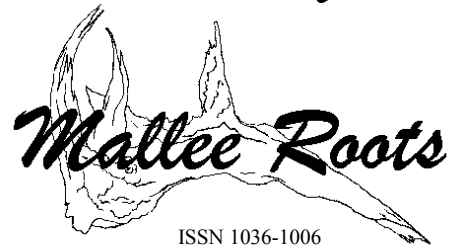


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THE NEW PARAGON CAFE IS BEAUTIFUL

This was the headline on the front page of the "Guardian" on Friday 22nd December 1939, and the inside page was titled "Paragon Issue" where every detail of construction and the suppliers of materials were acknowledged.

Completely and most luxuriously re-designed as the only Cafe of its kind in Victoria, the new Paragon Cafe in Campbell Street Swan Hill (the site in 2002 occupied by Speeds Shoes) will be officially opened by Hon. H. Pye M.L.C. tonight at 8 pm.

The next issue of the "Guardian" reported -

'In an address to the many patrons assembled in the Cafe the Hon. H. Pye said it gave him considerable pleasure to have the opportunity that evening of officially opening such a beautiful Cafe, and such an outstanding attraction and asset to the ever-progressing town of Swan Hill.

The Hon. H. Pye said he desired to heartily congratulate the Cassim Bros. for their wonderful faith, not only in the district of Swan Hill, but also in the Commonwealth of Australia as a whole. At such a time when Commonwealth and National affairs were disturbed by a world war, it was very gratifying to see in our town citizens who were enterprising enough to spend more than 6000 pounds on Cafe modernisation. Congratulations were also due, said Hon. H. Pye to the Sydney firm of Frank G.O'Brien Pty. Ltd. who had so artistically designed and refitted the Cafe; also the local firm of builders in Warren and Barr who had carried out the reconstruction of the building, and also all other firms and individuals who had had some important part to play in the completion of the new Cafe. He again congratulated Messrs. Cassim Bros. and

"YOU are the fertiliser of your family tree!"



Do you have a picture of the Paragon?

In October 1972, a "Guardian" news item states:

"A business which served Swan Hill and district residents for nearly 50 years - the Paragon Cafe in Campbell Street - was closing its doors.

The Paragon was to be replaced by the Camelot restaurant-cafe following successful negotiations by the Knight family to secure the lease of the property. The building was constructed in about 1920 by Henry Pye and served as a furniture store before becoming the Kookaburra Cafe.

It was renamed the Paragon when the lease was taken over by John Cassim in 1926. Various people ran the Paragon during its 46 years with the final owners being George and Peter Defterevas and John Michalakis.

The Cafe was a favourite venue for a spider or sundae for young people after the pictures. Many young men 'shouted' their dates supper or a drink before taking them home. Roy Knight said the Camelot would be a family-type restaurant with the maximum price for any dish set at \$1.50.

The premises were to be closed for five to six weeks for a refit expected to cost \$20,000."

See Page 7 for the CASSIM story

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