

ALEXANDRA



BEEHIVE
STORES



**HERITAGE
BUSINESS
SERIES**

ALEXANDRA BEEHIVE STORES

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HISTORIC FACTSHEET

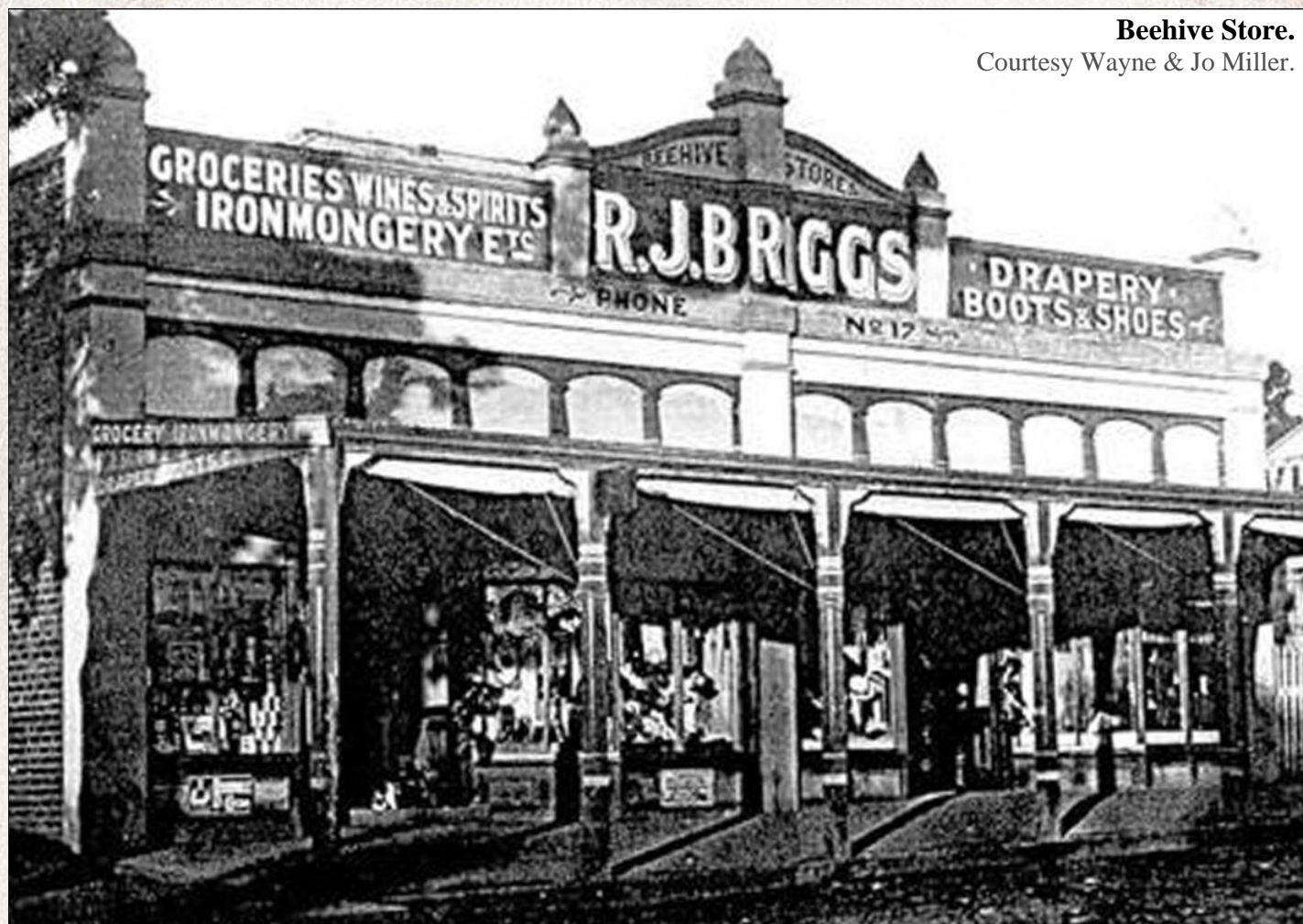
HISTORY

Name: Bee Hive Stores
Beehive Stores

Location: Grant Street, Alexandra

Established: Circa 28 May 1869

The Beehive Store was a sales business located in Grant Street Alexandra, that ran from two different locations during its early years. It was initially owned by businessman George Jobson.



Beehive Store.
Courtesy Wayne & Jo Miller.

The 'Beehive Stores' (or 'Bee Hive Stores' as it was originally advertised as in Alexandra) is a name synonymous with the early township. Though it is also synonymous with other towns in Australia and even abroad - where the name was commonly used. Locally, the original Alexandra Bee Hive Stores was first advertised at a different location to the current National Australia Bank site, where many people will remember it being.

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HISTORY



On 28 May 1869 George Jobson first advertised his 'Bee Hive Store' business in the *Alexandra Standard*. He was in business earlier than that however, as on 28 January 1869 Jobson took action in the Alexandra Police Court against Messrs. Hamea and Ashbee presumably - for failing to pay an account. The matter was subsequently withdrawn by Jobson, suggesting the debt was paid or forgiven.

Then in October 1871, the advertisements in the *Alexandra & Yea Standard* changed to show that the business was now operated by 'George Jobson & Co' (no longer just 'George Jobson'). At this time the business was being advertised as 'Bee Hive' not "Beehive" and advertisements tell s that Jobson & Co. was in a partnership with Robert Lloyd, a partnership that was later dissolved by May 1873.

The first Bee Hive store was not located on the site next to the Corner hotel (later known as the Commercial Hotel). At the time of the devastating Grant Street Fire in November 1872, it was reported in the *Alexandra Standard* that the fire ran from Hamea's Corner Hotel, through the public library (formerly Vining's Australia Hotel), the Union Bank,

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Thomas Hall's general store, Buggy's Harp of Erin Hotel, Jack Levy's Montezuma Hotel, a saddlery, butcher's shop and several cottages. According to the *Standard*, it was then halted at the northern brick wall of Jobson's store.

