

New Zealand retailers' conference

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The battle of the bargains is in full swing at this Bon Marche sale of the mid-1960s. Customers have been known to arrive outside the shop's doors four or five hours before opening time to be in the front line when the store opens.

Sale no place for fainthearted

A sale day at a Bon Marche store in Hastings or Napier is no place for the faint hearted.

One eye witness at a particularly hectic sale in the early 1960s described the scene as being "as torrid as a gold strike" as shoppers argued and jostled for bargain-priced goods.

Police and traffic officers have been required to keep the huge crowds under control as they waited impatiently for the doors to open.

Some of the pressure has gone out of opening day but the stores still draw thousands of people to their sales every summer and winter. They have become an institution in Hawke's Bay retailing and a tribute to the imagination and flair of the principals of the firm, Messrs Ross, Bryce, Richard and Stuart Jones.

The shrewd bargain-hunters or "the super early birds" as the Jones boys describe them, take up their vigils outside their store on sale days as early as 3 or 4am.

Many sit in their cars until the queues start forming about 5am and by the time the doors open at 9 o'clock, the footpath is shoulder-to-shoulder with shoppers.

In the past years the store has kept two camp stretchers in a back room for people who faint in the packed confines of the store.

The store got nationwide publicity when it took hot tomato soup out to waiting customers on one bleak winter sale morning.

Some of the earliest arrivals have been treated to a free breakfast at the Albert Hotel on the opposite side of the street.

Before the Napier store opened in 1961, Bon Marche ran free buses for Napier shoppers and up to six busloads would be delivered to the store before it opened.

During the last Bon Marche summer sale, the store promoted "balloot bargains" giving shoppers the chance of buying items worth \$70 or \$80 for 10 cents each. The gimmick drew one of the biggest opening crowds in the store's history.

The family theme of "the Jones boys" has become a familiar feature of their newspaper advertising for sales.

When the Apollo astronauts made world headlines after their successful splashdown and recovery in the Pacific, the Jones boys capitalised on the publicity by running an advertisement in which their own heads were superimposed over those of the astronauts clambering from their capsule. The caption was headed — "they'll go anywhere for bargains, these Jones boys."



Crowds throng the footpath outside Bon Marche's Hastings store during one of its winter sales. Signs outside the doors of the shop advertise free drinks of Coca Cola for thirsty shoppers.

Wattie's

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AS ADVERTISED ON TV2

New Zealand retailers' conference

Continued from previous page...
 Marche store promotions. He broadcast a special programme for the store in Napier when it opened in 1961 before a huge audience which eventually blocked off Hastings St.
 For many years he compared the Bon Marche fashion shows in the Assembly Hall and the Hastings Municipal Theatre before going on-air for his regular

"It's In The Bag" radio show.
 Bryce Jones, the man behind many of the imaginative gimmicks used by the store, says he tries to make sale day a "fun day" for the large crowds which attend.
 He believes in keeping people well informed about sale bargains and where to find them.
 "We were one of the pioneers of in-store broad-

casting and we spend a lot of time on the microphone telling people about the best buys. I think atmosphere is important," he said.
 Probably the most noticeable difference about a Bon Marche store is that it is closed on a Friday night when other stores are trying to attract late-night shoppers.

The reason dates back to the Depression days when the late Mr James F. Jones became a Seventh-day Adventist. The change had major significance for his store because Seventh-day Adventists observe the Sabbath from sunset on Friday until sunset on Saturday — and Saturday was the busiest day of the week at the time.

Despite gloomy predictions from others, Mr Jones closed his store on Saturdays and even when Saturday shopping gave way to late-night Friday shopping, he kept the doors shut.
 His faith was justified and the store's later success was often directly attributed by Mr Jones to that decision to close on Saturdays. The tradition is still retained with his wife, Mrs Manu Jones and Messrs Ross and Bryce Jones currently members of the church.



Selwyn Toogood — popular figure

A younger-looking Selwyn Toogood struggles to get inside a tiny Fiat Bambina car, watched by grinning shoppers after opening Bon Marche's Napier store in 1961.

Mr Matthew Johnson (extreme right) poses with his staff outside his drapery store in Heretaunga St, Hastings, which became the fore-runner of the Bon Marche stores in Hastings and Napier.



The building was wrecked in the 1931 earthquake, and replaced with the present Bon Marche shop.

Bon Marche — 'a good place to shop'

The name "Bon Marche," literally translated, means a good market but the Jones family prefers the more general meaning of "a good place to shop."
 Bon Marche stores have been long-established in major cities around the world with perhaps the best known being the famous French department store in Paris.

It reputedly has a staff of 3500 in the Paris store alone and another 8500 employed in branches in other countries.

In Liverpool, the prestigious Bon Marche store occupies eight or nine storeys.
 During one of its promotions, the Hawke's Bay-based Bon Marche company featured a series of goodwill telegrams from its "sister stores" around the world.

The Hastings business was previously Johnson's department store which was built on the southern side of Heretaunga St east, close to Westerners. It was established by Mr Matthew Johnson, the original branch manager in Napier for Blyth's (now DIC) when that firm opened a store in 1893.
 Two years later Mr Johnson was in business under his own name and the change to Bon Marche came in the late 1920s.

The old Johnson's store was almost brought down by the 1931 earthquake which killed the firm's parcel boy.

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- New Season's Levi Sweatshirts, stripes & plain, black, navy, cream, Burgundy & pale blue, SM to XOS \$28.95
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Landmark shop for 100 years

Mr Byron Brook has been running a bookshop in Hastings ever since he turned 21.

He's in new premises now, but the Foster Brook store has been a landmark in Hastings since 1884.

It was opened in that year by a Mr Burrell. In 1903 Mr Foster Brook, Byron's grandfather, bought and shop and gave his name to it.

