



The Art of Staying Comfortable.

Skilled outdoors people anticipate things that can cause discomfort and do something to prevent it. Novices usually react after they begin to experience discomfort that results when clothing is severely overloaded with moisture. As a skilled outdoors person you anticipate climbing the steep section ahead will cause you to overheat so you unzip your parka now! The good news is that in One Planet Gore-Tex outerwear garments take much longer to overload, dry out quickly so you can exercise harder, go further, over a broad range of conditions — and stay dry throughout.

AVAILABLE AT KIWI OUTDOORS CENTRE
18 ARIKI ST, NEW PLYMOUTH

New name reflects 90s focus

Stories by MIKE SHAW

WHAT'S in a name? According to that great English bard Shakespeare, "That which we call a rose, By any other name would smell as sweet".

And generally he was right. Whatever the name, the essence of something stays the same.

But how we perceive it can alter with the name.

That is the reason for the Army Stores in New Plymouth changing its identity to the Kiwi Outdoors Centre.

Three generations of the Pool family — first John, then Max and Allen — have traded successfully as the Army Stores. But changing times and a new emphasis prompted Allen to give the business its new name.

"Many people don't realise we sell more than army gear," he said. The years between 1937 and the 1960s saw thousands of items of surplus army clothing and equipment sold.

Emphasis now is on specialist tramping and outdoors wear and work clothing at the Ariki St premises.

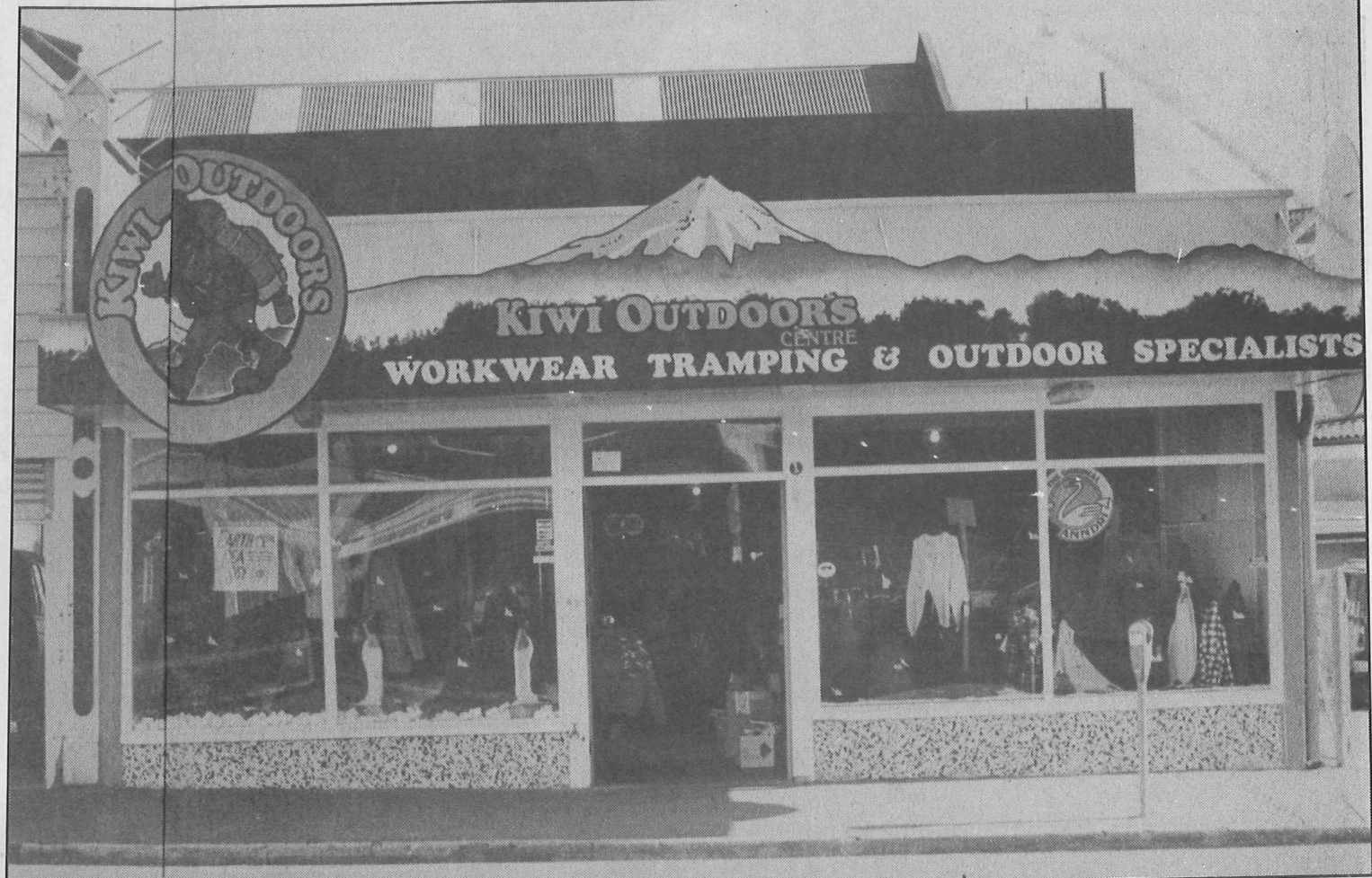
"Long-time customers say 'Why change the name?'," Allen Pool said. "To them it will always be the Army Stores." But growing numbers of tourists, leisure and outdoors-oriented customers make the original name inappropriate in the 1990s.

What has not changed is the appearance and atmosphere of the store. Allen intends retaining what he calls the rustic look.

And the image is popular with at least one of their customers. Allen's wife Christine tells the story of a well-dressed woman visitor.

"She looked up at the plastic lightshades and the painted walls as she was trying on new tramping boots and said, 'I like this; it's untouched by modern commercialism'."

That customer can rest easy. The name may reflect modern trading but the store, the people and the service for which they have built a reputa-



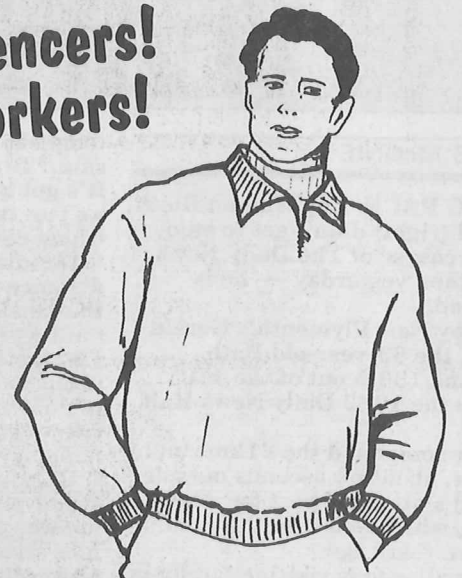
RENAMED: A new identity for the former Army Stores in New Plymouth

Photo: KAREN DAY

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tion are just the same.

Seven people aff the store. Allen and MaPool are co-propriators, each with decades of work at the store behind them. Christine Pool too has been with the store for the past 30 years.

Gary Pool has the next-longest work record with a total of 20 years. And not far behind him is Bev Jury with 17 years. In addition to customer service she looks after the window and instore displays.

Mountaineering advice is Lindsay Maindonald's forte, many inexperienced visitors benefitting from his knowledge during the six years he has been with the store.

The Kiwi Outdoors Centre is fitting workplace for Wendy Kitchener. An experienced skier, she joined the staff two years ago, with her instructor's qualifications in outdoor pursuits.

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