Jobson owned the land and buildings on which the Public Library was operated by Mr Moon. The same building also housed Mr Raphael's auction rooms, and Mr Branch's mining office. Neither Jobson nor Moon were insured on that site as became evident after the Grant Street fire. During 1873 Jobson built a new brick building on that land (next to the Corner Hotel, which was also re-erected in brick following the fire).



Throughout 1873 and into early 1874 Jobson advertised Clearing Sales to presumably reduce his stock before moving into his newly constructed building. (As mentioned above, the Jobson/Lloyds partnership had already collapsed around May 1873). The building itself was completed (or substantially so) by December 1873, as the Corner Hotel used it for its Christmas Season Ball & Dinner and in June 1874 the building was used by the Hospital for a fund-raising ball. This likely indicates that Jobson had not moved into his new building at this time. He was continuing to advertise the 'Bee Hive' business, suggesting he was still trading from his original building. As is evident from advertisements, on Saturday 26 September 1874 John Cronin took over the business and begun trading in the new location. Cronin had previously operated a store on the opposite side of Grant Street, close to the UT Creek, which was itself destroyed by fire shortly prior to him purchasing Jobson's new Beehive building.

In building the new premises, Jobson had run into financial difficulties and had been declared insolvent. Eventually though, he returned to Alexandra after a short period, as the licensee of the Belle Vue Hotel at Johnson's Creek and also opened a general store near where the Shire Hall is today.



HISTORIC FACTSHEET

HISTORY

On 17 August 1877, James Leckie purchased the Beehive building and business from John Cronin and ran it in the same manner as Cronin. It is stated in the Alexandra & Yea Standard 18 August 1877 that John Cronin "would hereby tender his thanks to his numerous supporters for the last ten years, and hopes that they will give his successor a fair share of their patronage in the future". An article much later in the Alexandra & Yea Standard (December 1901) stated how the business was known as 'Leckie's'.

In the Alexandra & Yea Standard 21 December 1900, an article advises that the Beehive Store was now run by Mr. Ellis. It describes the stores collections of goods as including "drapery, groceries and wines and spirits... The drapery department contains some lovely dress materials, Manchester goods of sterling quality, fancy goods, lace goods of exquisite beauty, gloves, ribbons, new hosiery, clothing &c., while the groceries and tinned goods kept are fresh and of the very best quality, and marked at bedrock prices."

In December 1901 an article in the Alexandra & Yea Standard titled 'Around the Shops' describes how before Mr. Ellis had the Beehive and that it was known as 'Leckies', (confirming that the Leckie family ran the business for a period of time).

In the Alexandra & Yea Standard 14 February 1908, Mr E. White advertised that he had purchased the Beehive Stores business from Mr E. White. He then started advertising the business under his name.

Robert Jackson Briggs had taken over the business by 1914 and operated it successfully until a post-war downturn in patronage and other business pressures resulted in him taking on two partners (Fred Marden and Bill Hurrey). The business arrangements meant that Mr. Briggs was largely left to run his side of the business (in the right side of the building) and the Marsden's ran their side of the business (in the left side of the building) A doorway in the wall between the two shops allowed for customers to navigate a few steps to move from the Brigg's side down to the Marsden's side of the business. Under the new partnership arrangement Mr Hurray concentrated on the grocery side of the business and mostly took over the shop's office. This new partnership also afforded Mr. Briggs time to focus on family and his other local interests. In 1954 the partners redesigned the front of the Beehive Stores building - giving it a newer and more modern facade.

On 3 March 1960, Robert Briggs died. After his death the partners consolidated the

HISTORY

business. In September 1959 Bill Hurray became ill and his ability to operate effectively in the partnership came to an end. The Marden's then took over the business effective 1 July 1960 and the Hurray's retired to Melbourne that same year.

On 30 November 1969, a two page brochure written by Joan Marden was included with every issue of the Alexandra & Yea Standard sold that week. The brochure covered the early years of Alexandra and gave a history of the Beehive Stores past. Thanks to the benefits of universal access to early newspapers via the National Library of Australia, we have been able to build upon this lovely historic record even further.

Fred Marden died in 1971 and his wife Joan sold the grocery and liquor side of the business the same year to the Partnership of 'Werner Witte and Lindsay Coate'. Joan Marden, her daughter Jenny and son-in-law Ian Napier then relocated the drapery side of the business to 99 Grant Street (later purchased by Bev Dunn in 1977 and became known as the 'Shoppe'). The Shoppe was located first at 99 Grant Street, then 76 Grant Street, then 106 Grant Street. Joan Marden later moved to Melbourne where she later remarried an importer of fine linen.

In 1973 Norm and Margot Reddrop purchased the business and leasehold from 'Werner Witte and Lindsay Coate' and commenced public trading on 5 February 1973. They took the business in a different direction by moving away from the general store/part supermarket model the business had been built on since the 1800s, instead moving to a dedicated supermarket format.

In 1987, after several unsuccessful attempts to purchase the freehold of the Beehive Stores, Norm and Margot gave up and purchased the former 'G.E. Courtney Motors' garage located on the opposite side of Grant street and further south (102 Grant Street). This building was larger, offered greater opportunity for expansion and had better and flatter rear access for trucks and delivery vans.

'Werner Witte and Lindsay Coate' sold the leasehold of the store to the National Australia Bank (NAB). However the freehold is still held as of 2019 by a descendant of Robert Briggs—Mrs Marjory Wallis. Previous to this, the NAB Bank had been located further north (on the same side of Grant Street) in the old double storey brick building on the corner of Downey and Grant Streets. Upon gaining occupancy, the NAB renovated the Beehive building and they have occupied the building since.



