

# ORBOST & DISTRICT HISTORICAL SOCIETY INC.

P.O. BOX 284 ORBOST VIC 3888



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## NEWSLETTER

MARCH, 2010

'Snowy River Mail, Wednesday evening, February 19, 1941:

### "WHO'S WHO IN ORBOST?"

Compiled by S. F. MADDEN & STAFF

AUSTRALIA'S PRIME MINISTER, Mr. Menzies, has urged that the country should make its slogan "Business as Usual" during the existing period of stress, and in conformity with this advice, the "Snowy River Mail" has availed itself of the opportunity presented to bring before the notice of the purchasing public the more personal aspect of the progressive businesses conducted in Orbost. By this means it is hoped a greater degree of patriotism to the "Shop Locally" principal will be engendered.

Our "Who's Who in Orbost" is not a cold recital of the stores that invite your patronage, it is a written introduction to the principals or managers of those stores . . . men and women who are anxious to serve you . . . who have a stake in the

town and are anxious that you will assist them to carry out the nation wide call "Business as Usual"

Remember . . . the money you post to outside firms for goods represents a constant sapping of the financial foundation of your local shops, it lessens their ability to cater for every requirement, to provide that credit privilege that is so often sought in times of reduced income, and seriously curtails their desire to give greater employment to your sons and daughters.

You can add to Orbost's solidarity and its progress by adopting a firm disregard for mail-order catalogues that yearly drain hundreds of progressive traders in their desire to fulfil the slogan . . . "BUSINESS AS USUAL"

### ORBOST CAFE

**D. Dimattina**

FRUITERER AND CONFECTIONER

Soda Fountain, Sennitts & home made Ice Cream  
WE WELCOME YOU AT ALL HOURS FOR GRILLS  
PHONE 127.

### ORBOST CAFÉ

Proprietor: D. Dimattina

The Orbost Café, in Nicholson Street, Orbost, has gained a name that has spread over a large territory as a place where both the local and travelling public can satisfy their demands in the manner of obtaining excellent meals and refreshments. Mr. Dimattina also conducts the Bus Bookings for Cann River and Bairnsdale — in fact all Motor Services.

The menu at the Orbost Café consists not only of the prime necessities of life, but many and inviting delicacies of luncheons or dinners. Grills — which are offered to please the most jaded appetite.

It caters for everyone, for the person who requires a

good substantial meal, or for that section of the public which likes to gossip over a cup of coffee and a cigarette; but whatever your fancies, you can be sure of good service and attention.

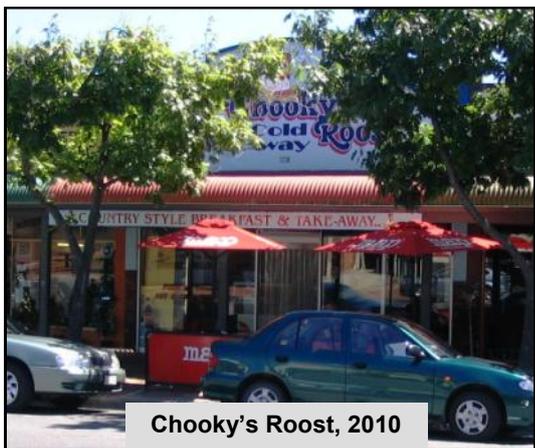
It is refreshing to find such a place in Orbost; it is unsurpassed in surroundings or accommodation of service, and here you will find well-cooked food, wholesome and deliciously appetising. The service is equally satisfactory, and whether your order is just a dainty afternoon tea or a well appointed grill from the large menu, you are made to feel that your trade is desired and appreciated by the proprietor.

The principal of the Orbost Café, Mr. D. Dimattina, makes a speciality of delicious sandwiches and he can supply your tobacco or cigarette requirements from the large stock kept on hand, and also has a modern Milk Bar — Milk drinks of all flavours. He is an Italian. Naturalised Britisher, who has been in Australia for 26 years, and has been established here for 10 years. He is both loyal and honest, having always given his clientele a fair dealing.

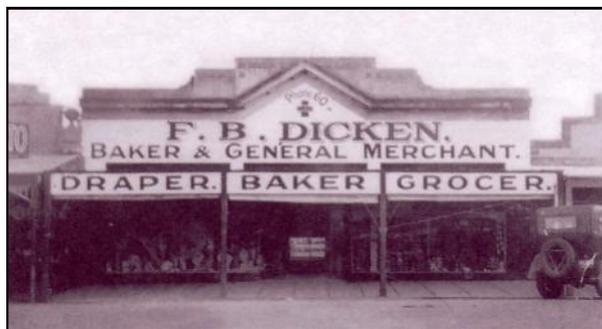
The Orbost Café is particularly noted for its grills, and stocks of chocolates, confectionery, Fruit and Vegetables — only the best — which are kept in an ultra modern refrigerating unit, and the goods are always available at reasonable prices.

