

BIG STORE

BIG MAN



▲ Nothing draws a crowd like the big man of radio, Selwyn Toogood, and the opening of the big new Bon Marche Store in Hastings Street, Napier, proved no exception.



← Having squeezed out of his bubble car with a maximum of effort, Selwyn forced his way through the bargain hunters to open the store with a man-size pair of scissors. But the manufacturers had not bargained on his great strength.

▽ Inside the store he set to work as a super salesman - giving away pairs of stockings to all "fibbers" who had birthdays that day.





"Little Girl Lost"



The proprietors of Bon Marche Ltd. - the Jones boys - very thoughtfully provided a play centre next door for the youngsters. And they loved it.

A view of the interior of the new Bon Marche store as the opening sale got under way. When the ribbon was cut, Selwyn Toogood and a dozen salesmen were swept forward on a wave of eager bargain hunters. However, the crowds which thronged the shop all day were very orderly.

