

THE PIONEER

THE BUDERIM HISTORICAL SOCIETY Inc.

OCCASIONAL PAPERS

Historical accounts
from the Buderim – Mooloolaba area

Number 20 November 2023

Ernest ('Middy') Middleton

Dr Bill Lavarack and Helene Cronin OAM

Most Buderim residents are familiar with the 'Middy's Complex' in Main Street. Older long-time Buderim residents will know who Middy was, but how many of those of more recent origin know the history and from where the name came?

Ernest Middleton was born on 15 May, 1883 in Tenbury Wells, Worcestershire. His mother was Sarah Copland who is listed a widow in the 1891 Census. She had six children before being widowed: Arthur, Hector, Beatrice, Ernest, Florence and Walter. In 1891 Sarah, Walter and Arthur are listed as shoemakers and Ernest is listed as a scholar.¹ Sarah married William Middleton in 1896 when William was 38 and she was 27. Her children took the surname 'Middleton'. Ernest's family moved from Tenbury Wells to Brecon in Wales sometime between 1891 and 1901. In the 1901 Wales Census Ernest is listed as living in Brecon, Wales and is described as a 'boot assistant'. His mother Sarah and brother Arthur are listed as shop keepers.² No father is listed.

When he was 25 he and his brother Walter purchased the stock in trade of S. Middleton and Son, boot and shoe manufacturers for £1700. In 1908 Ernest migrated to Auckland, New Zealand on board RMS *Corinthic*, listed as a boot maker. In 1909 Ernest's mother gave him a loan of £300 at 4% interest to help him start in business. He migrated to Australia in 1910 and travelled around looking for a business opportunity, which he discovered at Eudlo (see photograph opposite).



¹ Census records from Wales and from England.

² Genealogy Sunshine Coast, 2009, *People of Maroochy*, Ernest Middleton - 'Middy', page 91, publ. by Genealogy Sunshine Coast, Nambour, Queensland

The *Chronicle and North Coast Advertiser* of 14 October, 1911, page 5, reported that Henry Barber, who was the owner of the storekeeping business at Eudlo, had sold out to Mr. Ernest Middleton who took over the whole concern as of the first of the month. Ernest opened his 'Cash and Carry' store which was situated on land rented from the Railway Department near the railway station.

On 24 April, 1912 Ernest married Miss Eleanor Elizabeth Prosser at a quiet ceremony held in the Clayfield Church of England, Brisbane. Eleanor also came from Brecon, Wales. Arnold Burnett of Buderim was best man and Ernest's older brother Mr A.J. Middleton of Brisbane gave the bride away.¹ The couple settled in Eudlo. Significantly, as it turned out, Ernest attended a 'Patriotic Meeting' at Eudlo on 10 September, 1914.² The First World War had started on 28 July and Ernest was clearly concerned.

Always on the lookout for a business opportunity, Ernest purchased a block of 2354 square metres (over half an acre) in Main Street Buderim, opposite the station of the new Palmwoods to Buderim Tram which commenced operation in December 1914. Ernest recognised that the Tram would unlock business opportunities at Buderim. His block was part of an area that was originally set aside as a School Reserve spanning Main Road. In the 1880s that part of the Reserve south of the road was allocated for community facilities such as a church, school of arts, blacksmiths and other shops.³ It was to become the centre of the new township of Buderim.

On 10 September 1915 a Eudlo correspondent reported that *Mr. E. Middleton is building a branch store at Buderim and expects to be in full swing there in a few weeks.*⁴ On 19 November, the same newspaper stated: **Extending Business** *Mr E. Middleton, storekeeper here has extended business operations as far as Buderim where quite an up-to-date store was opened early this month.*⁵



Middleton's first Buderim store, about 1917.



Ernest with his son Glynn on his knee.

Ernest Middleton's first Buderim Store opened in late October or early November 1915, proudly advertising on its walls: 'E. Middleton, Forward Store, Drapery, Dressmaking, Grocery & Provisions, Tailoring, Millenary, Boots and Shoes, the Best of Everything, Fancy Goods, Ironmongery' and 'Tea Rooms'. It was situated opposite the Buderim Tram station about where the Bloomfield Shop is now. It was low set with a verandah across the front, close to the road. There was a double peaked roof with the store on the left and the tea rooms on the right. It had a corrugated iron roof and a hitching rail out front for customer's horses.

¹ *The Queenslander*, 11 May, 1912, page 15, Middleton-Prosser.

² *Chronicle & North Coast Advertiser*, 18 September, 1914, page 5, Eudlo, Patriotic Meeting.

³ Stuart Weir, 1983, *Middleton's General Store and Tea Rooms, Buderim*, Historical/Industrial Archaeology Site Record Card c/- Qld Museum, Fortitude Valley, 4006. Held by Buderim Historical Society.

⁴ *Chronicle & North Coast Advertiser*, 10 September, 1915, page 5.