In the 1930s, Mr Brook's father, Cyril, took over and ran the shop until shortly before his death in 1964.

At that time, Byron has under age so the Public Trust managed the business for about 18 months until he turned 21 and bought the shop from the family estate.

The change last year was the first with one brief exception: following the 1931 earthquake, the shop was housed in the old Hastings municipal building for six months.

Paperbacks on increase

The paperback book publishing industry has become "big business" with the product easier to publish, said Mr Brook.

"School libraries prefer to buy paperbacks because they can get a greater number of units for their grant," he said.

Mr Brook said the paperback industry was growing but the hardcoverbook publishers would still be able to operate economically.

"There will always be the demand for a good book," he said.

The growth of television has altered reading patterns, according to Mr Brook.

"Television first made an initial breakthrough when the sale of hard-cover books dropped in 1962-63," he said.

Television changed reading patterns so that hard-backed fiction books did not sell as well as they did 20 years ago.

"The public today are better informed through the media, and the greater range of books available in paperback," he said.

Mr Brook does not think that the price of hard-backed books has diminished their sale. "The price of a hardbacked book does not come into consideration when buying a gift for a person. People generally expect to spend about \$20 for a good gift, and a hardcover book generally comes within that range," he said.

Some of the most saleable books on the shelves at Foster Brooks have been those of television series such as David Attenborough's "Life on Earth" and "Discovering Life on Earth."

Moved 'up road'

Byron Brook does not regret the change he made in October when he moved Foster Brook from its 97-year-old home in Heretaunga St "up the road" to the shop formerly occupied by Whitcoulls.

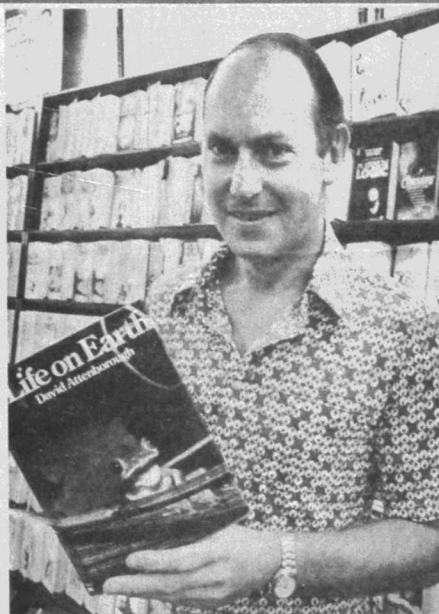
"The layout of a shop is very important and we had become far too cluttered in the old premises. Now we benefit with people being able to move around," he said.

Mr Brook does not envisage great changes in the industry. "It won't change much from what it is at present," he said.

One of the major changes in book production has been displayed in the publishing of sports books. "Sports books are more attractive today, with greater numbers of photographs and detail than in previous years," he said.

Mr Brook represented Hawke's Bay in golf from 1972 until 1979 and competed in two Freyberg Rosebowl tournaments in 1978 and 1979.

"I enjoy all facets of the game and hope to be able to get back into playing competitive golf again soon," he said.



Byron Brook, owner of the Foster Brook book store, Hastings.

Mr SURPLUS BARGAIN HOUSE

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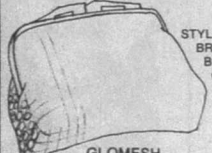
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Music is their love—and life

Music's their love — and their business.

John Mullany and Owen Knight (above) are jazz musicians. They are also part-owners of Sutcliffe's, Heretaunga St, Hastings.

For many years music has kept them amused — and eating.

They say to do well in their field it is necessary not only to have a head for business but a love for music as well.

Mr Knight said when people came in with questions he had to be able to offer advice — being a "wrapper upper" was not sufficient.

Mr Mullany began his working life as an upholsterer, Mr Knight as a grocer. But in both cases it did not take long for their love of music to win out.

36 years
Mr Mullany started at Sutcliffe's 36 years ago as a piano tuner, Mr Knight began a little later in the music department.

Both have proved that the combination of a love for music and business sense is a winning one. Mr Mullany is now managing director and Mr Knight is also a director of Sutcliffe's.

Both are accomplished jazz musicians and have played — together and separately — in bands in and around Hawke's Bay for a number of years.

Neither is playing in a band right now, finding two jobs and all the rehearsals that go with the second job just a bit too much.

Mr Mullany plays the piano. Mr Knight plays mainly the saxophone and clarinet although he can play other instruments, including the organ and piano, which he demonstrates in the shop.

He has played in bands for about 25 years, including the Blue Revellers and Owen Knight and His Band.

one at a friend's house. He picked it up and never looked back.

Playing in bands offered extra money as well as enjoyment. But to play with the good bands in those days it was necessary to read music, Mr Knight said.

So he spent his grocer's lunchtime in the car with his clarinet until he was proficient at reading music.

From then on he played with bands and in musical productions. When the music-orientated job came up at Sutcliffe's he grabbed it.

Mr Mullany also played in many bands, most formed by him. He said the bands of the time were usually six or eight pieces — a miniature of the then popular big band.

Dying breed
Mr Mullany is a piano tuner by trade, one of a dying breed.

While he no longer tunes pianos commercially, Mr Mullany has done all Hawke's Bay's concert tunings up until this year because the standard has to

be so high.

"Piano tuning does not have a great deal to do with ear — it's really a mechanical process," he said. "It's a matter of being able to control the vibrations a piano makes."

A very special person is needed to do a piano tuner — someone very patient, because it takes three years to learn.

Mr Mullany said there had never been more than a handful of piano tuners, but there seemed to be less young people learning the trade. He thought this was because they were not patient enough, wanting quicker results and more money.

Mr Mullany said he felt this was a shame — the job could be very rewarding.



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