercial advertisements; several featured the partnership, describing their business:

**DELLER and WHITFIELD**  
**Commercial Printers - Stationers, Bookbinders.**  
**The most up to date methods are employed**  
**in the production of our work.**  
**You will find it to your advantage**  
**to consult us before**  
**going elsewhere with your printing.**

The venture was not a success – they lost the contract to publish the *Geelong Naturalist* – and the partnership was dissolved later in 1905.

*Public Announcement of the dissolution of partnership on the basis of the publication of the Directory which J.J. Whitfield will solely undertake from then. All enquiries about the Directory to be directed to J.J. Whitfield.*