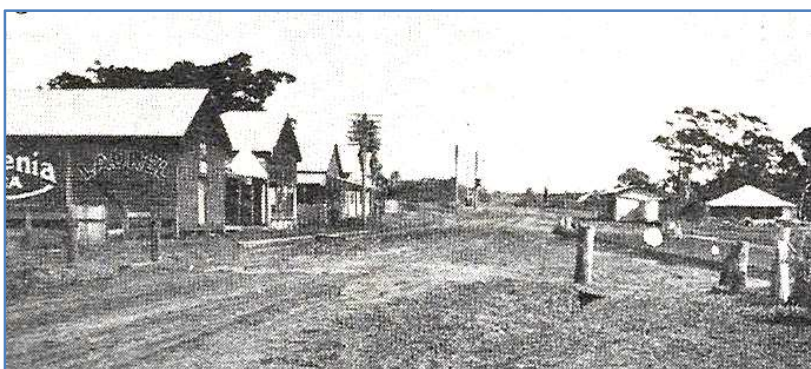
⁵ *Chronicle & North Coast Advertiser*, 19 November, 1915, page 5. Eudlo. Extending Business.

Ernest built a large house next door, set back from Main Street and in mid June 1916, it was reported that Mr. Middleton had taken up residence at Buderim.¹ He and his wife Eleanor Elizabeth, had three children: Millicent (Millie) born 1912, Edith Eleanor 1915 and William Ernest Glynn 1917. Early documents do not list the name 'Glynn', or 'Glynne' as it is sometimes spelled, and it seems possible that he took up the name.

Main Street looking west ca. 1916. First shop on the road is Bill Mitchell's butcher shop, then Middleton's house (partly obscured), then Middleton's (first) store. Across the road is the Buderim Tram infrastructure.



Ernest or 'Middy' as he was universally known, was not slow in developing his Buderim interests. On 19 July, 1916 he advertised '*HAIRDRESSING, tobacconist, billiard saloon, to let on shares or rental, high class health resort address references to Middleton Buderim. N.C. Line*'.² An advertisement in 1918 (see page 4) makes it clear that these businesses were on an allotment adjoining the store. But exactly where were these businesses advertised in 1916 located – to the west or east of the store? In 1918 Ernest was to build a second store on his block just to the east of his house (see later), but these businesses were advertised in 1916, so they could not have been in this future second store. There is a James Dyble photograph held by Buderim Historical Society, of Main Street looking west, taken in about 1922/3.³ On this the different buildings are named, almost certainly by Dyble.

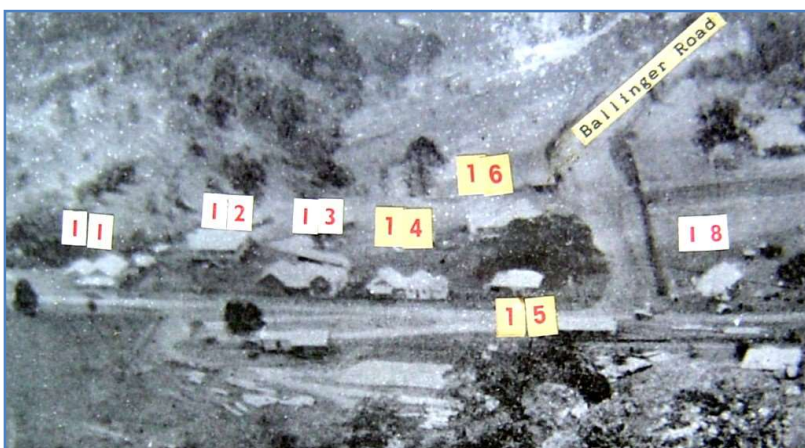


This grainy image (of uncertain origin), shows Main Street looking west with Middy's first store, (which consists of two joined buildings), in the left foreground. The building beside Middy's store with an awning, is 'another billiard room' according to James Dyble (see on pages 4 and 10) and beside it is Woodward's watchmakers shop. Probably about 1924/5.

Aerial photograph from ca. 1930.
(Held by Jim Hennell.)

- 11 Stan Burnett's shop (later Middy's 2nd store)
- 12 Middy's house.
- 13 Middy's 1st store.
- 14 Woodward's watchmakers shop to the right, Dyble's 'another billiard room' to left.
- 15 JK Burnett's old shop – at that time a private residence.
- 18 Mitchell's 2nd butcher shop built in 1929.

Between 13 (Middy's 1st store) and 14 (Woodward's shop) is a building which was a billiards saloon and hairdresser's in 1916 and 1918. The Tram Station is opposite JK Burnett's old store and is partly obscured by label '15'.



¹ *Chronicle & North Coast Advertiser*, 16 June, 1915, page 5, Eudlo, Social news.

² *Brisbane Courier*, 19 July, 1916, p. 5. Advertising.

³ This photograph along, with three plates of accompanying text, is mounted on the wall of the Museum Room in Pioneer Cottage. It is also in the files of BHS. A version of this photograph is presented at the end of this paper on Page 11.

Between Middleton's (first) store and Woodward's watchmakers shop to the west, a building is present, named by James Dyble as 'another billiards room'.¹ This building is visible on an aerial photograph held by Jim Hennell and by Bill Lavarack, taken in the early 1930s (see page 3).

