

that some were dairy farmers, often called, like their counterparts in England, "dairymen". Many were market gardeners; the large advertisements for ploughs, fertilizers, spray mixtures and manures were for them. Others were poultry farmers, blacksmiths, carpenters and labourers. In the townships there were storekeepers (often called "general merchants") greengrocers or fruiterers, butchers, bakers, a bootmaker and repairer, saddlers, tailors, hairdressers, a watchmaker and jeweller, auctioneers, agents, chemists (who sold animal as well as human medicine) and hotel and cafe proprietors. Several advertisers say they will call for as well as deliver orders. It is interesting to note that the "confectioner" (vanished word) sold fruit and vegetables as well as sweets, drinks and ice cream; sometime since then the two former moved into their own shop.

Three businesses were run by women (perhaps they are a hint of the future). Hannah Beazley was a "family butcher", Mrs. Redston "begs to inform the citizens of Moorabbin that she has started a milk round and is prepared to deliver milk twice daily" (pasteurization was hardly dreamt of) and Mrs. W. Bickerton was in charge of the "Cheltenham Dairy Produce and Cooked Meat Store" - we had not yet stumbled on the richly-suggestive "delicatessen". There was also in Cheltenham an "Oriental Laundry"; possibly "Oriental" was used instead of "Chinese" because of the prejudice at that time against the sons of Heaven.

Nearly everyone worked much longer hours than they do today. For all those on the land it was daylight to dark; and the townspeople were not much better off. One news item is revealing - "Messrs. Biehl and Matthews have decided to close their establishments (shops) at 8 p.m." They hoped "that the half and half arrangements now in vogue would soon give way to early (!) closing; they could then spend a quiet evening at home or attend meetings instead of burning gas and waiting for customers".

They burnt gas because electricity had not yet reached Moorabbin. But it was a town luxury; in the kitchens and sitting rooms of the farmers' and gardeners' houses, lamps and candles provided the lighting - and often caused fires, so many that several Fire Brigades had been formed in the shire.

And the wages? Here are two clues. Gromann's Hotel, Mordialloc wanted a "useful man" who could milk and "understand (!) poultry". His reward was to be 12/- a week. At the local court George King, a former employee of the Cheltenham Butter Factory sued James Journeaux for four weeks' wages - £5. Even allowing for the drop in money value we seem a little better off today.

The people of 1907 were not much addicted to that modern tyrant, the telephone. Only two of twenty-one business advertisements mention a phone number. It was, perhaps, still something of a curiosity.

(CONTD.)

P.2