

It looks like a million dollars, and so it is...



The Woolworths opening at Westown is the 78th in New Zealand, the biggest in New Plymouth, and the newest in the world.

The whole development has cost more than \$4 million dollars. The building measures 45 metres x 20 metres, and the main shopping hall is 30 metres square, light and airy.

And BIG. It was built by Hawkins Construction (Taranaki) Ltd, of concrete block, and with main steel pillars every 10 metres. These pillars are so unobtrusive that you won't see them unless you look for them.

Outside, the grounds are at the time of writing as bare as a baby's bottom - and no cleaner. But there will soon be plantings of shrubs and small conifers. The building is owned by Hawkins Holdings Ltd, and leased to J. J. Nathan, who ran Woolworths in New Zealand.

The "island" freezer is worth as much as eight cars... Stores like this were the brainchild of Frank Winfield Woolworth, who was born in a New York suburb on April 12, 1852. He opened his first store in Florida in 1878, and every thing in cost five cents.

Within a few years he had a host of imitators - including his brother; but it wasn't long before they were forces and became F. W. Woolworth and Co. The company expanded at first slowly but gained momentum. They moved first across the border into Canada, then to Cuba, then across the Atlantic to Britain and Germany.

The impact in Britain was immediate. Woolworths deliberately adopted a high-profile, publicity-seeking image, with heavy emphasis on

But you could get plates of similar ware, with matching pint mugs, for threepence each. One of those Woolworths' mugs lasted me almost all through World War I.

The outbreak of war meant more to Woolworths than just the end of tin toys from Germany. The steel that had been rolled to thin sheet to make tin toys was now rolling out of Krupp in the form of armaments.

Four years later we all came home to a changed world, and Woolworths had changed, like everything else. The old idea of "nothing over sixpence" had quietly vanished, and for the first time "inflation" meant something else besides blowing up a balloon (or for the price). It was about 1927 that a group of Australian businessmen, impressed by the success of F. W. Woolworths, to inspire, decided they ought to do something on the same lines.

So they set up a company to run what is now called a variety store, and probably hoping to cash in on the popular name they called it Woolworths, with an S no apostrophe.

You could do that sort of thing in the twenties. The store was a success. Within a couple of years they had opened several more and were looking across the Tasman.

Woolworths have been in New Zealand since 1929, when they opened a variety store in Christchurch. Wellington, their first supermarket was opened at Panmure, Auckland.

But it wasn't until the early sixties that the company got into food

Woolworths' bladder?" Why? Well, you watch television don't you? "Because we guarantee it." W. J.

WOOLWORTHS SUPERMARKETS **BUDGET STRETCHING FOOD PRICES**

Country Harvest JUICY
Fresh from the Best
NEW ZEALAND GRAPEFRUIT
1.99
4kg Bag

Versatile KIWIFRUIT
1.49
kg

WEEKLY SPECIAL
fresh-up APPLE JUICE & ORANGE 3 to 1 Concentrate 330ml ASSTD. **91c**

WEEKLY SPECIAL
Mr Muscle 400g **2.19**

WEEKLY SPECIAL
Tessies 200g **1.69**

WEEKLY SPECIAL
Rota-Glaze 200g **3.21**

WEEKLY SPECIAL
GREASEPROOF LUNCHWRAP 24in (LIMITED) **59c**

WEEKLY SPECIAL
LITE WITCH 80g ASSTD. **1.19**

WEEKLY SPECIAL
MARMITE 235g **89c**

WEEKLY SPECIAL
200 TEA BAGS 200's **2.39**

WEEKLY SPECIAL
Tomato Mushroom Soup 250g ASSTD. FLAVOURS **65c**

WEEKLY SPECIAL
Coat n' Cook 340g ASSTD. **1.19**

WEEKLY SPECIAL
RICE BUBBLES 300g **97c**

WEEKLY SPECIAL
PKT 20 LIFESAVER LOLLIPOPS **1.69**

WEEKLY SPECIAL
Baby Carrots 440g **82c**

WEEKLY SPECIAL
Ernest Adams LAMINGTON LOG 440g **1.19**

WEEKLY SPECIAL
Vital 100g ASSTD. FLAVOURS **65c**

WEEKLY SPECIAL
75g TUBE **1.99**

WEEKLY SPECIAL
75g TUBE **1.69**

The glass bowl cost sixpence when it was bought in a Woolworths store in England more than 50 years ago.

