

The story of the Foard family store Long gone but not forgotten

For those of you who were residents of the Greensborough area during the late 1940's to the mid 1960's, may remember a wonderful old store that stood proudly on the south west corner of Grimshaw Street and Henry Street Greensborough, where the Woolworths store now stands.

Sadly, it was demolished many years ago to make way for a supermarket, the one with the American style arched roof and a large car park facing Henry Street.

The Society has recently been in contact with Ian Foard, son of the owners of the store during that period, Russell and Nance Foard.

Many thanks to June Hall, leader of the Society's oral history group for contacting Ian and other sources, to piece together the history of this historic site. Much more work has to be done and as always with projects like these, there are gaps in the timeline, particularly photographs, memorabilia and documentation.

The following is Ian's own account of the history of that wonderful old store when his parents owned it.

Russell and Nance Foard arrived in Greensborough to take over the mixed business on the corner of Grimshaw and Henry Streets shortly after the cessation of WW2. They remained in business there until early 1958 thence retiring to live in Ester Street, Greensborough.

When the family arrived, there was a three bedroom dwelling behind the shop, with the inevitable central passage, a tennis court used previously by a church club on the west side of the building and interestingly, a large gum tree at the back of the block which revealed evidence of the cut by aborigines for a canoe.

The land between the tennis court and the near neighbour, AK (Gus) Lines and his sister, was used at varying times for Sunday School picnics for suburban churches and irregularly, traveling circuses.

At the beginning, the business was a mixture of milk bar, tobacconist, lending library, limited involvement in food, and cooking implements - pots and pans etc., kerosene supplies. The early days had quite specific rationing entitlements to tobacco - allocations by name. Over time the business structure varied, business regulations changed, e.g. the food area initially had to be physically shut off to enable the milk bar and library to trade post 6 pm. The cooking implements disappeared fairly quickly, but the lending library continued until 1953 when food space needs became a priority.

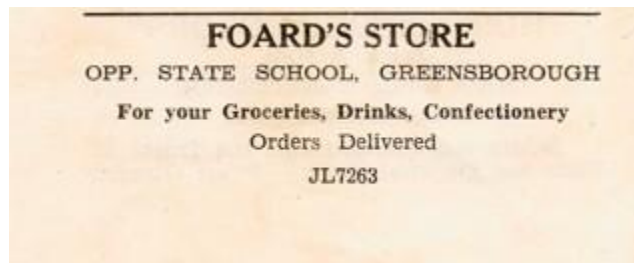
Oral History



Foard's store - Library copy

Over time the grocery element of the business expanded, provided free deliveries from orders, most simply phoned to the shop. With the expansion came a move into refrigerated delicatessen items.

A particular facet of the business was meeting the sweet tooth needs of the children from the school across the road. Much time was expended awaiting the deliberations of a youngster wishing to maximise options for the penny in hand - yes it could and did happen in that era. Homemade ice blocks, many with fresh fruit components (ex Huitts) were a well patronised trading item. Vast volumes of the long vanished Swallows Ice Cream passed through the shop door.



Foard's Store - advertisement in a school magazine

The above advertisement is circa 1952, taken from a school magazine which includes reference to other old commercial identities. I have sighted the Huitt photo of the shop that Society has and had obtained years ago the same for my family records. I have not uncovered a photo with Foard's Store revealed, as it was, on the side of the building where 'Tea Rooms' shows in that photo from earlier times.



"Vast volumes of the long vanished Swallows Ice Cream passed through the shop door"

A couple of other snippets - that fence where the people stood in the photo was, in our time, to hang a billboard revealing current movies at the Heidelberg theatre - a barter system of advertising space for tickets. The window on the right as one entered the shop was, again in our time there, one of the town outlets for posting the Greensborough football and cricket teams. One Doug Hall (June Hall's late husband) would have featured there. I well remember my sporting association with Doug.

Ian Foard (2011)

Postscript to the Foard's Store story

For those of you who read the recent story of the former [Foard's Store](#) in Grimshaw Street on this web site, would recall that Ian Foard, son of Russell and Nance Foard, was looking for photos of the store.

Well Ian, we had some success. The Society's President, Noel Withers, has managed to track down the photograph below. Many thanks to Society member Faye Fort (nee Partington) for having this one in her album. The photo was taken on the north side of Grimshaw Street, outside the Greensborough Primary School, looking south east towards Henry Street - yes, that is the Henry Street intersection between the buildings. As for when the photo was taken has yet to be confirmed however the 1950's is a possibility.

The Foard's store is in the background (right hand side) and keen observers will note that Ian's mother, Nance is second from the left of the ladies in the foreground.



June Hall, leader of the Society's Oral History Group, has been able to add to Noel's success by confirming that the ladies are indeed the Greensborough Golf Associates Committee and that the other building in the background (left side) is on the corner of Henry Street and Grimshaw Street, now occupied by the KFC store. June's records also show that the Roache family lived there and before them was the McDermott's, just to name a few. It was also the Ampol service station for many years.