In October 1917 Ernest advertised his Eudlo store for sale, rent or lease in the *Courier Mail*. In April 1918 in the *Nambour Chronicle and North Coast Advertiser* it was announced that Ernest Middleton had closed his Eudlo store.

Sale. Sale. Sale!

Buderim, Eudlo, & Maroochy River.

E. MIDDLETON, who is leaving the State offers the following for
PRIVATE SALE

AT BUDERIM MOUNTAIN.—
Commodious Store complete with large General stock-in-trade Plant and Outbuildings etc. Along with large seven roomed Dwelling beautifully situated at the terminus of the Palmwoods Tramway overlooking the Ocean and Moreton Island.
ALSO the adjoining allotment, on which is erected a Hairdressing and Billiard saloon.
The most valuable business sites on the Mountain.

AT EUDLO.—
General Store complete with Stock-in-trade and up-to-date plant also ten acre block of land right in the heart of Eudlo. Most valuable for allotments and business sites. Also corner allotment facing the railway station.

AT MAROOCHY RIVER.—
90 acre Farm block suitable for either Dairying, Fruit or Cane-growing, having frontage to both Maroochy River and Nambour Inlandway.
No reasonable offer will be refused. Terms to suit purchasers.
Applications should be addressed to

E. MIDDLETON, "Ocean Vista," Buderim.

Outstanding accounts owing to the firm of E. Middleton, Storekeeper, should be immediately paid in at either Buderim or Eudlo store.

On 19 April, 1918, Ernest advertised all his business interests for sale as he was enlisting in the Army (see opposite and below).²

YESTERDAY'S ENLISTMENTS.

Eight men offered their services at the Adelaide-street drill shed yesterday, and were passed as fit. Those offering were as follows:—William B. Pringle, Walter B. Forster, Frank Dee, Frederick J. Graham, John J. O'Brien, Maurice H. Duffy, and Leo Barnett, of Brisbane, and Ernest Middleton, of Buderim. Three men enlisted for service at Rabaul.

Brisbane Courier 8 May, 1918, page 6.

His attempted enlistment was noted in *Brisbane Courier* of 8 May, 1918 (see above). This attempted enlistment at the age of 36 must have been in response to the current position in World War 1, where the Germans had launched their Spring Offensive in late March to early

April. This offensive was greatly assisted by several divisions of troops that had become available to the Germans when an armistice was reached with the Russians on the Eastern Front. It was initially very successful and the Allied forces were pushed back significantly. The position at this stage of the War looked very grim for the Allies. However the situation improved, with a major factor being the increasing numbers of American soldiers being introduced to the fighting. The German forces failed at the Second Battle of the Marne in July 1918 and the Allies increasingly took control.³

Ernest's enlistment was did not proceed as he was found medically unfit. The Buderim honour board in the War

Memorial Hall commemorating those who served, was updated in August 1919 to include not only those who served, but also those who volunteered but were rejected (see left).

Fortunately his store had not sold and he was soon back on Buderim and back in business, probably as soon as early to mid May.

VOLUNTEERED FOR ACTIVE SERVICE MEDICALLY UNFIT.

W.F. Bell.	C.H. Kimber.
W.E. Bartholomew.	C. Wright.
F.E. Newberry.	G. Burrows.
J. Watt.	G.R. Nelson.
A.E. Doe.	A.C. Foote.
O. Woodward.	J.D. Bain.
J.A. Dyble.	E. Middleton.
A.R. Tully.	G. Newberry.
E. Howie.	W.J.A. Forde.

¹ James Dyble was a photographer based on Buderim in the period 1910 to 1930. His images can be identified by a dashed or dotted line under the hand-written title which is inscribed in white ink. See also Appendix on page 11.

² *Chronicle & North Coast Advertiser*, 19 April, 1918, page 2. Advertising.

³ Wikipedia, September 2023, Timeline of World War 1, summary of events.

On July 5, 1918 Ernest advertised that:

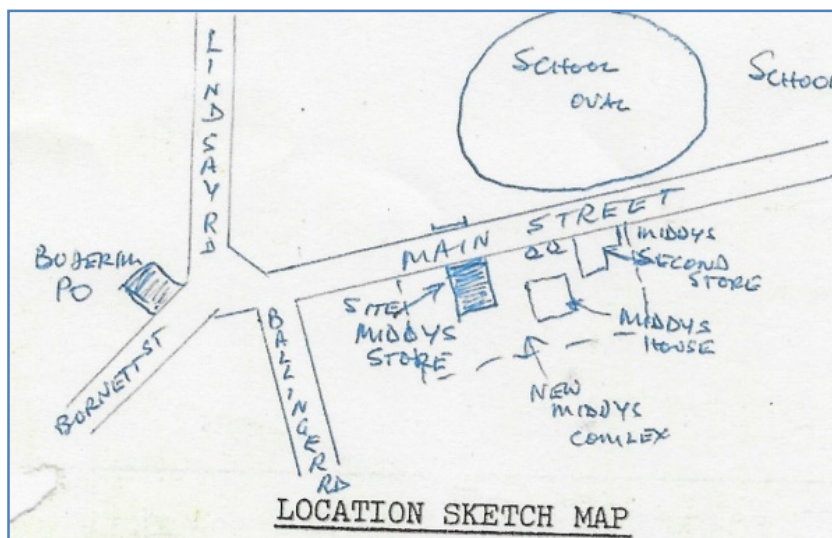
MIDDLETON'S Co-op. Studio now open. Photos copied, enlarged and framed at shortest notice. Buderim.