For a good meal and splendid service in a congenial atmosphere — Remember the Orbost Café.

Mr Domenico Dimattina came to Australia from Italy about 1915. He came to Orbost from St Kilda and in August 1930 purchased the cafe, fruit and confectionery business of Alfred Wilkinson in Nicholson Street. He also conducted bus bookings for both the Cann River and Bairnsdale motor services. In 1941 he sold the business to Mr Joseph Anthony Santamaria. According to the 1949 electoral roll Mr Santamaria was still operating the business so it was sometime after this that the cafe and fruiterer business was taken over by Mr Silvio Cardillo who operated it for 11½ years before selling to Ron and Claudia McNamara. Other owners in more recent times were Kershaw's, Coulton's and Crowies (Barry and Eleanor Crowe). The shop has operated as a Cafe for as long as can be remembered and is now known as Chooky's Roost. In earlier days there were hitching rails for tethering horses at the front of the shop.



Chooky's Roost, 2010



SATISFACTION  
WILL ALWAYS BE OBTAINED BY DEALING  
WITH  
**F. B. DICKEN**  
GENERAL DRAPER. GROCER.  
IRONMONGER. BAKER ETC.  
P.O. BOX 25. Phone 60.  
Private 131.

### GENERAL STORE

Proprietor: F. B. Dicken

This business situated in Nicholson Street, Orbost, which has been established about 29 years, continues to expand, owing to its ideal situation and the vigilant principal, Mr. F. B. Dicken, who took over 5 years ago, has been rewarded for his enterprise in conducting a business of this nature, as it filled a long felt want, and is greatly appreciated by his clientele.

The stocks in this commodious store comprise high-grade Groceries, of which there is a most comprehensive range, General Merchandise, Household hardware, and a special feature is the Drapery and Mercery department, a complete range is carried including Men's Sportswear, etc. This establishment is a splendid example of well-ordered efficiency and best of all, as you place your order you have the satisfaction of knowing that you are securing the best and patronising a local firm with local interests at heart.

Mr. Dicken's expanding Orbost business commands an . . . position and is replete with all the very necessary modern appliances. You are invited to join the large clientele of established patrons by placing your order with this renowned proprietor. Besides the excellent and varied array of quality provisions and merchandise, Mr. F. B. Dicken keeps a large stock of Glassware, Crockery and Kitchenware.

Quality and efficient service is the pass-word of the Store which is ably controlled by Mr. Dicken, who since taking over this enterprise has made rapid progress in the town's business sphere. All orders by Phone receive prompt attention, and remember, you get what you order.

Mr. Dicken is always at your service, so if you wish to stretch your food shillings these days yet wish quality, you cannot afford to ignore the courteous service offered by F. B. Dicken, who holds the reputation of giving honest value.

Mr Frank Bernard Dicken left England, aged 21, in June 1908, arriving in Australia with 2 pounds in his pocket. He was a storekeeper at Tomingley in NSW before coming to Orbst in 1936 and establishing his bakery and general merchant business.



F B Dicken Store, 2010

### THOMSON'S CAFÉ

Proprietors: Mr. & Mrs. Ivor Thomson

This café, which is conducted on sound and practical lines is situated in Nicholson Street in the Commonwealth Hotel buildings, and has undoubtedly gained a fine reputation for the excellence of its service both from the local residents and visitors. They have given evidence enough of their appreciation of its services from the moment it opened its doors.

The principals of this business are Mr. and Mrs. Ivor Thomson, who have been established for 13 years. Their reputations as principals of a popular café have risen to fame by supplying excellent foodstuffs, small goods, fruit and vegetables, Peters Ice Creams etc. It can be said that the popularity of this enterprise has been gained through processing these qualifications, plus the service which is most courteous and efficient. Here is the Agent for Herbert Adams famous Block Cakes and Sponges. Mrs. Thomson also makes the tastiest sandwiches. An ultra-modern Milk Bar was recently installed and Milk drink, made from the richest milk, in any desired flavour may be obtained.

The proprietor of a Café has an important calling and must at all times endeavour to satisfy his clients and earn their goodwill, which can only be achieved by assiduous application to every detail. These principles are applied in the management of this business, and it is with special satisfaction that the enterprise's activities can be reviewed.

The outstanding success gained by this business and its principals, is not to be wondered at, for the high quality of the foodstuffs and the courtesy and efficiency of the service merits this large and well-deserved patronage. Mr. and Mrs. Ivor Thomson who are interested in the progress of Orbst and district, have earned, through their personal endeavour, wide respect in the undertaking of such a fine business.

