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NORTHGATE COURT

# C.C. WARD LTD

Marking 100 years in New Plymouth



SIGN OF THE TIMES: C.C. Ward's centennial celebration is obvious from a distance.

## A head for his business

ONE HUNDRED years' trading on the same site and still successfully dealing in the same type of goods. That's a notable achievement for any business and one which C.C. Ward's in New Plymouth is celebrating this month.

Between 1891 and 1928 the store expanded its operation from its original Devon St drapery site to occupy four adjoining titles, giving it frontages on both Devon St and Currie St. Branches were opened in Eltham (1901) and Hawera (1914).

Founder "C.C." Ward (1871-1949) was a shrewd and successful businessman who built the store into one of New Plymouth's largest and most forward-looking stores. He was succeeded by his four sons — Ron, Keith, Lyn and Neil — in the running of the business, and his early encouragement of their management skills resulted in further growth for the business.

Time and rapid changes in retailing over the latter years caught up with the brothers however and the store became more quaint than competitive.

That quaint image and the potential in the store attracted new owners Ros and Murray Holyoake in 1984. In 1992 they have substantially upgraded the store in its performance and its appearance.

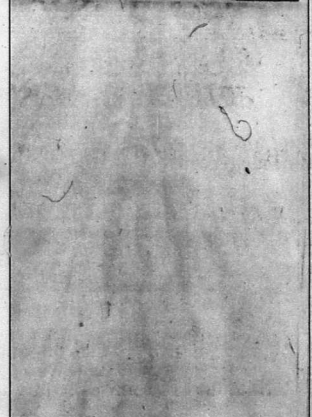
At the same time they have managed to retain the image of loaded shelves and more personal, "olde worlde" service that is synonymous with C.C. Ward's.

The recipe seems to be a popular one with New Plymouth and Taranaki shoppers. C.C. Ward's draws them in droves to its sales each year, Ros Holyoake noting that many working customers change lunch hours to make the most of those opportunities.

Between sales, the store's reputation for having anything a customer might possibly want from draper, haberdashery, furnishing, fabric and manchester ranges keeps it busy.

In the past week, one former New Plymouth resident, now living in Tauranga, turned up with a shopping list, preferring to make her purchases there all at once on a trip home rather than spread her efforts in visits to several stores.

Centennial celebration activities planned by Ros and Murray Holyoake should attract those shoppers again.



MEASURE OF TIME: Scarp'd counters tell a story.

# C. C. WARD LTD CELEBRATE 100 YEARS

## 1892 — 1992

FREE HORSE AND CART RIDE

from C. C. Ward to Homemaker  
**SATURDAY MORNING**  
10am-12.30pm

**HAPPY BIRTHDAY TO US!**

This card entitles you to

**10% OFF**  
all regularly priced items

**C. C. WARD LTD**

WIN AN ELNA SEWING MACHINE  
VALUE \$895  
IN OUR SEW AND SHOW  
SEWING COMPETITION

THREE CATEGORIES

- ★ Leisure/Sportswear
- ★ Daywear
- ★ Evening Wear

FIRST PRIZE IN EACH  
CATEGORY IS \$100 VOUCHER  
— SUPREME WINNER WINS  
ELNA SEWING MACHINE

Everyone entering the competition is  
eligible to 1/2 PRICE PATTERNS

**Liberty**  
**FREE**  
**KNICKER**  
**BONUS**



Buy 2 Thermal Vilot Spencers and  
receive FREE Thermal briefs.

Guess the  
weight of the  
Birthday Cake  
**WIN \$100 VOUCHER**  
Cake at top of the escalator



Purchase over \$100 of our new  
extensive range of craft fabrics  
and receive +

**FREE C. C. WARD LTD 100 YEARS  
TARTAN CRAFT BAG VALUE \$18.95**

## Birthday specials in all departments!

- Pillows.....\$10 each
- Shower Curtains (including hooks).....\$9.95 pack
- Dacron (150cm wide) 4oz.....\$17.50mt \$5.00mt
- 9oz.....\$11.50mt \$9.00mt
- Sports Socks (3 pair).....\$7.95 pack
- Huge assortment ladies and children's  
fashion socks.....all \$8.00
- 40 Denier Opaques (Jet) 1st unpacked...\$3.95 pair
- 15 Denier Pantyhose assorted shades  
and sizes.....\$3.50 pair

### SHOWROOM SPECIALS

- Racks of dresses.....\$50 each
- Embroidered Blouses, black and white.....\$80

### LINGERIE SPECIALS

**20% OFF ALL ROBES**

- Shevelva Candlewick Orlon
- Towelling Poodlecloth Quilted

### BENDON DELETIONS

- Full Slips Panties Crop Tops
- 1/2 Slips Camisoles Bras

Summer nites and robes out they go  
at crazy prices — good colours  
and size range.