MIDDLETON'S Co-op. Saloon is making short work of long hair at Buderim. Opening day, July 1st.

OLD Boots! 'It's never too late to mend'. Best leather and workmanship at Middleton's Co-op., Buderim.¹

This 'Co-op' was associated with his new store which he had built on his block just to the east of his original store and house (see 'mud map' opposite).² There is no direct evidence of the date when Ernest built this second store, but it seems possible it was started in May soon after his rejection by the Army and opened on July 1st as stated in the advertisement quoted above.

'Mud map' by Stuart Weir showing layout of Middleton's first and second stores and house.



So it would seem the second store was built in May and June 1918 and opened on 1st July. On 14 August, 1918 he advertised for 'An energetic young man with small capital', probably to manage his new store.³ It seems likely that Clarence Blakey answered this advertisement. He would have been 18 at the time.

In October 1919 Mrs Skilton, who had recently moved to Buderim along with her husband, opened a shop in Ernest's 'second store' building. She advertised that she would be managing the new 'small-goods, tobacconist, lollies and soft drinks shop to which will shortly be attached a hair dressing saloon'.⁴ Mr Skilton ran a real estate agency presumably from the store. By January 1922 the Skiltons had left Buderim to farm near Stanthorpe and the business was sold to John Benjamin Woodlands who was a hairdresser.

Woodlands added 'New Refreshment Rooms' in October 1922 and a billiards saloon in November 1922.⁵ In November 1923 the *Daily Mail* reported that he sold his business to Stan Burnett and moved to Nambour. Soon after he sold his billiards table there.⁶ Charles Clarke was granted a billiards licence in August 1922 and had been managing the billiards room in the building adjacent to Middleton's first store (shown on photographs on page 3). In March 1924 Stan Burnett needed a billiards table to replace that previously operated by Woodlands. In 1924 Charles Clarke secured the right from the Maroochy Shire Council to carry mails from Buderim to Maroochydoore and Mooloolaba and commenced his duties as from January 2 1924.⁷ He then was too busy to continue with his billiards room so, no longer needing his table, he sold it to Stan Burnett.⁸

Billiards was a popular sport on Buderim from about 1916 on, with at least three rooms or saloons operating, although not all at the same time and apparently Ernest was a competent player. These

¹ *Chronicle & North Coast Advertiser*, 5 July, 1918, p. 2. Advertising.

² Stuart Weir, 1983, *Middleton's General Store and Tea Rooms, Buderim*, Historical/Industrial Archaeology Site Record Card c/- Qld Museum, Fortitude Valley, 4006. Held by Buderim Historical Society

³ *Brisbane Courier*, 14 August, 1918, page 7, Advertising.

⁴ *Chronicle & North Coast Advertiser*, 17 October, 1919, page 7.

⁵ *Chronicle & North Coast Advertiser*, 24 November, 1922, page 5, Nambour Court Doings.

⁶ *Daily Mail*, 8 November, 1923, page 13, North Coast Buderim.

⁷ *Brisbane Courier*, Mail Service Advertisement, 26 February, 1924.

⁸ *Chronicle & North Coast Advertiser*, 21 March, 1924, page 4, Sale of Billiards Tables.

days a common vision of a billiards saloon is of some drinking and possibly a somewhat sleazy atmosphere. But not in 1920s Buderim, with its straight-laced, religious population. There it was cups of tea or soft drinks.

We have already seen that Ernest owned a hairdressing and billiards room in a building adjacent and to the west of his first store (see images on page 3). In 1924 Stan Burnett was selling fruit and vegetables, confectionary and running a cafe and a billiards room which had replaced Woodlands's billiards operation. Stan continued in Middy's second store until 1931 when Ernest Middleton abandoned his first store and moved his business there. It seems likely that Ernest relinquished the shop to the west of his first store when Charles Clarke sold his billiards table.

By 1925 Ernest was involved in real estate. In an advertisement from 'Beautiful Buderim Mountain where health, peace, happiness and wealth reign', he offers houses for sale, for rent and allotments at Eudlo, Mooloolaba, Alexandra Heads, Buderim and Maroochydore.¹

In June 1926 Ernest purchased the Palmwoods store owned by George Gall and opened it as a 'branch store'. He employed Clarence Blakey, who had worked for Ernest for several years, as manager. It was planned to run the two stores 'in conjunction'. Ernest also employed Mr W. H. Trotter to look after his Buderim interests.²

During the years of the Great Depression Ernest had financial problems, as many people did, and was bankrupt in 1932 (see opposite).³ In late 1931 Ernest closed both his Palmwoods store and his original Buderim store which had serious white ant problems. Due to the white ants and his financial issues, he closed his second Buderim store for several months. He partly demolished the first store, re-using suitable timber and iron to extend his second store into what, in the post-War years, became a landmark as 'Middy's Store'.⁴ By 1935, or almost certainly earlier, he had dealt with his financial worries and was back in business as the major store on Buderim.⁵

Over the years Ernest, and later Glynn, were known for showing compassion to customers who were having financial problems, and readily extended credit.

