

# Family ends 90 years of service

Almost 90 years of family retailing in Taranaki ended today with a change of ownership of C. C. Ward Ltd in New Plymouth.

The haberdashery business that began in 1895 has been bought by the D. H. Holyoake family of New Plymouth.

Ward's shop in central Devon St will retain its trading name, its staff and its character.

New manager is Mrs Roslyn Holyoake who will merge the Button Shop in Devon St East with Ward's.

The Button Shop, in Mrs Holyoake's family for 37 years was started by her mother, Mrs Ruth Simkin.

## Sold

Ward's business and premises have been sold for an undisclosed sum.

A space for The Button Shop will be provided on the ground floor of Ward's.

Apart from that, it will be business as usual. Any changes will be phased in very gradually, according to the new owners.

Ward's reputation for stocking items not found elsewhere in Taranaki will be maintained, said Mrs Holyoake.

But the Holyoakes see a place for a brighter, smarter manchester and haberdashery outlet, something along the lines of Smith and Caughey Ltd in Auckland's Queen St.

No refurbishing plans have been made, though Mr Don Holyoake would like to see a return to the shop's pre-World War II charm.



New manager of C. C. Ward Ltd Mrs Roslyn Holyoake in the New Plymouth shop today.

"Ward's Christmas festivities were renowned for their lucky dips, Walt Disney cut-outs and balloons for the children, and the new management hopes to see a return of those days," he said.

Ward's Hawera branch was closed on March 31, 1982, after 70 years in business. It now trades as Newall and Brady Ltd.

The Holyoakes decided to retain Ward's name in New Plymouth because it has a place in Taranaki people's hearts, according to Mr

Holyoake.

They remember the queues in Devon St after the war when Ward's announced the arrival of the first nylon stockings.

Ward's imported the first linoleum into New Zealand after the war, and held a licence for making blinds.

The lift, which was installed in 1935, was the first outside Auckland and Wellington.

Those innovative days would be recaptured, said Mr Holyoake.

As a heating engineer, he has worked with the Ward

family for many years. He installed oil burners in 1965 and in 1979 converted the shop to gas.

Three sons of Ward's founder, Mr Charlie Ward, Messrs Lyn and Keith (New Plymouth) and Ron Ward (Hawera), ran the business for many years. They have now decided to retire.

The New Taranaki Herald building in Currie St, due for completion next June, would combine the updated outlook of Ward's nearby, said Mr Holyoake.