

# NEW LOOK FOR C. S. LUCAS (NP) LTD



THE newly-renovated store of C. S. Lucas (New Plymouth) Ltd in Devon St West. Behind the old facade a remodelled interior incorporates modern self-service features. The ground floor is occupied with clothing, children's wear, haberdashery, curtaining and bedding, and the first floor with furniture and linoleum.

Taking a stroll through the newly renovated store of C. S. Lucas (New Plymouth) Ltd it can be seen that modern retailing trends have been followed, particularly in the drapery section.

The layout has been changed so that all stock is on display and easily accessible to the public. This offers customers the opportunity of browsing through merchandise without the embarrassment of having to ask for undisplayed stock to be taken out of boxes.

The self-service method of selling becomes more popular as the years go by but the management intend that it will in no way detract from the store's policy of personal service.

A feature section of a large variety of children's clothes and baby garments takes the eye, while underwear is displayed in such a way that it can be easily inspected. Other garments are stored in modern self-service display cases.



OFFICE STAFF Miss R. C. Allen (left) and Mrs. P. Clarke at work in their newly-renovated office at Lucas's.



PRINCIPALS of C. S. Lucas (New Plymouth) Ltd, Mr Stan Smith (left), managing director, and Mr D. Kirkland, a director.

## The flood of 1956

The most eventful incident in the history of C. S. Lucas (New Plymouth) Ltd was the flash flood which hit New Plymouth on the afternoon of November 26, 1956.

Being just out of the hollow of Devon St the store had never experienced floods before but on this occasion glistening was ripped away and both floors were flooded.

Flood sales were held right up to Christmas.

Bales of blankets with water oozing from them, and just too heavy to lift, were pushed into the store windows and sold from there.

Christmas decorations, which had been erected the night before the flood, were wrecked.

It was one of the first occasions the Earthquake and War Damage Commission's fund paid out for flood damage.

There's a growing trend in Britain for wearing granny-style nighties in bed. The shops are filling up with ankle-length styles, demure, high-necked and long sleeved, and lavishly frilled and lace-trimmed.

Underwear has gone back to the Gertie Lawrence look. Soft bras, half slips and pants are being made in old fashioned slippery satin in a nostalgic coffee pink colour, gold or underwear pink all edged with ecru lace.

## Trends



Sheer micro-mesh stretch. Action weight micro-mesh for really hard wear. White panty hose for nurses.

**LUCAS'S**

DEVON STREET, NEW PLYMOUTH

Made in New Zealand

PH 107

## To Celebrate The Remodelling Of Our New Plymouth Store

**LUCAS'S**

DEVON STREET, N.P.

BARGAINS IN ALL DEPARTMENTS INCLUDING FURNITURE

**REMODELING SALE**

Starts Tomorrow 8.30 a.m.

### UNDERWEAR

**LADIES' NYLON O.T. SLIPS**  
Attractive trim. SW-OS. White only. Were \$2.95. SALE **\$1.99**

**LADIES' WOOL/NYLON O.T. VESTS**  
Mediums. SW-WX. Were 99c. SALE **75c**

**LADIES' COTTON OPERA TOP VESTS**  
W and OS. Were 80c. SALE **69c**

**EMBROIDERED SATIN MINI HALF SLIPS**  
SSW-SW. White only. Were \$2.25. SALE **\$1.35**

**QUILTED NYLON BRUNCH COATS**  
Assorted shades. SW-OS. Were \$8.95. SALE **\$6.95**

**LADIES' INTERLOCK BLOOMERS**  
Assorted sizes. Were to \$1.05. SALE **69c**

**SCHOOLGIRL BRAS**  
32-36. A & B cups. Were \$1.15 to \$2.35. SALE **75c**

DISCONTINUED NUMBERS IN BRAS, GIRDLES, ETC., SLASHED TO CLEAR.