It is appropriate that this Australian Café, which is the acme of good service, should have its slogan "Nothing But The Best," for it is run under the most hygienic conditions, and is receiving the support it deserves from the people of this centre.

TOURISTS AND MOTORISTS!

### Stop at "WARATAH CAFE"

COMMONWEALTH HOTEL BUILDINGS,  
NICHOLSON STREET, ORBOST.

Grills and Light Refreshments at All Hours.  
Home-Made Cakes, Confectionery and Soft Drinks.  
Fresh Oysters a Specialty.

Cleanliness and Courtesy No Waiting.

Lunches Supplied to Picnic Parties. Thermos Flasks Filled. Hot Water Supplied.

Tourist Information Bureau.

Fruits, Ice Cream, Iced Drinks.

Miss E. M. SHELLEY, Proprietress.

Miss Elizabeth Mary (Mollie) Shelley came to Orbst from Nyah in 1927 and opened the Waratah Cafe on Cup Day of that year in premises leased from the Marshall family in the Commonwealth Hotel buildings. Mollie married Ivor Thomson in September 1931, at Eden, and together they operated the Waratah Cafe, relocating to 149 Nicholson Street (still in the Hotel buildings) when the Hotel building was extended in about 1934, making three additional shops with bedrooms above.

When Ivor was away serving in the A.I.F. during World War II, Mollie decided to lease the Cafe. Mrs Beth Wilson, formerly of Cann River took over on 4th August 1943. On 29th August 1945, Mollie, together with Audrey Baker, opened a frock shop at 94 Nicholson Street.

After Ivor returned from war service he built a new Waratah Cafe directly across the street at 170 Nicholson Street, and when Ivor acquired the taxi service it was also conducted from this shop. The Thomson's sold to George and Joe Vasili, who later ran a fish and chip shop. The Vasili's sold to Greasy R's (Geoff and Max Robinson). Later the premises became 'The Hub' (Ethel and Lindsay Curtis, then Lois Crisp). It is now Wally's Bakery.

When the Waratah moved across the street Maurie and Pat took over the Cafe at 149 Nicholson Street and it became Maurie's Cafe. Mona Marshall became the proprietor in August 1953. The Cafe was a stopping place for Pioneer Tour buses and the booking centre for the twice weekly local pictures. In about 1961 Mona sold the Cafe to Jock and Flo Sheills and it became the Sheralee Cafe which they operated from 1961-1981. Since then it has seen a number of occupants: Gift Ware - Trish McAuliffe, then Sharon Nixon; Orbst Bargains - John Middleton; Orbst Antiques - Noelle Lee; Gift Shop - Gascoigne's from Nowa Nowa; The Hub - Lois Crisp; and currently it is occupied by Chris and Shelley Marshall with their floor covering and tiles business.

### ACKNOWLEDGEMENT

Sincere thanks to Mrs Pat Marshall, Mrs Lois Crisp, Marina and Ian Johnson, and Luke Robinson for assistance with additional information for this Newsletter.



149 Nicholson Street, Orbost, 2010



170 Nicholson Street, Orbost, 2010

## ORBOST HARDWARE and TIMBER CO.

Proprietor: C. Dreverman

This well established business is one of the foremost dealers in Painters', Plumbers' Household Hardware, Builders' Materials, Farm and Dairy Supplies, and has become an important factor in the progress of Orbost and the surrounding district. Being in direct touch with the leading manufacturers, Mr. Dreverman is right on top with up-to-date stock and the prices are always of the keenest.

Orbost Hardware and Timber Co., which is situated in Nicholson Street, has the store and showrooms profusely stocked with goods, which are displayed in a manner conducive to a pleasant sales atmosphere.

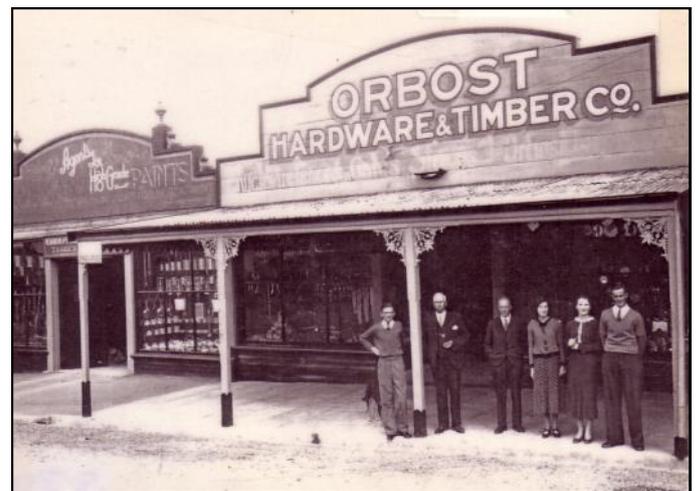
This store specialises in large and modern supply of the latest stock of Garden Tools, Ironmongery,

Joinery, Glass, Art Pottery, Enamelware, Cutlery, Electric Lamps, Tradesmen's Tools of every description, including timber. Here, indeed, will be found distinctive types and models, which in their quality and style, are unsurpassed. Mr. Dreverman is Agent for Taubman's Famous products, "Chuck" Gates and Fences, and agent for Aladdin Lamps, and Irons.