**WIN \$100 VOUCHER**

Every customer enters the draw for a \$100  
voucher — winner is announced over Radio  
Taranaki 8am each Monday of June.

# C. C. WARD LTD

DEVON AND CURRIE STREETS  
NEW PLYMOUTH. PHONE 757-5522

**FREE BALLOONS  
FOR CHILDREN**

# C.C.WARD LTD

Marking 100 years in New Plymouth

'There wouldn't be a shop without them'



ACROSS THE YEARS: This line-up of staff from C.C. Ward's central New Plymouth store was taken in 1939. Names are not available for the photo but some city residents may remember some of the faces shown. The three men seated in the centre are, from left, Keith, Neil and Lyn Ward. The eldest brother Ron Ward was managing the Hawera branch. Photo Courtesy Taranaki Museum.

## COTTAM CAVE EVETTS & FAH

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We congratulate C. C. Ward Ltd, Roslyn and Murray and are proud to be associated with them, being their advisors on all financial matters including:

Taxation

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Tartan Craft Bag  
with all craft fabric  
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## C.C.WARD LTD. HABERDASHERY & FURNISHING & MANAGERIE



STAFF have been an important facet of C.C. Ward's New Plymouth store from its early days.

Founder "CC" Ward "got on well with his staff", according to his son Ron, Hawera, "with a good number serving the store for several decades."

New owners Ros and Murray Holyoake also recognise the value of the people who work in the store, from lift attendant Nola Foreman with her 25 years' service to more recent staff with six and more years behind them. "There wouldn't be a shop without them," they say.

Thirty-five of the 39 staff gathered for the centennial celebration photograph above last week. They are, from left:

Back row — Megan McIlroy, Sharyn Keightley, Bev Williams, Beth Findlay, Margaret Whiteman, Margaret Ingram, Joe Hodián, Viv Donoghue, Betty Fenwick, Jeanne Simpson, Moira Fletcher, Merlene Trott;

Middle row — Trent Corbett, Wendy Clarke, Helen Van Der Linden, Fred Kapera, Doreen Proud, Nola Foreman, Joyce Mace, Barbara Thompson, Alison Sutton, Sybil Marple, Dawn Paton, Joan Johns, Carol Coad;

Front row — Kathy Forsythe, Gay Harvey, Murray and Christopher Holyoake, Roslyn and Logan Holyoake, Anne Stevens, Mary Baylis, Marilyn O'Sullivan, Susan Hadfield, Marion Dawson, Gail Read.

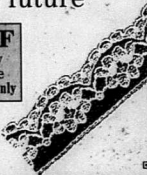
Absent were June Barr, Jane Henry, Lee Girvan, Kelly Pheelan.

## Trendy Trims LIMITED

Congratulate  
C.C. Ward on  
their 100 Year  
Birthday

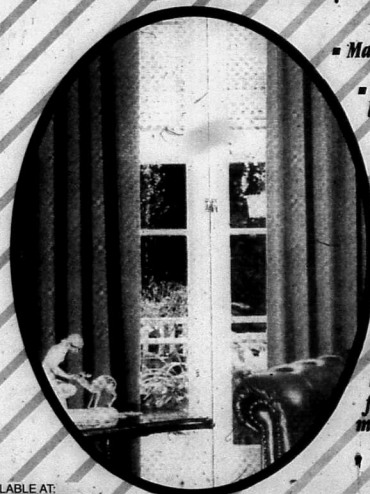
We wish them  
every success in  
the future

**10% OFF**  
All Trendy  
Trims Lace  
Birthday Week only



Congratulations CC Ward  
100 Years and going strong!