### KNITWEAR

**LADIES' NYLON & EXLAN CARDIGANS**  
Assorted shades. SW-WX. Were \$7.50. SALE **\$4.95**

**LADIES' VONNEL CARDIGANS**  
A beautiful weight garment in assorted styles, knits and shades. SW-WX. Were \$11.95. SALE **\$7.95**

**LADIES' VONNEL JUMPERS**  
Three-quarter and long sleeves in scoop and square neck. 34in and 36in. Were \$8.95. SALE **\$4.95**

**LADIES' TRICEL FROCKS**  
Permanent pleats, this season's styles and patterns. 14-18. Were \$10 to \$13.95. SALE **\$6.75 to \$8.75**

5c in the \$1 off our complete stock not already at reduced prices

**LADIES' WINTER SKIRTS**  
Straight style. PSSW to W. Out of season but you can't lose at this price. Were \$3.95. SALE **\$2.95**

5c in the \$5 DISCOUNT ON ALL STOCK NOT ALREADY REDUCED

**CHILDREN'S & BABY WEAR**

**30 x 30 INDIAN NURSERY SQUARES**  
In polythene bag with handy drawing top for carrying soiled nappies. Were \$5.95. SALE **\$3.75**

**HIPOLAN & LAMBSPOUN ONE-PIECE ROMPERS**  
Mostly White. Were \$2.80. SALE **\$1.99**

**MAIDS' PLEATED BODICE SKIRTS** ..... \$3.50

**MAIDS' PLEATED CHECK SKIRTS**  
Waisted style, one size only, size 7. Were \$5.25. SALE **\$1.99**

5% DISCOUNT ON EVERY PURCHASE OVER \$1

### FURNITURE DEPT.

**SINGLE BED INNERSPRING DIVANS**  
Complete with headboard and legs. Single bed. Worth \$49. SALE **\$37.50**

**8ft WIDTH MULTI STRIPE CARPET**  
Tough Rayon loop pile, rubber backed. Was \$6.95. SALE **\$5.95** yd.

**CHROME-FRAME FORMICA DRAWLEAF TABLES**  
64in x 34in extended. Were \$65.50. SALE **\$49.95**

Every item purchased value \$1 or over qualifies for a 5% discount

SEVERAL LOUNGE SUITES SLASHED TO CLEAR  
Well worth your inspection.  
5% — 5c IN THE \$ OFF ALL FURNITURE NOT ALREADY REDUCED

### MANCHESTER

**FACE FLANNELS** SPECIAL PRICE: 6 for 50c

**FLORAL GUEST TOWELS** Were 39c. SALE **25c**

**GINGHAM CHECK PLACE MATS** Assorted colours. Were 35c. SALE **10c**

**LINEN/COTTON STRIPED TEA TOWELS** Were 39c. SALE **29c**

**TERRY TEA TOWELS** Assorted novelty patterns. Were 39c. SALE **36c**

**WHITE ENVELOPE PILLOW CASES** Were 39c. SALE **29c**

**36 x 36 FLORAL DANESHAU TABLE CLOTHS** Were 85c. SALE **60c**

**36 x 36 BOXED CHINESE EMBROIDERED TABLECLOTHS** Were \$2.95. SALE **\$1.99**

**54 x 54 DUMMOY BOXED CLOTH & SERVIETTES** Assorted patterns, neatly boxed. Were to \$5.30. SALE **\$3.75**

**BOXED DRI GLO TOWEL SETS** Were \$3.50. SALE **\$2.95**

**54 x 54 BUBBLE PACK CLOTH & SERVIETTES** Were \$3.95. SALE **\$1.50**

**BIG RANGE OF FURNISHING FABRICS**

Group 1: Were to \$1.75. SALE **99c** yd.

Group 2: Were to \$1.35. SALE **89c** yd.

Group 3: Were to \$1.20. SALE **79c** yd.

Group 4: Were to \$1.00. SALE **59c** yd.