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On the 15 December 2015 the Alexandra branch of the ANZ Bank (located further south and on the same side of the street as the Beehive Stores building) closed their door. As the banking industry continues to change, it is possible that other banks in Alexandra may follow suit and close their doors. However, at the time of the writing, there is no indication that the National Australia Bank has any plans of closing its Alexandra branch - located in the former Beehive Stores building.

TIMELINE

- 28 January 1869** Mr Jobson took action in the Alexandra Police Court against Messrs. Hamea and Ashbee (presumably for a failure to pay a bill). The matter was withdrawn.
- 28 May 1869** The first advertisement for the Beehive store appeared in the *Alexandra Times* under the ownership of George Jobson.
- October 1871** Advertisements now carried the ‘& Co’ label on Beehive advertisements in the *Alexandra Standard* as Jobson has entered into a partnership with Robert Lloyd.
- November 1872** The Grant Street Fire was halted at Jobson's original store.
- April 1873** The partnership with Robert Lloyd was dissolved. This was advertised in the *Alexandra Times* and mention made of moving to the new property beside the Corner Hotel.
- 1873** Jobson built a new building on land he owned and where the Public Library previously stood before the Grant Street fire gutted it. He ran clearing sales advertisements in the *Alexandra Standard* for the contents of the shop he was moving out of.
- December 1873** The Corner Hotel used the new building for a Christmas Ball and Dinner event, suggesting Jobson had not moved into it at this time.
- June 1874** The new building was used by the Hospital for a fund-raising ball, suggesting Jobson had not moved into it at this time. He was however continuing to advertise the Beehive Store business at this time, suggesting he was still operating from his other premises.
- 26 September 1874** John Cronin took over the Beehive Store business in the new building and commenced operations Saturday 26 September 1874.

TIMELINE

- 17 August 1877** James Leckie purchased the business from John Cronin in the building known as the Beehive Stores. His store was called 'Leckie's'.
- 21 December 1900** The Beehive Stores business was being run by Mr Ellis.
- 20 December 1901** Leckie's mentioned in the *Alexandra Standard* as the former owners of the Beehive Stores in an advert published by Ellis.
- 14 February 1908** A notice in the *Alexandra Standard* for Mr E. White advised the local community that he had purchased the Beehive Stores business from Mr Ellis.
- April 1909** The earliest advertisement for 'White' was published in the *Alexandra Standard*.
- April 1914** By April 1914, Robert Briggs (a New Zealand born businessman) had taken over the Beehive Stores business according to advertisements in the *Alexandra Standard*.
- 26 June 1934** Thieves unsuccessfully tried to break into the Beehive Stores. They gave up when confronted with the electrical alarm wires.
- 1946** Robert J. Briggs entered into partnership with Fred Marden and Bill Hurrey.
- 3 March 1960** Robert J. Briggs died.
- 1 July 1960** Fred & Joan Marden purchased the business from other partners (four months after the death of R. J. Briggs).
- 30 November 1967** A two page brochure written by Joan Marden was included with every issue of the *Alexandra Standard* sold that week. The brochure covered the early years of Alexandra and gave

TIMELINE

a history of the Beehive Stores past. Thanks to the benefits of universal access to early newspapers via the National Library of Australia, we now know that elements of the history are incorrect, however at the time it was widely received and has an important place in the history of the Beehive stores.

- 1971** Fred Marden died and his wife Joan sold the grocery and liquor side of the business to the partnership of 'Werner Witte and Lindsay Coate'.
- 1971** Joan Marden, her daughter Jenny and son-in-law Ian Napier relocated the drapery side of the business to 99 Grant Street (later purchased by Bev Dunn in 1977 and became known as the 'Shoppe'). The Shoppe was located first at 99 Grant Street, then 76 Grant Street, then 106 Grant Street.
- 1973** The partnership of 'Werner Witte and Lindsay Coate' sold the business and leasehold to Norm & Margot Redrop who converted the business into a supermarket.
- Unknown** Joan moved to Melbourne and married a linen importer.
- 1987** Norm and Margot Reddrop purchased 102 Grant Street (the former 'G.E. Courtney Motors' located on the western side of Grant Street) and set up as a supermarket, which runs to this day.
- Unknown** The partnership of 'Werner Witte and Lindsay Coate' sold the Beehive Stores business to the National Australia Bank (NAB). The freehold is still held by a descendant of Robert Briggs.
- 20 January 2016** Artworks commenced work on this factsheet.

EARLY OWNERSHIP TIMELINE

November 1872 Grant Street Fire was stopped at the bluestone wall of Jobson's old store further up Grant Street. The wooden structure previously located on the current Beehive site was destroyed.

George Jobson

In business as Bee Hive Stores (in different location) from May 1869.

John Cronin

26 September 1874 - 17 August 1877

James Leckie

17 August 1877 - 1900

Mr. Ellis

1900 - 14 February 1908

E. White

14 February 1908 - April 1914

Robert J. Briggs

April 1914 - 1946

Partnership: Robert J. Briggs, Fred Marden, Bill Hurrey

1946 - 3 March 1960 (death of J. J. Briggs).