Ernest was a major figure in Buderim community life and not only as a storekeeper. He was part of just about every community committee, often serving as president or secretary. The positions in which he served included: Chairman of the State School Committee, Chairman of the Buderim Progress Association, Secretary of the Lilley District branch of Queensland Farmers' Union, Secretary of the Buderim Scout Group, Chairman of the Agricultural and Industrial Society, President of the Buderim Show Committee, Secretary of the School of Arts, Committee member Mooloolah River Sports Club and Chairman of the Memorial Park and Recreation Reserve Committee which lobbied to have the School oval declared a Recreation Reserve. In 1923 he promoted the idea of a 'Buderim

COMMONWEALTH OF AUSTRALIA.
The Bankruptcy Act, 1924-1930—
Part XII.

In the Matter of a Deed of Arrangement between ERNEST MIDDLETON, of Palmwoods and Buderim, in the State of Queensland, Storekeeper, and his creditors.

TENDERS are invited for the purchase of the following assets in the above matter as going concerns, viz.:—

SERIES 1—Stock-in-Trade and Plant, Palmwoods.

SERIES 2—Stock-in-Trade and Plant, Buderim.

SERIES 3—Motor Truck.

Stock Sheets and Conditions of Tender may be seen on the premises or at the office of G. S. Hutton & Macfarlane, Chartered Accountants (Aust.), 400 Queen Street, Brisbane, where tenders will close on MONDAY, the 22nd Day of FEBRUARY, 1932, at 12 o'clock noon.

The highest on any tender not necessarily accepted.

Dated at Brisbane this Eleventh day of February, 1932.

GEORGE REES,
Chartered Accountant (Aust.),
Trustee

¹ The *Daily Mail*, 28 September 1925, page 20, Advertising..

² *Nambour Chronicle & North Coast Advertiser*, 25 June, 1926, page 3, Buderim.

³ *Nambour Chronicle & North Coast Advertiser*, 19 February, 1932, page 6, Commonwealth of Australia.

⁴ Stuart Weir, 1983, *Middleton's General Store and Tea Rooms, Buderim*, Historical/Industrial Archaeology Site Record Card c/- Qld Museum, Fortitude Valley, 4006. Held by Buderim Historical Society.

⁵ *The Telegraph*, 9 December, 1935, page 24.

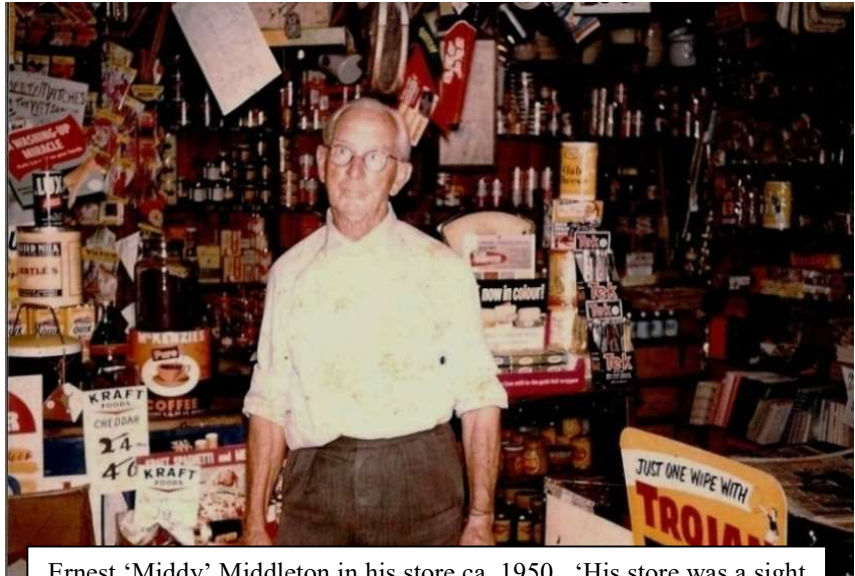
and Maroochydoore Automobile Club'. He was a prominent member of the Country Party and, in the late 1930s, he was a Councillor on the Maroochy Shire Council.

'Middy's store' was a feature of Buderim in the post-War years from the 1940s to the 1960s. The late Joyce Short (1927 – 2017) wrote:

Middy's shop had the slogan 'We sell anything and everything' and he certainly had a big variety of goods.

From a front window of tantalizing lollies at the front to farm tools and heavy work boots out the back, to fancy goods, kitchen utensils, haberdashery and linen, anything else to the centre and right side of the shop.

It was a treasure trove to wander through (if you could squeeze through)! Many goods hung from the ceiling and you had to duck your head often.¹



Ernest 'Middy' Middleton in his store ca. 1950. 'His store was a sight to see.'