**FOAM CHIP FILLED PILLOWS** Worth \$1.25. SALE **85c**

**36" WHITE COTTON CURTAIN NET** Was 45c. SALE **29c** yd.

**SINGLE BED CANDLEWICK SPREADS** Seven shades, fringed side. SALE **\$6.95**

**PURE WOOL MOSGIEL BLANKETS, Mediums** 81 x 90 double bed chgt. Were \$11.25 ea. SALE **\$8.75** ea.

**TOWELS — TOWELS — TOWELS**  
A huge range of assorted hand and bath size. Big value here. **ICED FROM 49c TO \$1.99**

**60 x 100 SINGLE ED WHITE SHEETS** Were \$3.25. SALE **\$2.40** pr.

**90 x 104" DOUB. BED FLANNELLETTE SHEETS** Stripes and plaine. Were \$5.75. SALE **\$4.95** pr.

### DRESS FABRICS

**36" SOFT FLAL PIQUE COTTONS** Were 59c. SALE **45c** yd.

**36" PINK DIRM** Was 59c. SALE **20c**

**36" TETER CHECK GINGHAMS** Were 69c. SALE **45c**

**36" KIDDS' BORDER COTTONS** Were 35c. SALE **25c** yd.

Everything in the Store Reduced

EXTRA BONUS ON EVERY PURCHASE OVER \$1

WE INVITE YOU TO JOIN IN OUR CELEBRATIONS — COME AND BROWSE THROUGH THE "NEW LOOK" LUCAS'S

# WARDFORD MILLS LTD.

AUCKLAND

Manufacturers of—

CONTESSA KNITWEAR & FROCKS  
congratulate

## LUCAS'S

on the remodelling of their  
New Plymouth store

# The new look at Lucas's



BOLTS of summer materials, easily accessible to the public, are the feature in Mr C. M. Brien's department. Here he cuts a sample for a customer.



MR R. DUNLOP adds to his already large stock of towels which range from large beach wraps to soft, pastel-coloured bath towels.

An all-the-year-round display of attractively packaged gifts, which will be increased for special occasions such as Christmas, is to be a feature of the new look in Lucas's store.

Lucas's sale is being held in conjunction with completion of the alterations and the directors hope the public will drop in "just to have a look."

## THE INITIATIVE OF LUCAS'S

and  
The SELMOR MODULAR DISPLAYS  
from G.P. DISPLAYS LTD.

HAVE TOGETHER GIVEN NEW PLYMOUTH  
ANOTHER MODERN RETAIL STORE.

Consult us for all merchandising (retail selling problems) — old shops or new — full store planning services.

G.P. DISPLAYS LTD.

15 RAILWAY STREET, NEWMARKET, AUCKLAND  
Phone 544-823, 546-363 P.O. Box 9017

## Columbine

### panti hose

FINER FIT  
LONGER WEAR  
BETTER VALUE

MIRAGE  
Pleasant run-resistant stretch pantihose, sheer and lovely.  
CELEBRITY  
As long last a long lasting pantihose, perfectly fitting.

\$2.10

\$1.99

LESS LOOK FINE  
IN COLUMBINE



Columbine salute the enterprise and progressive outlook of

## LUCAS'S (DEVON ST., N.P.)

LONG-TIME STOCKISTS OF COLUMBINE HOSIERY AND PANTI-HOSE

Canterbury-fashionwear leaders

Congratulate

## LUCAS'S

on the  
opening of their  
New Plymouth  
extensions

Call into LUCAS & CO. today — and see their tremendous range of Canterbury lingerie and underwear. Romantic nightgowns, bra-slips, slip and pantie sets — in luscious laces and dainty embroideries. Choose from beautiful colours in a variety of fabrics and styles. Remember — Canterbury is sheer femininity!

LUCAS & CO. also invite you to see their range of fine swimwear in a multitude of colours and designs and made by Canterbury — of course!

Fine women'swear

by **Canterbury**  
which means integrity

## LUCAS'S

NEW PLYMOUTH

MADE IN N.Z. BY LANE WALKER RUDKIN LIMITED, CHRISTCHURCH



BABY and children's wear is a feature of Lucas's store and Miss W. N. Olliver is seen here returning a tiny garment to the self-service rack.



Underwear consultant Miss B. M. Leslie with a large selection of slips.

## Firm's history

A little over 25 years ago, on April 26, 1944, the drapery business of C. S. Lucas (New Plymouth) Ltd was opened in Sbeen's building, Devon St West, with a staff of six.

The store was founded by Messrs C. S. Lucas, who died four years ago, and S. E. Smith, the present managing director. Before they opened their drapery business Messrs Lucas and Smith were fellow travellers for the wholesale firm of Sargood Son and Ewan for almost 25 years. Mr Lucas covered the South Island and Mr Smith the North. Mr Lucas had a store in Stratford before he opened the premises in New

Plymouth.

After only two years the firm wished to expand and moved a few yards further down the road, taking over the premises they now occupy in Devon St. Here they added a furniture department.