Fred and Joan Marden

1 July 1960 - 1971 (Death of Fred Marden)

Partnership: Werner Witte and Lindsay Coate

1971 - mid 1990s (later sold business to National Australia Bank)

Norm & Margot Reddrop (*Business & Leasehold only*)

5 February 1973 - 1987 (No longer know as 'Beehive Stores')

National Australia Bank

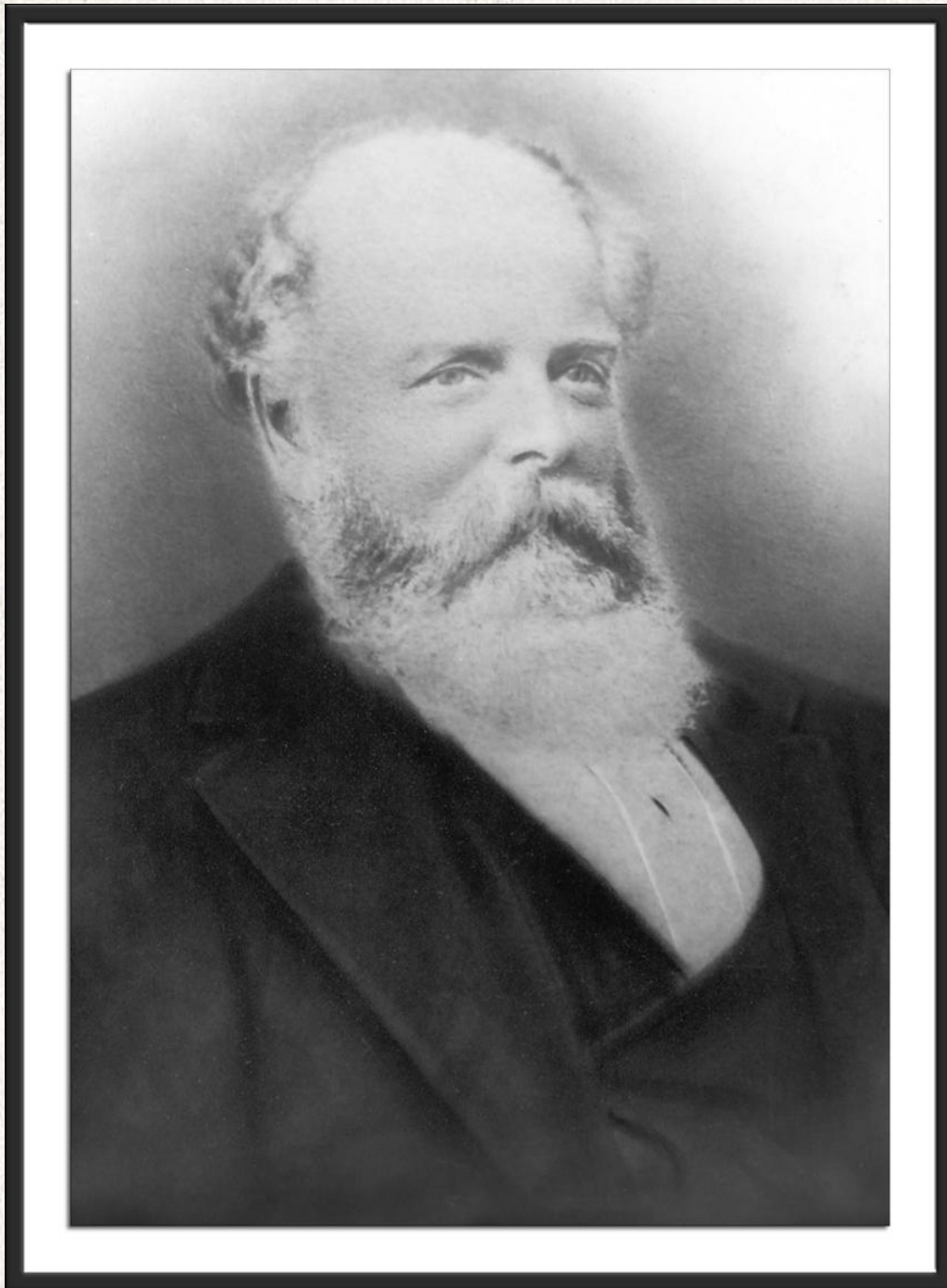
unknown - Present (No longer know as 'Beehive Stores')

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HISTORIC FACTSHEET

GALLERY



George Jobson was the first proprietor of the Beehive Stores

Courtesy Fred Ford 2019

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GALLERY



The Beehive Store circa 1909, not long after he purchased the business.

E. White (left).

Courtesy 2010 Wayne & Jo Miller.



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GALLERY



The Beehive Store circa 1914.

The phone number was '17'.

Courtesy Murrindindi Library Services 2013.



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GALLERY



Grant Street, Alexandra 3 March 1924.

Courtesy Alexandra RSL 2015.

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GALLERY



The Soldiers Memorial circa 1930.

Courtesy State Library Victoria 2014.

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GALLERY



Grant Street, Alexandra circa 1930.

Courtesy Leisa Lees 2013

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GALLERY



Grant Street, Alexandra circa 1935.

Photograph courtesy 2010 Jeanie Webb

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GALLERY



Grant Street, Alexandra circa 1935.

Courtesy John & Maureen Norbury.

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GALLERY



Alexandra Shopping Centre circa 1940.

Photograph courtesy 2010 The Herald Weekly Times and Julie Howard-Schachner

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GALLERY



Grant Street, Alexandra circa 1945.

Courtesy Murrindindi Library Services & State Library Victoria

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GALLERY



The Beehive Store circa 1945.

Courtesy Kelly Petersen & David & Debbie Hibbert 2015.



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GALLERY



Murray Views photograph of Grant Street, Alexandra circa 1945.

Courtesy Kelly Petersen & David Hibbert 2013
Purchased on eBay July 2013.

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GALLERY



Former second 'Beehive Stores' building (37-39 Grant Street, Alexandra) February 2016.

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HISTORIC FACTSHEET

NEWSPAPERS

B E E H I V E S T O R E S

GRANT STREET, ALEXANDRA.

GEORGE JOBSON,

GROCER, DRAPER, WINE, SPIRIT AND PROVISION MERCHANT.

G O L D P U R C H A S E D .

HIGHEST PRICE GIVEN FOR COLONIAL PRODUCE.

Alexandra Times
Friday 28 May 1869
Courtesy National Library Australia

First Bee Hive Stores Advertisement.