Nothing over sixpence. The goods they sold were cheap, but they were also value for money. Some of the two-penny wares of the twenties are now collectors' items, and the "cut glass" has illustrated on this page cost sixpence at Woolworths in Southampton, England, some 50 years ago.

It isn't cut glass, it is a functional attractive bit of tableware, still in use after more than half a century. Made if that ain't value, what's it?

The range of wares sold by Woolworths then, as now, was very wide. Men could buy tools (all hand tools were sixpence) or power tools in those days could be found only in factories and a good packet of nails was threepence. A splendid garden fork cost sixpence (blade only) and sixpence for the handle. A bold notice said "SOLD SEPARATELY" if they never were.

Mum could buy lisle stockings (and even the flappers could get their artificial silk hose at Woolworths; with a seam up the back and - for the general - daring clocks up the side.

A big enamel bowl, white with a blue edge and made in Poland, cost sixpence.

retailing, and since then they've never looked back. The early insistence on cheapness is now less apparent, and there is today a stress on quality and service.

The marketing men have had an uphill struggle. You can't emphasise a factor like quality to the general public mind for half-a-century or more and expect people to forget it overnight.

wonder how often Woolworths executives wince when they hear some of the plumbing disorder as "a

When F. W. Woolworth, who founded the international chain that bears his name, died at Glen Cove, Long Island, on April 8, 1919, the company was operating more than 1000 stores.

The exact extent of his personal estate was never disclosed, but as far as could be established at the time it was around \$65 million, and he was one of the wealthiest men in the world.

For many years the Woolworth building, the company's New York headquarters, was the biggest structure on that city's spectacular skyline.

Money Saving **Permanently Reduced** **WAREHOUSE GROCERY PRICES**

YOU SAVE 20% KALLOPS ALBERN 500g WHALESIDE PRICE 1.65 1.45	YOU SAVE 18% Dove 1kg WHALESIDE PRICE 1.50 1.32	YOU SAVE 5% BLENDED PEANUT BUTTER 50g WHALESIDE PRICE 62 57c	YOU SAVE 3% EDMONDS 400g WHALESIDE PRICE 1.65 1.28	YOU SAVE 8% PRUNES 454g WHALESIDE PRICE 1.66 1.58
YOU SAVE 15% CHELSEA RAW SUGAR 500g WHALESIDE PRICE 62 47c	YOU SAVE 60% 330ml WHALESIDE PRICE 3.09 2.49	YOU SAVE 29% PEANUT BUTTER 190g WHALESIDE PRICE 1.46 1.17	YOU SAVE 9% Walties 425g WHALESIDE PRICE 84 75c	YOU SAVE 9% ASSORTED 100g WHALESIDE PRICE 38 29c
YOU SAVE 75% FAGG'S ASSORTED 200g WHALESIDE PRICE 2.64 2.39	YOU SAVE 13% HEINZ GREEN BEANS 425g WHALESIDE PRICE 84 71c	YOU SAVE 10% HEINZ PASTA 440g WHALESIDE PRICE 89 79c	YOU SAVE 9% OXO 6's WHALESIDE PRICE 53 44c	YOU SAVE 5% Anchor 60g WHALESIDE PRICE 39 34c

WOOLWORTHS SUPERMARKETS WAREHOUSE GROCERY PRICES and Weekly Super Specials!! ...Your winning combination!

OPEN SATURDAY MORNINGS!

Meet the manager

The manager of Woolworths' new supermarket at Westown, New Plymouth, is Anthony John Williams.

Born and educated in Christchurch, he served his time as a confectioner with Aulsebrookes, and joined Woolworths nearly five years ago. His last job before coming here was running the Levin store.

Married? No. Engaged? No. Attached? Well, um.

With Egmont so close, he hopes to get in some skiing, and in a port city he'll be looking at the prospects for scuba-diving, "though Saturday trading cramps your style a bit."

He has played both rugby and rugby league with some distinction, and took part in a tour of Australia a few years ago.

Manager of a big new store is no small matter at 24, but while he takes his job seriously he approaches it with confidence.



ANTHONY J. WILLIAMS

and his staff

Michael Stephen James — Mike to everybody — is the food department manager and second-in-command at the world's newest Woolworths.