A visit to Orbost Hardware and Timber Co. will convince the most careful buyer, that every taste is catered for at this up-to-date establishment. A feature of this firm is that it has a full range of Electric appliances and also a large variety of Crystal and Cut Glass, Lawn Sprinklers, Hedge Shears, Lawn Mowers, all for the garden.

Mr. Dreverman, the proprietor, is a J.P., also a Water Trust Commissioner, Deputy Coroner, and a member of the Bowling Club. He is a progressive business man.

A comprehensive range of hardware and builders' supplies is maintained and quotations for the building of sheds, barns or houses will be readily given. You have the assurance of a complete service at this establishment. 'Phone 2, after hours 175, and all information will be given in the most courteous and efficient manner. During the principal 39 years of trading he has enjoyed never ending demand for his supplies through the efficient and reliable service he has always maintained.



## ORBOST HARDWARE and Timber Co.

NICHOLSON STREET, ORBOST

Phone 2. After hours 175. Box 7.

### LARGE STOCKS OF—

Building Material and General Hardware Timber, Iron, Cement and Plaster sheets, Lux, Andrew, I.X.L. Stoves, Netting and wire, Chuck Fencing and Gates, Paints, Oils, Stains, Varnishes, Fowler's Bottling Outfits and all spares, Fishing Tackle, Tennis, Golf and all sporting goods.

PROMPT ATTENTION TO ALL ORDERS

Mr Carl Otto (Clyde) Drevermann was born at Lucknow and worked in various parts of Victoria before coming to Orbost in about 1902. In July 1902 he entered into partnership with Mr Edward Fisher Reynolds and the ironmongery, hardware and tinsmithing business was carried on by the new firm as Drevermann and Reynolds. In about 1905 Mr Drevermann assumed proprietorship and the tinsmith and plumbing section of the business was sold off to Mr Edward Swan. The ironmongery, hardware and timber business was known as Carl Dreverman & Co until 1917 when it was changed to Orbost Hardware and Timber Co.

This shop had a row of nails on the window sill to prevent people sitting on the ledge.



87-89 Nicholson Street, Orbost, 2010

## CAPITOL FISH CAFE

Proprietor: N. A. McDonald

When people require a change from the daily diet there is always one place in town on which their mind centres, and that is the Capitol Fish Café, which has been popularly controlled for some time by this enterprising proprietor. Here they are always . . . of fresh fish of a highly delicious flavour, and prepared under hygienic conditions. It is these facts, combined with the courtesy and careful attention to his customers, that have built up a growing connection for him whilst he runs his business on such favourable lines.

The people are . . . they have no hesitation in passing a pleasing recommendation to their friends in . . . this Fish Café. The proprietor (Mr. McDonald) who is most ably assisted by his wife . . . business

man who . . . loyal and honest in his dealings with his vast clientele who receive a most prompt and efficient service.

Fish, . . . must not be forgotten can always be served to the sick and invalid without causing any distressing effects to the patient, and that is why doctors recommend fish as a diet when meat cannot be ordered.

In addition, the tastiest of meals are served — grills, light luncheons, etc. All fish is cooked in Oil and Fresh Daily, including Delicacies. Mr. McDonald offers only the best in the Delicatessen section, and all goods are kept in an electric refrigerator.

All round the Capitol Fish Café caters generally in City style for the public of Orbost. When you call for fish or grills you will find it is cleanly and appealingly prepared in a style fit to be placed "Before a King".

Boels famous Ice Creams are also served, confectionery, cordials, etc.

Therefore, resolve to join the thoroughly satisfied band of customers who are patronising the Capitol Fish Café and have found none better anywhere, and that is saying a great deal.

Apologies for the gaps in some of the transcriptions - the text was too difficult to decipher.

## HELP NEEDED!!

Can anyone help with the location of McDonald's Capitol Fish Cafe?

A present day photograph of the premises would have neatly filled the gap at the bottom of this column.

Several locations have been suggested as possibilities but it would be of great interest to find a definite location for this business.

The following information may be of help in determining a location:

Norman Alexander McDonald was a book-keeper at Macarthur's and was very musical. He was proprietor of the Capitol Cafe, Nicholson Street, Orbost, selling the business to Mr Coad on 4th December 1947.