Mr R. D. Kirkland, who joined the staff in 1954 after considerable drapery experience, became a director in 1966. He now runs the business. Mr Smith, semi-retired after working for 47 years, works only part of the week, making a full-time appearance when Mr Kirkland is away buying or when the firm is short of staff.

Mr Smith was born in London, came out to New Zealand as a child and was educated at New Plymouth Boys' High School. Mr and Mrs Smith have three daughters, all married.

Mr Smith takes an active interest in bowls and is a member of the West End club. In 1960 he was president of the Taranaki Bowling Centre.

Mr Kirkland has spent all his life in New Plymouth. He and his wife have three boys, all still at school. With Messrs Smith and Kirkland the staff now totals 16 — two office workers and 12 sales staff.



The Modern Store needs

## Modern lighting

For all up-to-date techniques and effects consult the people who really know all about electricity and how to make the best use of it — the

NEW PLYMOUTH

## CITY ELECTRICITY Dept.

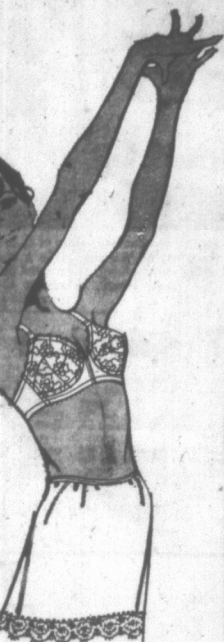
Llardet Street

Phone 87669

## Secret Lace

Bendon treats tricot softly in this lovely little half slip lavishly trimmed with lace. Teams it with a smooth frothy-looking bra to create sheer underlinings that go together, glow together in every way. Style co-ordinated, colour co-ordinated underfashions by Bendon. For a more feminine you.

11.12 Pettit Slip \$1.99  
592 'Encore' Lace Bra \$3.99  
Made in N.Z.



## Bendon

because you love nice things

M/21

Bendon Bras and Slips are on display at Lucas's.

## LUCAS'S (DEVON ST) N.P.

Stock and recommend

## Mosgiel

pure wool blankets



## Mosgiel

### PURE WOOL BLANKETS

Shrink resistant, guaranteed machine washable, permanently mothproofed, super soft. Fashion colours in pastels, checks and stripes. Available in a complete size range.



Made in N.Z. by Mosgiel Woollens Ltd.  
P.O. Box 100, Dunedin.

# SILKNIT (N.Z.) LTD.

Manufacturers of  
**MAYBELLE Lingerie & Knitwear**  
and  
**SLIX Swimwear**

congratulate C. S. LUCAS (N.P.) LTD. on their initiative in moving into the modern trend of retailing.

Call in and see LUCAS'S range of SILKNIT GARMENTS

## LUCAS'S

DEVON ST, N.P.

## Congratulations

### LUCAS'S

DEVON ST, N.P.

For years you have been known throughout Taranaki for your policy of all that's best in drapery and home furnishing displayed to the best advantage.

We at The House of Fontana are proud to see our hand knitting yarns in your remodelled New Plymouth store. Congratulations. Your progressive policy makes our association a pleasure.

The House of Fontana—

Wholesale Division of  Alliance Textiles (N.Z.) Ltd., Timaru

# Inside Lucas's



THE MODEL, looking larger than life, is fitted for a swimsuit by Miss B. M. Leslie, who is putting the finishing touches to an attractive window display of beach wear.



SALES assistant Mr T. P. Nolan arranges a lounge suite display in the furniture department.



New disposable panties — not paper — are being manufactured in London from a non-woven material comprising 80 per cent rayon. They are sold in packs of three — each one tiny enough to fit into the corner of a handbag. The price for the pack is 2s 6d.



## New ideas in Britain

A simple but ingenious British craftsman's idea is a new two-position cot. It has an extra upper level, designed to take a carry cot in which a new baby will probably spend the first few months of his life. When the sprung wire base frame is lowered to normal position, the upper level support battens can be unscrewed from the end panels.

A child-size armchair being produced in Britain serves a dual purpose. It can be quickly converted into a leg rest when not in use. Made from beech wood and upholstered in a variety of colours, this mini-chair is made with the same craftsmanship as larger ones, and will allow a child from two to 14 years to sit in comfort. Cost: 25 19s 6d.



A CUSTOMER inspects contemporary curtaining in the "browsers."

the new look store has new look fashions for working women...