RoomMaker  
READY-MADE  
Velvet Drapes



- Machine washable
- Width & a half luxury drapes
- Pencil pleated
- Self lined
- No joins
- Regis tape heading
- Wide range of plain colours
- Blind hems for a custom made look

AVAILABLE AT:

**HOME MAKER**  
BY C. C. WARD  
NORTHGATE COURT

PROUDLY MADE IN  
NEW ZEALAND BY  
MAURICE KAIN LTD

165 x 160 drop \$79.00  
165 x 205 drop \$96.00  
Colours- Blossom, Mint,  
Cherry, Sunset, Leaf

## HEM GEM NO-SEW CURTAINS

Delightfully Simple, Amazingly Quick, Instant Curtains

Never before has it been so easy to beautify your home. With Caprice HEM GEM® no sew curtains you can create your own lovely sheer curtains quickly and easily. With the exclusive Caprice Gathertape you can hang the curtains on

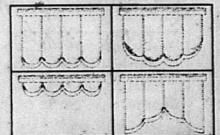
Track, Rod or Wire.

Homemaker have a complete range of Ready To Hang net curtains from CAPRICE, New Zealand's leading lace supplier.

**AUSTRIANS  
ARE THE LATEST LOOK!**



Our friendly and specialist staff will be happy to help you choose from three affordable designs. The gorgeous ready-made laces are pre-taped and frilled and require absolutely no sewing. Buy by the metre in various drops and ruche them into a variety of styles, by simply hooking up through our exclusive hooking panels.



# pick-a-berry

Apparel Design & Marketing, manufacturers of Pick-a-berry Sportswear, congratulate C. C. Ward on their Centennial Anniversary. C. C. Ward are major stockists of Pick-a-berry in the New Plymouth area and they are offering a -

## CELEBRATION SPECIAL

100% cotton skivvies  
Normally \$28  
NOW **\$19.95**

This offer is limited to 50 skivvies and the colours are assorted fashion shades.



# Triumph

INTERNATIONAL

**CONGRATULATE C. C. WARD**  
on the occasion of their 100 year celebrations... and together with C. C. Ward are offering.

With every purchase of a Triumph Bra take home FREE your choice of a Raindrops Style 663 Hi-Kini or Style 669 Full Brief in pure cotton (while stocks last).

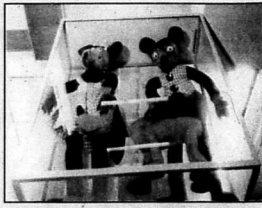


Our qualified fitters in the Lingerie Department will be only too pleased to help you with personal fittings.

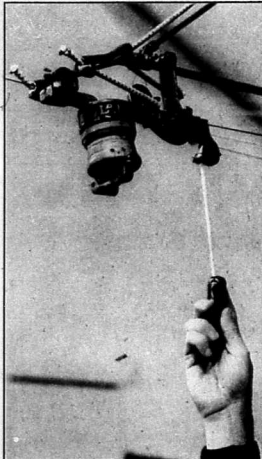
# C.C. WARD LTD

Marking 100 years in New Plymouth

## History was a problem



MEMORIES: Mickey and Minnie Mouse have been part of C.C. Ward's for years.



UP AGAIN: The old Lamson cash register system is up again - for display only. Photos GLEN FERGUSSON

UNDER THE guidance of its founder Charles Cameron Ward, C.C. Ward's became one of the more prominent stores in the growing city of New Plymouth.

As such you would think information about its development would be, if not plentiful, at least available in reasonable detail. It is not so. Little, if anything has been written about the store or its founder and researching the subject is a problem considering the years that have passed since CC Ward's death in 1949.

Defining the date on which the business began is a case in point.

In 1976 a C.C. Ward's advertisement placed in Taranaki Newspapers Ltd's commemorative publication marking 100 years of local government stated 1895 as the birth year of the store.

An obituary in The Daily News following C.C. Ward's death on April 16, 1949 said 1889 was the year he founded the firm.

However, original ledger records found in the store safe by new owners Ros and Murray Holvoike detailed purchases for the store only as early as June, 1891.

Finally, the Justice Department's lands and deeds office revealed a change in ownership of the original Devon St East property on March 26, 1891. A Mary Ann Rumney sold the site and building to C.C. Ward's father, early New Plymouth pioneer Joe Ward, for the sum of £750. He then leased the building to his son.

Those details would seem to tie in with stock purchasing records in that old ledger book. C.C. Ward became owner in 1905.

The current store property grew in four stages. That first purchase was followed by a back section bought for £900 on May 25, 1917, almost doubling the size of the property.