Aged 21, he comes from Wainuiomata, and has been with Woolworths almost since he left school — about 2½ years.

In those 30 months he has tackled a wide range of jobs for the chain, doing stints at Lower Hutt, Naenae, Upper Hutt, Johnsonville, Kāhiraie and Levin.

"I guess you could say I was learning the job — on a wide basis as possible."

He came here a month ago — "and it's been hectic."

"We've been working to a very tight schedule, and whilst a lot of very careful, and detailed planning was done, inevitably not everything went strictly according to plan."

"For example, the contractors had made

provision for a floor safe. We wanted a cupboard-style one, a Chubb.

"It weighed a tonne-and-a-quarter. So the question arose: would the floor take it?"

"Extra four-by-fours had to be put in, but even so we watched it put in place holding our breath."

He wasn't the only one. There was a reporter (standing well back) in attendance when a fork-lift cruised in between the check-out counters — now that's not something you see every day.

It picked up the metre-square hunk of green-painted steel, eased it over five steps that would never have borne it, and laid it like an egg on a couple of builders' planks. After that it was sheer brute force, but it's in.

"Do you know, it's taken a fortnight to organise that?" said Mike, with something like awe in his voice.



MICHAEL S. JAMES

FROM WOOLWORTHS SUPERMARKETS

WEEKLY SPECIAL! **WEEKLY SPECIAL!** **WEEKLY SPECIAL!**

425g **65¢** EA **2L 1.89** ASSTD. **2.69** EA

Free Lovely **Free Lovely**

WEEKLY SPECIAL! **WEEKLY SPECIAL!** **WEEKLY SPECIAL!**

1kg **1.69** PKT **1.5kg 99¢** PKT **ASSTD. 59¢** PKT

WIGGIDIA WHOLE WHEAT BISCUITS **ELFIN NOUF** PEANUT BROWNS

No. 1 Weekly Super Special!

3 ASSORTED ROUND WINE SUPER WINE VANILLA WINE

2 FOR ONLY 1.00 PKT

RECOMMENDED RETAIL PRICE **83¢** YOU SAVE **17¢**

AULSEBROOKS WINE BISCUITS TRADE NOT SUPPLIED

2 FOR ONLY 1.00 PKT

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1kg **1.99** PKT **PKT 10 1.59** **SMALL/MEDIUM/LARGE 79¢** PKT **Modess Beltless 10s 95¢**

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REFILL **1.79** **CASCADE FLOWING WORK SOAP PUMP 2.29** **ASSTD. 1.33** **99¢** PKT **73¢** EA **2.99**

Budget Stretching **Permanently Reduced** **WAREHOUSE GROCERY PRICES**

150ml 97¢	ASSORTED 41¢	2.25 LI 2.93	ASSORTED 150g 1.45	ASSORTED 400g 1.32
250g 70¢	250g 76¢	1kg 1.59	FAMILY MINCE PIES 1.72	500g 99¢
ALL GRADES 4¢ OFF	70's 45¢	4.5m 69¢	ASSORTED 200ml 2.31	600g 1.52



LEEN BOLYN

Leen Bolyn is not just Dutch, he's very Dutch — he and his family have been in New Zealand a month...

He has been in supermarkets for most of his working life, in Haarlem, where he was a partner in (and the fruit and veg buyer) for a small chain of supermarkets.

He is married, with two little lads aged two and four. He likes badminton, tennis and nature study.

Nature study? "I like to walk below trees. To see birds. To look at birds. It's all very beautiful."

(And if you, like him, had lived most of your life in over-populated Haarlem, you'd know what he meant.)

We asked: "Is there anything you'd like us to tell the people of Taranaki about you?"

He went all earnest on us.

"Yes, Please tell people my English is not good." (He is too modest. It's remarkably good.) "I hope they will be patient with me."

We assured him you would be; and you wouldn't let us down, would you? W.J.



BRUCE TREMLETT

Bruce Tremlett (30) is the butchery manager. New Plymouth born and bred, he grew up in a butchery business, and has been in the trade since he left school.

He has worked in supermarkets before. "The big difference between this sort of job and the family butchery is that you see less of your customers," he says, "and that's sometimes a pity."

