

# HERITAGE PLACE

**NAME OF PLACE:** THE ROUSE

**ADDRESS/LOCATION OF PLACE:** 97 Bell Street PENSHURST

**STUDY NUMBER:** 253

**HERITAGE OVERLAY NUMBER:**

**OTHER NAME/S OF PLACE:** OLLE FAMILY GENERAL STORE, THE ROUSE RESTAURANT

**PRECINCT:** Penshurst

**LOCAL GOVERNMENT AREA:** Southern Grampians Shire

**ALLOTMENT:** 4      **SECTION:** 13      **PARISH:** PARISH OF BORAMBORAM

**ACCESS DESCRIPTION:**

CFA 475J C11; VicRoads 233 O11; located on the south side of Bell Burchett and Martin Streets in the centre of the township.

**SIGNIFICANCE RATING:** Local



The Rouse General Store, Bell St, Penshurst

**Image Date:** 29/04/02

**EXTENT OF LISTING:**

To the extent of: 1. All the building, excluding the interiors, and all of the land, being all of the allotment 4, Section 13 in the Township of Penshurst.

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## PHYSICAL DESCRIPTION:

A large, single storey timber building which appears to have been two separate shops, each under a separate gable, with a later addition of a timber wing to the west. The facade is on the street alignment and faces north. The facade includes two entrances each with large multi paned shop windows on either side which have a modern diagonal timber detailing underneath. The timber extension has a window divided into 4 or 6 small panes. There is a corrugated iron bullnose verandah supported by timber posts across the whole facade. There is a parapet across the facade. The eastern wall is corrugated iron laid vertically. There is a small timber section at the rear. On the west side, there is an extension at rear clad in modern pressed cement sheeting.

The roofs are simple gables with a triangular wooden facade and finial, probably new, at the point of each. The parapet is a later addition, constructed of sheeting and includes the words 'The Rouse BYO'.

The interior has not been inspected

## HISTORY:

The land on which The Rouse stands was purchased from the Crown on 21st December 1858 by a C. Lane (Department of Lands and Survey, 1957). He also purchased the adjacent allotment, No. 4, and an A. Lane purchased the next allotments, numbers 5-7 at the same time. The Lane family are mentioned in the first rate book of the Shire of Mount Rouse in 1864. They included: Aaron Lane (off assignee), 1 acre, stone house, Penshurst rated at 28 pounds; Albin Stephen Lane, 1 acre and ruins of old run, Penshurst, rated at 5 pounds, and the Prince of Wales Hotel, rated at 150 pounds on half an acre; and David Lane, 16 acres partly cultivated, rated at 14 pounds. In 1870, the ratebooks mention Albin Stephen Lane, Innkeeper, managing a Hotel at Penshurst (SMRRB 1870 #215), as well as holding several allotments in the township. By 1872, there is no mention of the Lanes in the Penshurst rate books (ibid., 1872).

The exact construction date of the store known as The Rouse is not known, although it is believed to have operated by a Chinese grocer, Ah Wong as a general goods merchant. Frank Liles Olle rented the store as early as 1870, when he went into business as a baker, butcher and grazier (Sutherland, 66). The Olle family was one of the largest and most successful in the town, two brothers, Harry and Frank arrived as young men, and became particularly successful grocers and merchants, who participated extensively in town life. Frank Olle operated his business with his four sons and the services of a baker. The Olle family business continued to operate from this building for several years, until in 1913, employed Penshurst architect, W. J. Schooling to design a pair of shops to be located on the corner of Bell and Martin Streets in the centre of the township. His business was relocated to the new premises, where he conducted a butcher's shop on the corner, while a bakery and tearooms operated in the second shop

Frank Liles Olle was one of the earliest settlers in Penshurst and became one of its leading citizens. Following his death on 12th March 1914, the Penshurst Free Press published a lengthy obituary. "Although it was generally known that Mr. F. L. Olle had been going through a period of illness, it came as a severe shock to the whole of the town when the announcement was made of his death, which took place at one o'clock yesterday, and a profound feeling of regret swept over the residents at the death of one who had held so high a place in their estimation. Death was due to heart failure, and the suddenness of the visitation was all the more acute as on Thursday he had been once more moving about amongst his friends. Deceased was 75 years of age. At the age of 19 years, he, in company with his father, three brothers and a sister, left Bury St Edmund's, Suffolk, England, sailing for Australia in the sailing vessel "Balnaguith", and after a trying voyage of 17 weeks' duration, landed in Port Fairy in the year 1858. From that port, he came to Penshurst, then in the very remote stages of civilization. The only house now standing that existed at that