On February 2, 1925, the Currie St frontage was purchased for £3500 following a fire in what was previously a billiard saloon. The final purchase, a narrow 10-foot width of store against the uphill Devon St side of the main building, was made on January 11, 1928, for a handsome £3000.

A story illustrating CC Ward's business sense suggests he made the deal to buy the Currie St property while the building was still burning. It would have been a timely purchase as the Bureau of New South Wales on the corner was in the process of rebuilding and would have been keen to gain the extra property.

Four adjacent building sites for C.C. Ward's then allowed the construction of one new arcade-style store about 1933 opening onto both Devon St East and Currie St.

That construction was delayed, apparently by the depression years which faced New Zealand. Plans for the new store were drawn up in March, 1926 and a building permit for the £4000 structure approved in May that year.

The uncertainties in C.C. Ward's history can be traced in part to the officiating nature of the man who began the business.

Charles Ward, or 'CC' as he was more popularly known, was a keen worker who was 50 years ahead of his time, according to a son, Ron Ward (91) of Hawera.

Two other sons, Keith and Lyn, who together ran C.C. Ward's until 1984, died in 1988 and 1990 respectively, while the fourth son, Neil, who sold his share of the business to his brothers, has lived in Australia for many years.

Despite his achievements, CC was never one to seek public acclaim or recognition, said Ron Ward. His father was generous to worthy causes but usually preferred his donations remained anonymous.

Ron Ward recalled numerous occasions when a Salvation Army officer would call at the store and spend a few minutes talking with his father. CC would then get up into his office and write out a cheque which he would then give to the officer.

He was happy to serve on committees and help people but when approached to take a more public office - president or chairman - CC would generally back off, he said.

The exception appears to be his membership of the New Plymouth Pierrots - an organisation which apparently raised war funds during World Wars I and II. CC Ward was chairman of that group when it raised the grand total of £16,000 from the district in World War II.

His willingness to help people is shown in his actions following the disastrous Napier earthquake of 1931.

Ron Ward, then managing the Hawera branch, described a telephone call from his father on the morning of the quake.

"He said 'Ron, we're going to go down and see what we can do for those people'."

A fast trip in his new car saw CC Ward and his youngest son Neil



LOOKING BACK: C.C. Ward's Devon St frontage before rebuilding in the 1930s. Photo Courtesy C.C. Ward's

We're very pleased to assist in the supply of fabrics to

# C.C. WARD

and help in their success over the last 100 years  
We wish them the very best over the next 100 years

JOHN WILLIAMS LTD

Congratulations to  
**C. C. Ward Ltd**  
100 Years of trade to Taranaki from

## OTIS ELEVATORS

First in Service Since 1853

71 Brougham St • PO Box 753 NP • Phone (06) 758-2764

# J. & E. Heskitt Ltd

Offer their congratulations

to

## C. C. Ward

on the occasion of their 100 year celebrations



for . . .

SWEAT PANTS, TOPS,  
CARDIGANS & SKIRTS in the colours of Jade, Magenta, Brick, Black and Navy

# HILTON BONDS NZ Ltd

makers of BONDS

women's hosiery

congratulate C.C. WARD on their 100<sup>th</sup> Birthday

**BONDS**  
PANTYHOSE  
SKIN 2  
10 DENIER  
SHEER TO WAIST  
ALL \$3.50 PAIR



# 100% Brooklynne COTTON

Cooper, Wilkes & Brookes Congratulate C. C. Ward on the occasion of their 100 year celebrations under the Brooklynne label.

The lingerie department is offering some great IN-STORE SPECIALS.

**1/2 LENGTH DOUBLE SIDED TOWELLING ROBES**

White with pastel pink trim. Sizes 12 - 18 **\$72.50**

ALSO

**WINCEYETTE NIGHTS, FULL AND 1/2 LENGTH**

Sizes 12 - 24. Several styles and colours to choose from. Not a fashion garment but a good old favourite to keep out winter chills.



# C.C. WARD LTD

## Marking 100 years in New Plymouth

### History was a problem for this centennial feature



ALL IN NAME OF FASHION: Fashion shows and sales were innovations introduced by Charles Cameron Ward to his New Plymouth store. This picture dates from the 1940s. Photo Courtesy Taranaki Museum

arrive in Hawera to pick up Ron. They continued to Palmerston North where they bought supplies in bulk — tinned food and other non-perishables. With a full car they drove to Hastings.