Middy was a keen sportsman. He was president of the Buderim Cricket Club and the Buderim Sports Club and served on the committees of the Bowls Club, the Golf Club and the Billiards Club. He had played a good standard of soccer in Wales before emigrating to Australia and was keen to continue in his new country. In 1920 he formed the Buderim Football (soccer) Club which he ran until it folded in 1928. He received a 'very enticing' offer to play for one of Brisbane's leading soccer teams, but refused for business reasons.

Along with E.M. (Eddie) Daniels of Palmwoods, he was responsible for starting a soccer competition on the North Coast. They organised the first ever match between Palmwoods and Buderim on 31 July 1920, with the home team Palmwoods defeating Buderim by two goals to nil.² A week later a return match was played at Buderim with the home team winning by five goals to four.³ These matches lead to the formation of the North Coast Football Association.



Buderim Soccer team of 1924. Middy is not identified but may be present?

Ken Chadwick (born 1928) stated 'he was very passionate about soccer and kept himself very activated by doing speed skipping which amazed me with his skill' (Ken Chadwick, pers. com.).

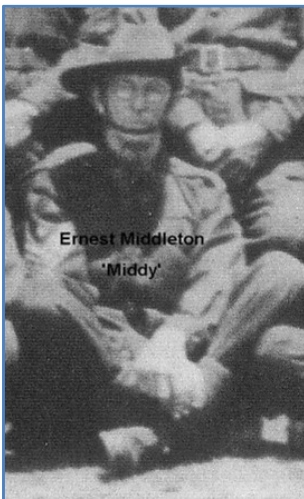
¹ Joyce Short, September 2011, *Buderim Stories – the First Buderim Shops that I remember*, typescript held by Buderim Historical Society and by the author.

² *Nambour Chronicle & North Coast Advertiser*, 6 August, 1920, page 7, Palmwoods Soccer.

³ *Nambour Chronicle & North Coast Advertiser*, 13 August, 1920, page 4, Buderim Soccer football.

Two new tennis courts were opened opposite Middleton's store in 1948 at a cost of £125, thanks to the efforts of the Buderim War Memorial Community Centre and a lot of hard work by volunteers. The grand opening was on April 10 1948. Bill Bell, Stan Townsend, Jack Neil and Ernest Middleton, four of Buderim's older sporting identities, opened proceedings by playing the first set on the new court.

On 22 April 1942 when Australia was threatened by Japan, Ernest joined D Company of the Buderim Volunteer Defence Corps of 6th Battalion at the age of 59. In fact virtually all the able bodied men who were not already in the defence forces (about 60 in number), joined. He was Quartermaster for the Buderim D Company. His Army Medical History sheet lists no diseases or disabilities. He was 5 ft 7 ½ inches tall, weighed 136 pounds and had grey hair. He was promoted to Acting Staff Sergeant in 1943 and discharged on 19 October, 1945.



D Company of the Buderim Voluntary Defence Corps during WWII featured (back row): L to R G. Clem, A. Foote, unknown, H. Foote, R. Henderson, K. Chadwick; (Middle row): R. Barclay, unknown, W. Chadwick, G. Burnett, P. Jakeman; (Front row): Ernest Middleton, R. Walker, A. Parkyn, unknown, W. Ott. Left: enlargement of Ernest Middleton. *From a newspaper cutting.*

Ernest Middleton died on 14 July, 1959 aged 77. His wife Eleanor died on 1 November, 1965 aged 87. Both are buried in the Buderim Cemetery. The store was run by Glynn until it was sold in 1979. At the time of writing it is now replaced by a modern group of shops, but the name has been retained as the 'Middy's Complex'.