Alexandra Times, 28 May 1869.
Courtesy National Library Australia 2016.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

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HISTORIC FACTSHEET

NEWSPAPERS

BEE HIVE STORES
GRANT STREET, ALEXANDRA.

GEORGE JOBSON,

GROCER, DRAPER, WINE, SPIRIT AND PROVISION MERCHANT.

G O L D P U R C H A S E D .

HIGHEST PRICE GIVEN FOR COLONIAL PRODUCE.

Alexandra Times
Friday 18 June 1869
Courtesy National Library Australia

Bee Hive Stores Advertisement.

Alexandra Times, 18 June 1869.
Courtesy National Library Australia 2016.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

R. J. BRIGGS
PHONE

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NEWSPAPERS

IMPORTANT NOTICE.

GEORGE JOBSON

BEGS to inform the inhabitants of Alexandra and surrounding district that the **PARTNERSHIP** hitherto existing between himself and **R. E. TODD** is now **DISSOLVED**.

In order to clear off the present **STOCK** previous to removing to the new premises next Corner Hotel, a

Very Great Reduction

will be made in the prices of

ALL GOODS

now on hand.

Customers who can pay **CASH** will find this an opportunity rarely to be met with,
A call is earnestly solicited.

Alexandra,
29th April, 1873.

Alexandra Times
Saturday 10 May 1873
Courtesy National Library Australia

Partnership between Jobson and R.E. Todd was dissolved around May 1873 and a clearing sale being held before moving to new building beside the Corner Hotel.

Alexandra Times, Saturday 10 May 1873. Courtesy National Library Australia 2016.

NEWSPAPERS

THE ALEXANDRA ATHENÆUM.

The formal opening of this commodious and substantial building took place on Monday night last by a grand amateur performance. The large hall was densely crowded, and many who had purchased tickets were unable to obtain admittance. There certainly has never been such a gathering in Alexandria for numbers and respectability. The hall is 150 feet in length and 30 feet in breadth, the walls being of brick and the roof of iron. The acoustic properties of the house are remarkably good. The walls have been ornamented with paintings on the plaster of parrots, flowers, &c., giving a pleasant, lively appearance to the main body of the building. A commodious stage with wing walls has been erected, and a neat proscenium. The scenery has been got up with great taste and ability, certainly far superior to anything of the kind we have ever seen out of Melbourne. The storm at sea, the ships, boats, thunder, lightning, and numerous other effects were remarkably good, and called forth the admiration and wonder of the audience. Mr Charles Hames, who painted the scenery, has a remarkable taste and talent for this kind of art.

The performance commenced by all the company appearing on the first rising of the curtain, and singing in a highly creditable manner, "God Save the Queen." Mr John Whitelaw next came on the stage and delivered the following prologue, which was well received by the audience:—

Ladies and gentlemen, before the play,
 By your kind leave I have a word to say,
 Our gallant captain of the Fire Brigade
 Has ordered that to-night we do parade
 Our handsome costume—hence this strange
 disguise,

Which must look very odd in ladies' eyes;
 But they'll remember Garibaldi's style,
 And show approval by a gracious smile.
 Behold this hall and all this scenic art!
 Here Richard Vining plays a special part;
 He built this Athenæum that we might
 Have good accommodation day or night.
 This hall's well fitted for a shire election,
 A monster meeting to uphold protection,
 For a tea-fig or bazaar, or masquerade—
 In all such matters we must ask your aid;
 For instruction, pleasure, all that's refining,
 You're welcomed heartily by Richard Vining.
 Our local amateurs must next be named,
 Their praises here must loudly be proclaimed—
 A lot of honest, hearty, jolly fellows,
 To blow their praise would want ten thousand
 bellows;

They're forward first in every noble cause—
 The least we can is give them good applause,
 And this we will with all our might and main,
 And hope ere long to do the same again
 Our hospital which stands on yonder hill
 Has oft got help through their dramatic skill.
 To them this hall is always to be true,
 To-night they treat us to "A Dream at Sea,"
 Besides "Around the Corner, Number One,"
 Will give much pleasure and provoke some fun;
 As usual they will do their best to please
 By marked attention to their Q's and I's.
 But not to weary you, I must proceed
 To state a most important thing indeed:
 The moment that you see the curtain rise
 You may make ready for a great surprise—
 Fourtrayed the angry storm on Cornwall's
 coast,

A vessel wrecked, and everything is lost!
 The dismal Haunted Cave, the Lowan Rock,
 And (if your nerves can firmly stand the shock
 You'll see a grave-yard full of dead men's bones
 An ancient church with monumental stones.
 All this and more, which by and bye you'll see
 Was painted by our townsman, Charles Hames
 And now, kind public, I'll at once skedaddle—
 Afraid your brains with motley rhyme I addle
 I ask one favor which you won't refuse:
 Pardon me, you can, and what you can't

This was followed by the little farce of "No. 1, Round the Corner," which was well played by Mr Norman Whitelaw and Mr Walter G. Moon, who kept the audience in a good humor till its close. The curtain then rose on "The Dream at Sea," the celebrated drama by J. B. Buckstone, which was the great event of the evening. Mr N. Whitelaw was well made up as Trevannion and well sustained the character throughout. Mr Charles Hames, who always plays well, performed the part of Launce Lynwood to perfection, and Mr A. Hames as Black Ralph did the ruffian business splendidly. Mr H. M. Taylor's Alley Croaker kept the house in roars of laughter, and as Tom Tinkle, the muffin man, Mr Long was immense, his make up being especially good. Mr W. B. Lewis, who made his first appearance, was a satisfactory Penderell. Several other gentlemen enacted wretched virtuous peasants, &c., with vigor, and were got up with care. Mrs DeKuyper, who has become a great favorite in all our amateur performances, made a capital Biddy Nutts, and her scenes with her Tom were highly amusing. This lady shows marked improvement in her acting upon every occasion she comes before an audience, and never appeared to greater advantage than in this character. Miss Robinson, as Anne Trevannion, dressed the character with great taste, and was a very graceful representative of the part, which is one of considerable difficulty. Bearing in mind that it was her first attempt, she played most creditably, and when she has acquired a little more confidence will doubtless be a valuable acquisition to the club. Miss Kate Rowe, who kindly undertook the part of Black Ralph's poor wife, is also entitled to praise. The scenery, the greater portion of which was painted by Mr C. Hames, deserves more than passing notice, but as it has been already referred to, we will only say that Mr Hames as a theatrical scenic artist has very few surpassers. The Alexandra Brass Band deserves special notice, and it was a matter of surprise that, considering the short notice, so many players could be procured. Our local bandsmen are fortunate in having secured the services of such an experienced master as Mr Scolah. As will be seen by advertisement, the performance will be repeated on Monday, 5th October, for the joint benefit of the Alexandra Hospital and brass band.