"Most of the meat is pre-cut and packaged so that it can go on display — so that people can see what they're buying and know what it costs."

"But that's not to say that if it isn't on display you can't have it. You want a well-hung, black-round-the-edges wing rib? O.K. No problem. Ask me. I'll fix it."

"And if you've bought something here, and it didn't measure up, you still ask for me. You get your money back, or another bit of meat."

"Why? You must have heard the slogan — 'because we guarantee it?'"

"Maybe, sometimes, we get ripped off by some bright character who says he/she bought it here and it was too tough to eat. We'll still 'replace' it — even if we have serious doubts. That's a small price to pay for public confidence."

Bruce is married and has two youngsters, a boy of nine and a girl of seven. When he can, he plays golf and squash.

WOOLWORTHS SUPERMARKETS

SPECIALS AVAILABLE FROM MONDAY 26th JULY UNTIL SATURDAY 31st JULY — OR WHILE STOCKS LAST

The One Stop Shop

"So long as you go away happy ..."

Mrs. Karen Bazeley (20) is service supervisor at the Westown Woolworths supermarket. Her job is to make sure everything goes right at the checkouts — which is not as simple as it sounds.

When we called a few days ago she was teaching some of her 20 girls to touch operate, so that they can read prices and ring them up without having to look at the machine.

Packing goods in bags or cartons is not haphazard; strong-smelling items like soap have to be kept away from butter, for example; and putting canned goods on top of eggs is not conducive to harmony.

Apart from the checkout operators there are about 15 part-timers with the unlikely title of night-fillers — people who come in after the place is closed to re-stock the shelves.

The rest of the 60-plus staff work in the fruit and vegetable, meat and delicatessen departments, mainly behind the scenes.

Mrs Bazeley is an Australian. She worked in a "K-Mart" in Townsville, Queensland, for 18 months before coming here with her mechanic husband Lewis.

She sees her job as principally customer relations. If something goes wrong, she has to sort it out.

Like the customer who discovers she hasn't enough money to pay the bill. No big deal — she offers to hold the goods until the customer can come back, or to "lighten the load" to bring the bill down to manageable proportions.

It's all done without fuss or embarrassment.

"So long as the customer goes away happy, we've done a good job," she says.



MRS KAREN BAZELEY

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LAMB SIDES Special

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WAY BELOW COST!

Guaranteed! Woolworths Lamb Sides are the best! They are cut from the best of the best and are guaranteed to be the best! They are cut from the best of the best and are guaranteed to be the best!

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<p>WEEKLY SUPER SPECIAL! 500g ASSTD. 70¢</p>	<p>WEEKLY SUPER SPECIAL! Fruit Salad 100g ASSTD. 70¢</p>	<p>WEEKLY SUPER SPECIAL! FRUIT PUFFS OR GRANNY MINTS 200g 99¢ PKT</p>	<p>WEEKLY SUPER SPECIAL! VANILLA 3.5L 3.39</p>

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- 1.15 PKT 50 ENVELOPES OR 97 W/W 100 LEAF WRITING PAD **89¢**
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DAISY CANISTERS

1.10 99¢ MARGARINE CONTAINER **99¢**

3.89 57 x 115 PLAIN BATH TOWEL **3.49**

4.99 60 x 120 JACQUARD BATH TOWEL **4.49**

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89¢ TERRY JACQUARD FEEDER

59¢ PLASTIC PILCHERS

16.75 BABY DIAPERS PKT 12

3.99 From 45 x 76cm Oblong Maize Straw Mats

3.99 4-15 CO. HANGERS PKT 5

11.50 Plastic Stacking Cube

99¢ WOOLWORTHS 4LT POTTING MIX ONLY

WOOLWORTHS SUPERMARKETS The One Stop Shop

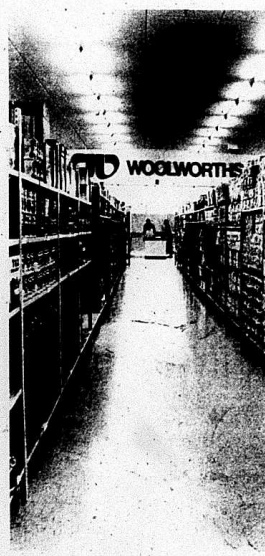


MRS ANNE COLLIS

Mrs Anne Collis is in charge of the "variety" part of the operation; that is, the non-food side, like kitchenware, toys, stationery, small domestic appliances and clothing.