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Acknowledgements

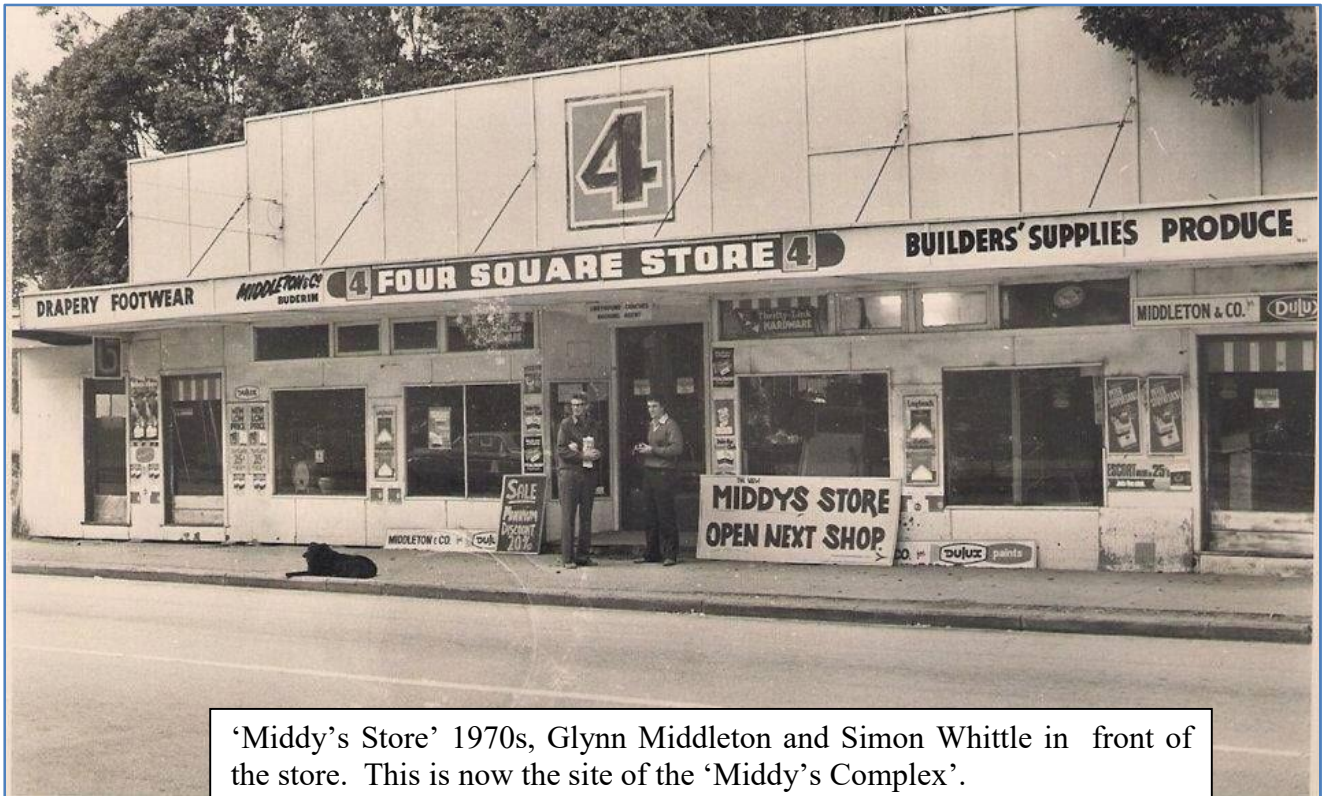
Aerial photograph on page 5 is held by Jim Hennell.

The photograph on page 8 is from Simon Whittle.

The other photographs are from the files of the Buderim Historical Society Inc.

The photograph on the right on page 2 showing Ernest Middleton, is an enlarged part of the photograph to the left.

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‘Middy’s Store’ 1970s, Glynn Middleton and Simon Whittle in front of the store. This is now the site of the ‘Middy’s Complex’.

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Appendix 1

MIDDY’S – MY RECOLLECTIONS

by Beverley Lavarack (née Beverley Bell)

Back in the 1950s, when I was a pupil at Buderim Mountain State School, several days a week I would play tennis after school on courts at the end of the oval. I wouldn’t be picked up by my father till after 5pm. My mother arranged with Old Middy for me to call in at his shop and ask for threepence worth of biscuits (often including some broken ones) which would fill a small white lolly bag. I guess I just had a drink of water from the tap at the tennis court.

I am not sure when my mother’s account at Middys started – probably in the late 1940s. She would purchase most of her weekly grocery shop there. Every item would be written in an invoice book and totalled, but an account would not be issued until the end of the month. Method of payment: my mum would call into Middys, collect her account and walk up to the Commonwealth Bank, draw out the money and walk back to Middys to pay the account!! When my mother passed away at the age of 94 in 2007 she still had a Middys account – one of the last two or three remaining.

My Brisbane cousins were about the same age as I was and when they visited, they always had to go to Middys to marvel at the vast array of goods hanging from the ceiling and stacked everywhere.

In the Occasional Paper you can read Joyce Short’s description of the organised chaos of Middy’s store. I remember the haberdashery section. It was in a back corner and was always run by Mrs Middleton – Ernest would have nothing to do with it. To get to it you had to wend your way past barrels, sacks, boxes etc and dodge all sorts of hanging obstructions.

Appendix 2

OLD STORE DEMOLISHED

One of Buderim's longest established businesses, Middleton and Co., has been sold to make way for a new supermarket and shopping centre being developed by Buderim Nominees Pty Ltd.

Mr Art Barnes, managing director of Buderim Nominees Pty Ltd, an associate company of Buderim Lumber Pty Ltd, said the company would take over "Middy's" from June 1 and re-establish the store in new premises under construction on land next to Middleton's.

"We will be retaining the trading name of Middy's to maintain a link with Buderim's past," he said.

"Middy's will be the first stage of a three-stage development on the site. Shops and offices will be included in remaining stages of strata title development.

"Middy's Supermarket will open on July 1 and although a modern supermarket, will offer much the same lines and service of the old Middy's."

Middleton and Co's old store and adjoining house eventually would be demolished to make way for a carpark. Middleton and Co, contracted to Middy's, opened in Buderim early this century and rapidly became one of the major trading stores in the region.

District pioneers, according to Ted Kidd, Middy's oldest customer, developed their own motto for Middy's, which went something like: "If Middy's don't stock it, it's not on the market."