We understand that Mr Cronin has purchased the whole of the stock and good will of the business lately carried on by Mr Johnson, and will commence in his new store to-day. We heartily wish him success.

Alexandra Times
 Saturday 26 September 1874
 Courtesy National Library Australia

Mr. Cronin commencing his new store 26 September 1874. The Athenæum Hall described in detail.

Alexandra Times.
 Saturday 26 September 1874.
 Courtesy National Library Australia.



HISTORIC FACTSHEET

NEWSPAPERS

JOHN CRONIN

HAVING disposed of his business to MR JAS. LECKIE, would hereby tender his thanks to his numerous supporters for the last ten years, and hopes that they will give his successor a fair share of their patronage in the future.

Alexandra, 17th August, 1877.

Alexandra & Yea Standard
Saturday 18 August 1877
Courtesy National Library Australia

John Cronin sells business to James Leckie 17 August 1877.

Alexandra & Yea Standard, 18 August 1877.
Courtesy National Library Australia 2016.



HISTORIC FACTSHEET

NEWSPAPERS

THE BEE-HIVE.

is the magnificent store ran by Mr. Ellis, and which contains a collection of drapery, groceries, wines and spirits, &c., &c., all new, and second to none in the country. The effective arrangement of this store permits of a magnificent display being made of the huge stock kept, and visitors will find little or no trouble in inspecting and meeting here with every requirement. The drapery department contains some lovely dress materials, Manchester goods of sterling quality, fancy goods, lace goods of exquisite beauty, gloves, ribbons, new hosiery, clothing, &c., while the groceries and tinned goods kept are fresh and of the very best quality, and marked at bed-rock prices.

Alexandra & Yea Standard

Friday 21 December 1900

Courtesy National Library Australia

Mr Ellis running Beehive Stores by December 1900.

Alexandra & Yea Standard, 21 December 1900.

Courtesy National Library Australia 2016.



HISTORIC FACTSHEET

NEWSPAPERS

Around the Shops.

MR. ELLIS.

The well-known Beehive Stores—familiarly known as Leckie's—now so ably conducted by Mr. Ellis, has a splendid assortment of drapery, groceries, wines and spirits. The space at the disposal of the proprietor of this business allows of a most effective arrangement of the huge stock kept, so that it makes a most magnificent display. In the drapery department are dress material of every quality, style and color, while in the Manchester section of this department is one of the best assorted stocks to be found outside Melbourne. The stock of ribbons, laces, gloves, hosiery, underlinen, will suffice to meet the wishes of the most fastidious. In the grocery department, the large and rapid turnover causes the stock to be continually replenished, so that everything is of the newest and freshest. Mr. Ellis' stock of wines and spirits is large, varied and vended at the lowest prices.

Alexandra & Yea Standard
Friday 20 December 1901
Courtesy National Library Australia

Leckie's mentioned as former owners of the Beehive Stores.

Alexandra & Yea Standard, 21 December 1901.
Courtesy National Library Australia 2016.

NEWSPAPERS

BEEHIVE STORES.

ALEXANDRA,
TUESDAY, JANUARY 28, 1908.

Ladies and Gentlemen,—

I have the pleasure to announce that I have Purchased the Business so long and successfully carried on by Mr. B. H. Ellis, of the Beehive Stores.

It will be my endeavour to so conduct this extensive business as to merit a continuance of the patronage so liberally bestowed on my predecessor.

It will be my aim ~~to maintain~~ the reputation of the Beehive Stores for promptitude, civility and attention to my customers.

Being a business man of over thirty years' experience is a guarantee that my methods will be businesslike and such as will inspire confidence.

It is my intention to study to the utmost of my resources the requirements of my patrons by stocking a large assortment of goods of the best quality in all branches of my business.

I shall be happy to meet the wishes of those of my customers requiring credit in a manner which will prove mutually satisfactory.

All accounts will be rendered monthly, thereby making the detection and correction of possible errors an easy matter.

Anticipating the same kind consideration from the Public of Alexandra and district which has in the past been extended my predecessor.

I am, ladies and gentlemen,
Yours obediently,
E. WHITE.

TO THE PUBLIC OF ALEXANDRA.

Ladies and Gentlemen, —

In relinquishing business in favor of Mr. White, I take the opportunity of sincerely thanking you for the liberal support you have accorded me, and I have every confidence in recommending to you my successor, Mr. Elliott White, who comes among you as a sterling business man and one who will, I feel sure, prove of great value to the district.

I am, yours, etc.,
R. H. ELLIS.

Alexandra & Yea Standard
Friday 14 February 1908
Courtesy National Library Australia

Beehive Stores sold to Mr E. White February 1908.

Alexandra & Yea Standard, 14 February 1908.
Courtesy National Library Australia 2016.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

R. J. BRIGGS
PHONE

HISTORIC FACTSHEET

NEWSPAPERS

Thieves at Alexandra

ALEXANDRA, Monday.—Thieves broke into the Alexandra railway station office and tried unsuccessfully to blow the safe. They cut a hole in the back door of R. J. Briggs's general store, but apparently were afraid of touching the wires of an electric alarm.