The new store isn't, of course, in competition with the Devon St shop, and the range of clothing on offer will be not, therefore, be quite so wide. "Just the everyday items," says Mrs Collis, "like the basics of children's wear; men's shirts, underwear and slippers."


Mrs Collis, who is back in the workforce for the second time, has had 18 months in New Plymouth with Woolworths. She comes from Fairlie, in South Canterbury.



This striking perspective shows just one of the aisles in the big new supermarket at Westown.

The world's newest Woolworths

Our compliments to Woolworths on the opening of their new supermarket for which we undertook all **SITE, PARKING AND ROAD WORKS, etc**



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The shelves were filling up rapidly when this interior photograph was taken a couple of days ago in Woolworths' newest supermarket at Westown, New Plymouth.

How impulse buying works

Impulse buying is the practice of coming out of a shop with something you didn't intend to buy when you went in, and from a supermarket proprietor's point of view it's a very good thing, and creates an appreciable part of his turnover.

Impulse buying is to be avoided if, like most of us, you are on a limited budget. You go to the store with a list; take a trolley; find the items on your list — from the "specials" displays if possible — and go directly to the check-out. But it's not as easy as it sounds.

The low-priced, low mark-up lines are at the back of the shop, and to get the basics of daily catering you have to run the gauntlet of all the attractive displays of non-essentials.

Let's suppose your list has on it flour, sugar, tea, a bottle of bleach and a green vegetable. To get these five items you will have to visit at least four different aisles, and on the way to pick up all your needs you'll have passed or more likely stopped at most of what the supermarket has to offer. You have to be very strong-minded indeed to stick to the list.

This is not necessarily a bad thing. The eye-catching displays may well remind you that you've forgotten to include something in your list that ought to have been there, like toilet roll.

The racks of similar products on adjoining shelves, all clearly displayed and priced, give the buyer a chance to compare values. You want a can of salmon? There are several to choose from, ranging from the cheapest minced

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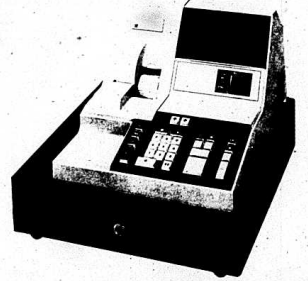
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Learning to be check-out, cheque-in operators were (from left) Miss Pam McNair, Miss Kathryn Jacob, Mrs Del Stevens, Mrs Millie O'Brien and Miss Michelle Raill, with staff trainer Mrs Margaret O'Brien.

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56 CURRIE ST. NEW PLYMOUTH BOX 115 PHONE 84789

The smell of spice

As a schoolboy in Scotland, I was often sent shopping by my mother, and one of my favourite shops was the grocer's.

He was a big man, grave and kindly, with a polished skip, plump clean hands and a light white apron. I liked him because there was usually a toffee toffee, or a few sultanas, a stick of cinnamon, a couple of hard sticky dates on a tiny square of grasspaper paper, and once a Big Cadmean apple.

But it is the smells of his shop that have stayed with me for half a century.

Pungent coffee was ground by hand in a polished monster mangle which I was allowed to turn.

Two masses of cheese stood on the mahogany counter: a 40lb block of tangy New Zealand cheddar, and a drum-shaped Stilton with a misema so strong you could almost see the wee blue louse that rose above it.

The bacon that hung in long brown rolls from the ceiling had its own fragrance; but it was the little wooden drawers that lined the wall behind Mr Laurie's ample back that really gave the shop its distinctive aroma. They held the spices.

Cinnamon came in sticks or powder. Whole and ground cloves whisperead of distant islands. Curry powder, from Venetachellian in Bombay, camepsted with whole vanilla pods. The only disappointment was the bottom

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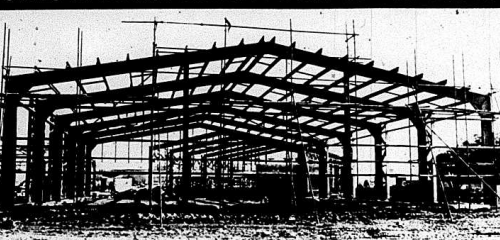
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