## action UNIFORMS

Action Uniforms are a stylish, comfortable happy-go-lively trend. For work they have fashion appeal... make you feel confident. And for housewear they make life a whole lot more pleasant. Made in lightweight fabrics they're free 'n easy to wear. They wash easily and drip dry ready for wearing. The fabric's uncrushable qualities mean they keep their 'just ironed' appearance day after day. There's an extraordinary selection of styles, colours and sizes, at prices that allow you to buy several. Make sure you see Action Uniforms at—

LUCAS'S

DEVON STREET, NEW PLYMOUTH

Look for the NAGEL label



AVAILABLE NOW AT YOUR FAVOURITE STORE PRETTY LINGERIE AT POPULAR PRICES LUCAS'S DEVON STREET

## EVERETT BLINDS Ltd.

Manufacturers of

SOFLITE ROLLER BLINDS

congratulate LUCAS'S on the modernisation of their New Plymouth store. See the latest trends in printed and textured roller blinds on display now at...

## LUCAS'S

DEVON ST, N.P.  
Phone 86182 for

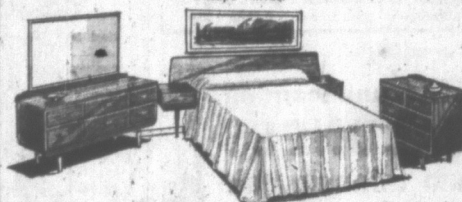
Free Measure and Quote

SEE THIS

## Lovely Mahogany Suite

THE "TOSCA"

Featuring ● Scandinavian SLIMLINE effect ● Solid construction  
● Plenty of drawers ● Smooth satin finish I-scope mirror ● Large yet elegant



ONLY \$196.00

or without bed drawer unit

\$157.75

Also available with a 4-DRAWER CHEST and 3-DRAWER LOWBOY

FOR ONLY \$178.20

Without drawer unit \$139.85

EASY TERMS from Only \$1.30 weekly

Manufactured only by RAYSKO PRODUCTS LTD., PENROSE.

## LUCAS'S

DEVON ST, N.P.

Something C. S. LUCAS LTD. can be proud of—

## Sleepyhead

Prove because they stock Sleepyhead — New Zealand's most popular bed. Over 1,000,000 sold to date. Why? Sleepyhead gives you more for your money. More comfort. More quality. More luxury. Find out for yourself. Come on in and inspect the wonderful Sleepyhead range.



Sleepyhead SLEEPMASTER

Diamond open-quilted gives a top that's smooth — just made to soothe! Superb craftsmanship and quality materials ensure your Sleepyhead stays new looking for a lifetime. Your sleep deserves a Sleepyhead... for comfort and luxury the whole night through.

Mattress and Box Spring Base	Single \$67.00	Double \$83.70
Mattress and Spring Base	Single \$52.45	Double \$64.70
Mattress only	Single \$32.45	Double \$42.00

Sleepyhead NODDIE

Here is New Zealand's biggest selling inner-spring mattress. The ideal bed for children — gently firm for growing patterns. Great as a bed for the spare room, the bath or the boys' room. Designed and built to really take any kind of punishment young boys can dish out.



Mattress and Spring Base	Single \$37.45	Double \$51.50
Mattress only	Single \$21.00	Double \$29.75

HEADBOARD AND LEGS EXTRA FOR ALL BEDS  
THESE ARE JUST TWO OF THE WONDERFUL SLEEPYHEAD BEDS YOU'LL SEE IN OUR SHOWROOM

Sleepyhead BEDS ARE AVAILABLE ON EASIEST OF EASY TERMS

ONE of an extensive range of linoleums is shown to a customer by Mr K. Paynter.

**Sheer MICROMESH stockings and pantyhose**

**SO Sheer SUCH Stretch**

New Mini-Magic goes sheer. In marvelous Mini-Magic Micromesh. New sheer micromesh stockings and pantyhose. Join the Mini-Magic range. Be sheer... each stretch!

Micromesh stockings — \$1.00  
Kant-Run stockings — \$1.20  
Micromesh pantyhose — \$1.99  
Kant-Run pantyhose — \$1.99

**mini-magic STOCKINGS AND PANTY HOSE**

Made in N.Z. by **Prestige**

Mini-Magic Stockings and Pantyhose on display at LUCAS'S, Devon St., New Plymouth.