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time is the old residence of Mr. Robert Aitken, and the only additional structure the settle[ment] boasted was the homestead of the late Mr. David Hutton, which stood on the present site of the new police station. At this time, a black's camp graced the portion of the town where the State School now stands. For about two years after settling in Peshurst, Mr. Olle followed his trade as a carpenter, then for about three years went to live in the Casterton district, where he met his wife, then Miss Lamot. They were married 55 years ago. Returning from Casterton in 1863, Mr. Olle went in for dairying and dealing. It was some time after this, and while still in this connection that he set on foot a movement to open a butter factory locally, and it was due principally to his never failing energies and activities that the present flourishing institution came to be established. Later on he started business as a butcher, carrying on business in the old shop on the corner of Marten (sic) and Watton streets. From this building, as the town progressed, Mr. Olle moved into the new and splendidly up-to-date shop in which the business is now carried on. Up to the time of his illness -five weeks ago- the deceased gentleman led an active and energetic life. He was of an unselfish disposition, and took an active interest in the welfare of the town and district. For 15 years he was a member of the council of the Shire of Mount Rouse, and of that time occupied the presidential chair for a period of six years. Of the Presbyterian Church he was one of the pillars, having been a member since the inception of the Church in Peshurst in 1864. He held many important positions during that time, and has seen the Church steadily growing to its present strength, holding the honoured position of Treasurer up to his decease. For some years he held the position of president of the local Mechanics Institute for which institution he spent much time and activity. While the local Progress was in existence, he was a valuable member, being always willing to do his utmost in promoting the town's advancement. He was president of the local branch of the People's Party and was held in high esteem as a sincere member. By his charitable and genial nature, Mr. Olle had established for himself a position of respect and popularity to which he was justly entitled. We are simply expressing the sentiment of every true citizen of Peshurst when we say that the late Mr. Olle will be sadly missed as one of those old pioneers who have left the town the better through their activities.... He leaves a sorrowing wife and five sons, Messrs. Frank, Allan, Ernest, Edgar and Arthur, and two daughters, Mrs. J Jenkins and Miss Hannah Olle. Only two brothers and a step brother are left of deceased's family, Messrs. H J and Chas. Olle (Peshurst) and Mr. Archibald Olle (NSW)."

In later years, the store was used as a restaurant, general goods store and bric-a-brac shop.

## **THEMATIC CONTEXT:**

Theme 3: Developing local, regional and national economies

3.12 Feeding people

3.12.5 Retailing foods and beverages

3.19 Marketing and Retailing

Theme 4: Building settlements, towns and cities

Theme 8 Developing Australia's cultural life

8.4 Eating and drinking

8.12 Living in and around Australian homes

8.14 Living in the country and rural settlements

## **CONDITION:**

The exterior of the shop appears to be in good condition.

## **INTEGRITY:**

High degree of integrity on exterior (Interior not inspected)

## **STATEMENT OF SIGNIFICANCE:**

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## What is significant?

The Rouse is located at 97 Bell Street, on the south side. It is a large timber building with a corrugated iron verandah. Its earliest known use was by a Chinese merchant, Ah Wong, who operated a grocery from the store in the 1870s. The most important merchant to operate from the site was Frank Liles Olle, a member of the important Olle family who were heavily involved in all aspects of Penshurst. Olle left the store to move into newly built premises in 1914. There has been no architect or builder associated with the design of the store. The Rouse is in good condition, and retains a very high degree of integrity.

## How is it significant?

The Rouse is of historical significance to the Southern Grampians Shire and to the township of Penshurst.

## Why is it significant?

The Rouse is of historical significance as one of the four general stores in Penshurst. It is of further historical significance for its association with the Olle family, particularly Frank Liles Olle who was an important member of the local Shire Council, Presbyterian Church and Penshurst community. The Rouse is also of historic importance for its long use as a store, and its intact fabric which shows a previous way of life.

## COMPARISON:

240 Madigan's Store, Martin and Bell Streets, Penshurst.

**ASSESSED BY:** tfh

**ASSESSMENT DATE:** 21/05/2002

## EXISTING LISTINGS:

## HERITAGE STUDY RECOMMENDATIONS:

Include in VHR  Include in RNE  Include in Local Planning Scheme

No Recommendations for Inclusions

## REFERENCES:

Author	Title	Year	Page
	'Obituary for Frank Liles Olle' Penshurst Free Press 12/03/1914	1914	
A. Sutherland	Victoria and its Metropolis: Past and Present	1888	66
Department of Lands and Survey	Township of Penshurst, County of Villiers	1957	
Shire of Mount Rouse	Shire of Mount Rouse Ratebook 1872	1872	
Shire of Mount Rouse	Shire of Mount Rouse Ratebook 1870	1870	#215