The Argus
Tuesday 26 June 1934
Courtesy National Library Australia

Bee Hive Stores Advertisement.

The Argus, 26 June 1934.
Courtesy National Library Australia 2016.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

R. J. BRIGGS
PHONE

HISTORIC FACTSHEET

NEWSPAPERS

THE BEEHIVE STORES

are now showing

**Full stocks of Furnishings, Sheets, Sheeting,
Winceyette, Bedding, Blankets**

At prices which cannot be repeated.

**A splendid range of Ladies' Hosiery and
Underwear**

**In the Men's Section our values in Work
Trousers, Shirts, Sports Coats and
Trousers are unbeatable**

**Full Stocks of Groceries, Wines & Spirits,
Crockery, Ironmongery**

Phone 17. R. J. BRIGGS, Proprietor.

Alexandra & Yea Standard
Friday 24 June 1949
Courtesy National Library Australia

Beehive Stores advertisement

Alexandra & Yea Standard
Friday 24 June 1949
Courtesy National Library Australia 2016.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

R.J.B. BRIGGS
PHONE

HISTORIC FACTSHEET

NEWSPAPERS

The Wonderful World of

SPRING

has come to

THE BEEHIVE

WE ARE OPENING OUR FABULOUS
RANGES FOR ALL TO SEE. COME NOW.

Groovy Colour-Knit Flares teamed with Mini-
Rib Sweaters and Ponchos.

Trouser Suits for the Total Look.

Reptile Prints, Slinky, a little on the wild side.
Canvas Stitched and Trim.

Everything's All-Freedom. The Lengths and
Shapes You Want to Wear.

Mini-Midi or Maxi Teaming in Layered Effects

Plus a Kinky Collection of Op-Art Bags.



SEE WHAT'S NEW AT

Briggs Beehive Store

Alexandra & Eildon Standard
Thursday 17 September 1970
Courtesy National Library Australia

Beehive Stores 1970 advertisement

Alexandra & Yea Standard
Thursday 17 September 1970
Courtesy Geoff Hayes 2012

NEWSPAPERS

PERMEWAN FOOD STORES

PERMEWAN WRIGHT LIMITED COUNTRY PRICES SLIGHTLY HIGHER

AJAX CLEANSER 20 OZ TIN 37c AJC TOMATO SAUCE 26 OZ 42c HUTTONS MIDDLE BACON RASHERS 8 OZ 43c COMALCO ALFOIL 18" x 15' 40c KIT-E-KAT 14 OZ 20c PMU SWEET MUSTARD PICKLES 18 OZ 29c		

CP 107

Cumming Culhane & Co. PTY LTD Permewan Food Stores Advertisement 1971. Permewans operated at 96 Grant Street and were in competition to Reddrops Supermarket then operating out of the Beehive Stores building.

Alexandra & Yea Standard, 11 February 1971. Courtesy Geoff Hayes 2013.

GROCERIES WINES & SPIRITS
IRONMONGERY ETC

R.J.B. BRIGGS
PHONE

HISTORIC FACTSHEET

NEWSPAPERS

THIS WEEK AT

Reddrop's Supa-Valu

LICENSED FOOD
CENTRE

See Tuesday night's Herald
for advertisement

★

EILDON BAKERY BREAD

SANDWICH CUT LOAF
plus TOASTING LOAF

Hot Pies, Pasties and Sausage Rolls
Fresh Daily.

★

Some of this Week's City
Price Specials

Soft-N-Safe T/Rolls, Twin Pak 37c
Tablerite Toppings, 375 ml 29c
Monbulk Berry Jams, 500 g 41c
Edgell Green Peas & Beans, 440g 29c
Rosella Asstd. Soups, 440g 27c
Maxwell House Coffee, 100g 99c
Luv Beef Rissoles, 725g 33c
Glad Kitchen Tidy Bags 5's & 6's 18c
Hoadleys Violet Crumble,
200g Bag 59c

Frozen Food Department

Table Talk No. 16 Chickens \$2.55
Nanna Apple Pies, 600g 79c
Chiko Chef Pack, 500g 83c
Royal Harvest 2kg Peas \$1.84
Royal Harvest 2kg Beans \$2.09
Royal Harvest 2kg M/Vegies \$1.59

From our Dairy Case

Huttons Breakfast Rashers, 250g 85c
Flora (Polyunsat.) Margarine,
500g 62c

★

SHOP AND COMPARE OUR
DISCOUNT SHELF PRICES.

★

Free Delivery Every Day

Reddrop's Supa-Valu Supermarket advertisement.

Alexandra & Yea Standard, 11 August 1976.
Courtesy Geoff Hayes 2013.

NEWSPAPERS

**CLOSED ALL DAY
 MELBOURNE CUP
 DAY – 1st NOVEMBER**

Rite-way

**Discount Liquor
 CHEAPER AT
 Reddrop's**

Weekly Food Specials:

WHERE SPECIALS ARE CHEAPER PRICES

Aquafresh Toothpaste 120g	\$1.25
Big Sister Fruit Cake 700g Var.....	\$2.39
Comfort Fabric Softener 1.25lt. Bonus	\$2.49
Dettol Antiseptic 250ml	\$1.79
Dettol Antiseptic Cream 50g Tube	\$1.29
Dixibell Margarine 500g Limit 3	89c
Fab, Ajax or Cold Power 1.5kg Limit 3	\$3.49
Frionor F'burgers or Fish Snacks 375g	\$2.29
Gerber Baby Food 130g Var.....	23c
Gibbs B'Steak Pies or Pasties 150g.....	45c
Golden Crown Shampoo 1lt Var.....	\$1.85
Ho Mai Spring Rolls, Dim Sims, Sw. & Sr. Rolls 250g	\$1.99
John West Red Salmon 220g	\$1.99
Johnsons Freedom Carpet Care 500g	\$3.59
Kelloggs Corn Flakes 500g Limit 3	\$1.05
Kimbies Nappies 12s 8s	\$2.59
Leggos Pasta 500g Var.....	69c
Leggos Tomato Paste 500g Jar	\$1.33
Libra Super 10s Pads	\$1.19
Luv Mince for Dogs 1.35kg Var.....	\$2.29
Macleans Toothpaste 140g Var.....	\$1.25
Maxwell House Coffee 150g Granulated, or Powdered Limit 3	\$2.89
Mt. Franklin Mineral Water 1250ml	73c
Palmolive Soap Twin Pack Var. Limit 3	79c
Pine O Cleen 500ml Var.....	89c
Prima Fruit Juice Drinks 250ml Var.....	27c
Prize Recipe Fruit Cake 800g Var.....	\$2.39
Rosella Tomato Sauce 600ml	85c
Sanitarium Peanut Butter 375g Var.....	\$1.29
Streets Sundae 2lt. Var.....	\$2.69
Table Talk Poultry Fresh No.16	\$3.99
Table Talk Poultry Frozen No. 14	\$3.99
Tetley Teacup or Pot Bags 100s	\$1.79
Top Taste Lamington Rolls & Iced Sponge Squares 250g	99c
Whiskas 405g Var. Limit 6	45c
Whiskettes 1kg Var.....	\$1.65
Yoplait Yoghurt 200g Twin Pack Var.....	65c

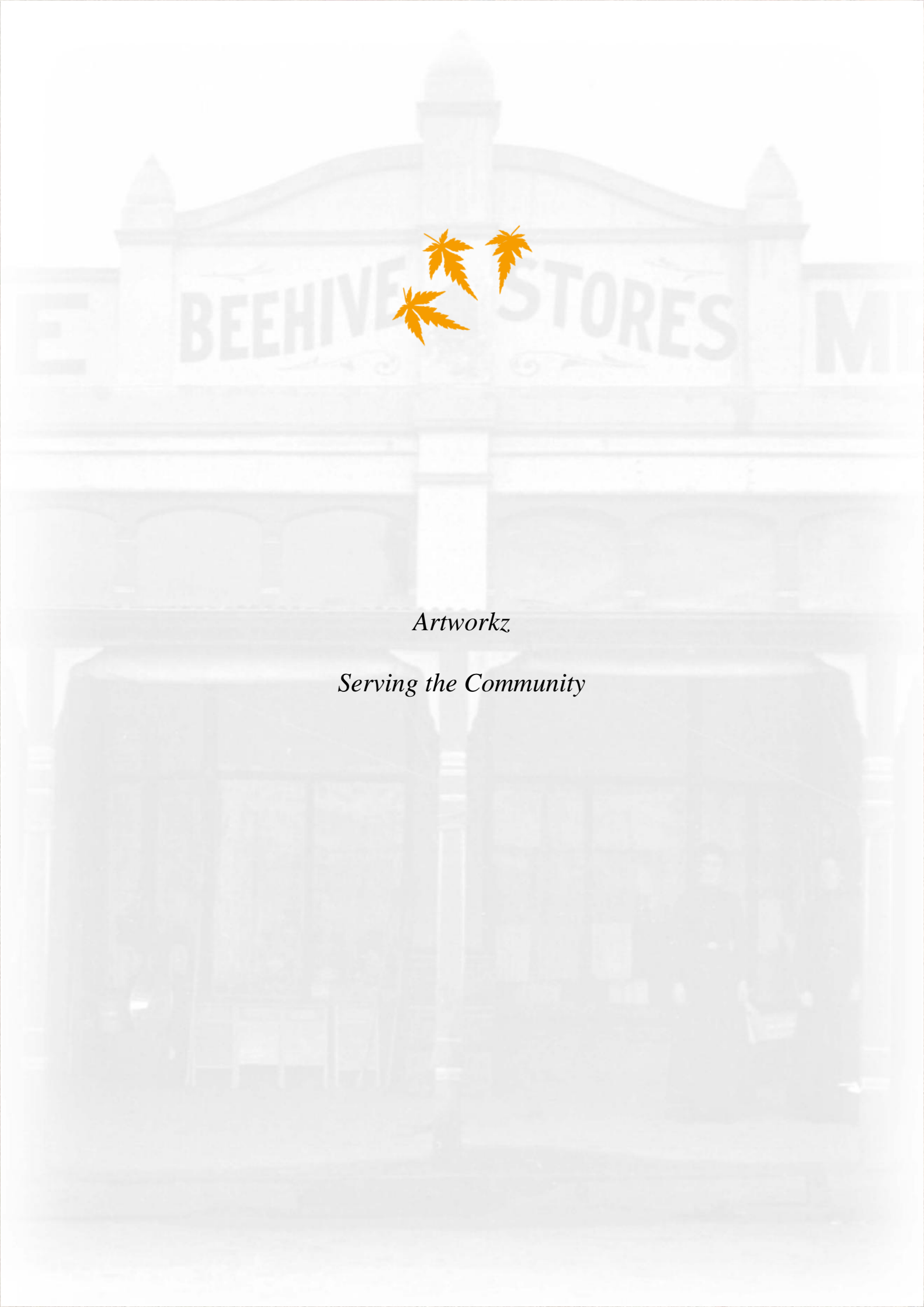
**For lower food bills and cheaper
 prices, shop RITEWAY**

**REDDROP'S
 LICENSED FOOD
 CENTRE – Alexandra**

PHONE 721615.

**Reddrop's Rite-way Supermarket
 advertisement.**

Alexandra & Yea Standard.
 Wednesday 26 October 1983.
 Courtesy Geoff Hayes 2013.



Artworkz

Serving the Community