● Pictured: The old Middy's store (above) and adjoining house (below) which will be demolished to make way for a carpark for the shopping centre Buderim Nominees Pty Ltd are building. Work has already started on a new Middy's store on the town side of the old house.





PIPER
Flite Centre

The Piper Tomahawk Trainer
makes learning to fly easier and cheaper than ever before

TRIAL FLIGHTS ONLY \$10

GREAT RATES — Start at \$25 per hour

Audio Visual Training Aids
Instrument Training Simulator
Student Kits — all text books only \$40

AIR MAROOCHY

● FLYING SCHOOL ● CHARTER ● JOY FLIGHTS
PHONE 48 7247 Ahrs 45 1886
NEXT TO TERMINAL MAROOCHY AIRPORT

Newspaper cutting ca. 1970s.

Appendix 3

RIGHT: Mrs Middleton, pictured outside their home in Main Street, Buderim. The Middleton's son Glynn attended Buderim Mountain State School and later operated his father's store until 1979 when it was sold for redevelopment into the Middy's Complex. The general store was well known as a treasure trove of goods, selling a vast array of hardware and groceries.



Newspaper cutting ca. 1960.

Appendix 4

This is a version of the photograph on the wall of the Museum Room in Pioneer Cottage which is mentioned on page 3 above. It is an image of Main Street, Buderim taken by photographer James Dyble between 1921 and 1925.¹ The original caption, also on the Museum Room wall, reads (looking down Main Street to the west): *'Left: Butcher shop (W. Mitchell); Blacksmith shop (Duncan, then Sargood, later ginger factory); Stan Burnett's carrying business and billiard room (double roof) – later site of Middy's shop; Ernest Middleton's original Buderim store; Another billiard room; Woodward – watchmaker and repairer; J.K. Burnett's shop (on corner).* The 'Another billiard room' is the last shop with an awning towards the end of the street on the left. Another caption names the people visible in the photograph.

Note the white dashed underlining of the title – this indicates that it is a James Dyble image. It is also almost certain that Dyble was responsible for the captions.



¹ Bill Lavarack and Helene Cronin, January 2023, *Buderim Shops – Central Business Area 1870 to 1970*, Occasional Paper no. 10, Buderim Historical Society.

Appendix 5

A selection of Middy's advertisements: The first below is from the *Brisbane Courier*, the others are from the *Nambour Chronicle and North Coast Advertiser*.

"ON THE TOP" OF THE MOUNTAIN.
For **GOOD VALUE** and **SERVICE** in the ..

**CO-OPERATIVE STORES,
BUDERIM.**

Where the needs of the community are carefully catered for by the proprietor,
R. MIDDLETON.

"Anything and everything at Rock Bottom Prices is our Motto."

Orders executed for Alexandra Heads, Mooloolaba, and Maroochydore.

29 June 1922

PALMWOODS
Middleton's, Central Cash Stores

Visit us and see how our business is growing. We can supply all requirements for **PERSON, HOUSE or FARM.**

5 REASONS why our business has more than doubled its turnover in six months.

1. We seek the opportunity of bringing into effect an obligation.
2. We place the satisfaction of customers before all things.
3. We never allow competitors' catch prices to beat us.
4. We will procure any brand or grade our customers desire.
5. We appreciate and value any favour extended.

Middleton's
(For Anything and Everything.)
PALMWOODS—and—BUDERIM.

January 1927

Coffee ++++++

Half a century ago Buderim Mountain was discovered. Since then the plantations have been producing Buderim Coffee to perfection. Buderim Coffee has won diplomas in all parts of the world—its flavour is unbeaten anywhere. Support Queensland Products, especially when it is known to be equal to the "WORLD'S BEST." We only trade in **PURE COFFEE.** Wholesale Supplies are obtainable. (Free on Rail Palmwoods.)

Peanuts (QUEENSLAND'S LATEST INDUSTRY)

The soil and climate of Buderim Mountain ensures that nice juicy flavour so much desired. We supply them either **RAW or BOILED SALTED** in Any Quantity. Repeat orders speak for the quality! (Free on Rail Palmwoods). If you wish to obtain the nice edible quality of nuts you cannot do better than write (or phone)—

E. Middleton's, Central Cash Stores
PALMWOODS—and—BUDERIM.
(Phone 16) (Phone 12)

1 February 1927

Big Smash
IN PRICE OF PLATES
At **E. MIDDLETON'S**
BUDERIM and PALMWOODS.
ENGLISH PLATES
4 11, 5 11, 7 11, 8 11 Doz. 3 Doz. or more delivered free within 10 miles of either Store.

E. Middleton
-- For Everything --

9 November 1928

The Famous
PARKER PEN
and **PENCILS**
(25 Years' Guarantee)

Write for prices to—

Ernest Middleton
GENERAL STOREKEEPER,
Palmwoods and Buderim.
"The Home of the Parker Product."

2 May 1930

= **XMAS** =

Is coming—but we are **HERE**
With all the things that mean **GOOD CHEER.**

PRESENTS FOR ALL
Big and Small, at—

Ernest Middleton's
Buderim and Palmwoods.
For Anything and Everything.
Wishing you what we all hope for this Festive Season.

6 December 1929