



fitzroyhistorysociety@yahoo.com

June 2008

PO Box 180, Fitzroy 3065

Sunday, 20 July 2008, 3pm

at the Fitzroy Town Hall Reading Room

"Fred Cato and the Fitzroy-based grocery empire from the 1880s"

- a talk by Ann Blainey



Moran & Cato No 1 store, 1886-1898, corner Brunswick St and Moor St, opposite the Labour in Vain, with the Town Hall visible

Edwin Moran and Fred Cato began a grocery partnership at 201 Brunswick Street in 1882. As the business grew, the No 1 store expanded and relocated to 190-194 Brunswick St, corner of Moor St from 1886. From 1898 the business expanded further into the existing large new building at 277 Brunswick St, the adjacent warehouses along Victoria St, their stables at the north-east corner of Rae St and Holden St, North Fitzroy, and 160 branches across Australia.

After Moran's early death in 1890, Fred Cato was the driving force of the business, as well as being strongly involved in his church, and a very generous benefactor to related causes. 150 years ago, Cato was born near Stawell in 1858.

Ann Blainey, Cato's biographer, will tell us more on the life of Fred Cato, the Fitzroy grocery business, and the legacy that he has established.

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**Forthcoming events**

9 September - 150th anniversary date of Proclamation of Fitzroy on 9 September 1858  
AGM, with guest speakers Renate & Brian Howe on "Social Reform in a Changing Fitzroy"

10 September to 5 October  
celebration of Fitzroy 150th, being jointly organized by City of Yarra & Fitzroy History Society, including:  
- display of documents and photographs in the Fitzroy Town Hall Reading Room;  
- special meeting of Yarra City Council;  
- a community celebration event;  
- walking tours of Fitzroy neighbourhoods of the 1850s.