

City of Subiaco - Local Government Inventory Place Record

Name	Margaret Campbell's Confectionary Store (fmr)
Address	107 Nicholson Road, Shenton Park
Lot Number	Lot: 162 D/P: 28326
Photograph (January 2014)	
Construction Date	c.1916
Architectural Style	This building does not represent any of the major architectural styles.
Historical Notes	<p>Based on information in the Post Office Directories, a house had been built at 107 Nicholson Road by 1911 but a business was not established here until c.1916 – when Mrs Margaret Campbell had opened a confectionary store.</p> <p>A review of the Post Office Directories at five yearly intervals provides the following information about the subsequent occupation and use of the shop until the mid-twentieth century:</p> <p>1920 & 1925: Confectioner, Mrs M Campbell</p> <p>The store was operating as a mixed business by 1926:</p> <p style="padding-left: 40px;"><i>FOR Sale, cheap. Mixed Business, cash, cheap for quick sale. No agent apply. 107 Nicholson-rd., -Subiaco</i></p> <p>1930: Mixed business, Mrs Marie James</p> <p>This business was advertised for sale at various times in 1933 to 1936, including the following:</p> <p style="padding-left: 40px;"><i>SUBIACO: Splendid Mixed Business, well stocked, showing living, good accommodation, closed Sundays. 107 Nicholson-rd. ¹ (1933)</i></p> <p style="padding-left: 40px;">and</p> <p style="padding-left: 40px;"><i>A Snap: Mixed Business, fruit, veg., etc., low rent, good living accommodation, good reasons for selling; approx. £55. 107 Nicholson Rd., Shenton Park. ² (1935)</i></p> <p>1935: Mixed business, H J Flower</p>

¹ *The West Australian* 24 August 1933 p 2

² *The West Australian* 17 December 1935 p 3

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	<p>1940 & 1945: Mixed business, R J Chester 1949: Mixed business, Mrs Flora Goodwin</p> <p>107 Nicholson Road was identified on the draft Local Government Heritage Inventory (2002), with the following level and statement of significance: <i>Level 2 – The place has aesthetic significance as a good example of the architectural style typical of the area and period. It has historic significance reflecting the development and settlement of the area.</i></p> <p>In 2007, it was also identified as an example of a corner store in <i>The heritage of the suburban store in the City of Subiaco</i>. This listed later operators as Reid and Sofair. Of these, Nissam Joseph Sofair is known to have been a storekeeper at this address in the late 1950s and early 1960s.</p>
Physical Description	<p>107 Nicholson Road was designed as a local shop in a primarily residential area (although it did not occupy the more typical site of a corner or T-junction). Key elements include the:</p> <ul style="list-style-type: none"> • Zero setback from the street boundary. • Raised parapet. This has been clad with metal sheets, which have been painted over with signage. • Painted brick pilasters framing the parapet. • Suspended raked verandah <p>Mid-late twentieth century metal-framed shopfront windows and door.</p>
Associations	
Statement of Significance	<p>107 Nicholson Road is one of two surviving examples of corner stores built in Subiaco in the period around World War one. It is also a rare surviving example of a local store where the place has continued to be used for retail purposes. However, major alterations to the façade mean that it no longer illustrates the traditional style of early twentieth century ‘corner stores’.</p>
Level of Significance/ Contribution	<p>Some Significance (within the context of the City of Subiaco).</p> <p>This place has been extensively altered and its significance primarily relates to the historical values associated with the continued use of the place as a local shop since c.1915, which illustrates a pattern of suburban life that is no longer commonplace.</p>
Listings	Local Government Inventory – adopted 6/12/2015
Main Sources / References	<i>Heritage Assessment of Corner Stores in Subiaco</i> , prepared for the City of Subiaco by Annette Green of Greenward Consulting, June 2015