As they neared the city, the going became tougher. Although bridges were still standing, the approaches to them were often collapsed and dangerous. A number of detours were made before reaching Hastings.

The Ward family was keen on camping and they had with them a comprehensive camping outfit. Setting that up on the Hastings racecourse, they travelled on to Napier.

They found a city still burning and people sitting around in shock waiting to be helped. And that was what CC Ward and his sons proceeded to do.

The new car proved its worth in the week they spent in Napier.

It was used to carry food and drink to people in the hills surrounding the city, bringing them out to safety in some cases.

That safety was a precarious thing for days, quakes continuing to rock the city.

Ron Ward recalled one lesson learned by the survivors of the initial quake.

Those that were level-headed and took their time in getting outside ... they died.

He spoke of a woman who was nervous enough to climb on a table to get away from a mouse running around on the floor. When the quake struck she took in panic, was first out of the building and survived. Slower moving occupants died.

CC Ward learned a lesson of a more constructive nature for the future.

The buildings that collapsed seemed to spread apart at the base. Lacing the foundations together was just as important as a well-built upper structure, he decided.

When he went ahead with rebuilding the stores in New Plymouth (about 1933) and Hawera (1936), their foundations reflected the lessons of Napier.

On his death in 1949, CC Ward was lamented at the graveside by a group of Maori women, an honour which, although not uncommon, gave an indication of the esteem in which he was held in the community. Ron Ward supposed the tribute marked help he gave the families of the women in times of need.

CC Ward's personal generosity was made possible by his shrewdness in business.

Ron Ward told a story of his father's ability to turn a profit in times of adversity.

During the 1914-18 war years, prices of goods rose dramatically. Towards the end of the period, CC Ward cabled his suppliers in London telling them to cancel all his orders.

That obviously astounded his English connections. They replied: "Your cable received. Please repeat."

CC's reasons for the puzzling cable became obvious with the cessation of hostilities. Prices dropped as production boomed in post-war economies. Wholesalers however were caught with high-priced stocks and many were forced to close.

The far-sighted New Plymouth man travelled throughout the central North Island buying up stock from bankruptcy sales and shipping the goods to his home store.

CC Ward was also a well-travelled man, taking in destinations ranging from South Africa to Japan. One of his favourite sayings, recalled by son Ron, was "You haven't lived until you've travelled".

Pleasure apart, travelling served another purpose for CC Ward. He bought goods for his stores while overseas, claiming those purchases paid for the cost of all his trips.

Music and motoring were two other loves of his man.

He was a member of the New Plymouth Garrison Band and contributed to the city's band rotunda — a fact not so obvious at the time when the stonemason recorded his efforts under the name of D.C. Ward.

He encouraged an appreciation of music in his sons and Ron Ward still enjoys a session on his baby grand piano in his Hawera home.

Motoring captured CC Ward's interest from his younger years. He was among the first in the district to own a motor vehicle and from that day changed his cars every 12 months. Hudson, Vulcan and Buick were among the marques which rested in his garage over the years.

His interest in vehicles was restricted to driving however. He never repaired his cars himself.

Those first wheeled possessions were tourers — complete with collapsible soft-tops and side-screens. That was, until he saw a magazine picturing a sedan with a fixed roof.

"That's the way of the future," he apparently said. And he contracted New Plymouth coachbuilder Alf Honor to construct a solid roof and glass top for his car-of-the-day.

When he eventually drove it on the borough roads, he drew the attention and comment of most residents: "Look at CC's hearse," was the reported reaction.

Two wheels took his fancy as well as four and he owned many motorcycles. His riding skills were considerable and he claimed the feat of being the first to ride up to the Stratford Mountain House without leaving the saddle — not an easy task considering the condition of the access road at the time.

He encouraged mechanical skills in his

sons in giving them each a motorcycle upon their 21st birthday — provided they could take it to pieces and put it back together again.

New Plymouth's Ngamotu Beach development received his patronage also. CC Ward was among the borough residents who were prepared to act as guarantors for the development of the "resort". CC and his sons helped with the work and the Ward family maintained a beach residence there for many years.

### C.C. Ward Ltd adorned the stores later

C.C. WARD Ltd's store in New Plymouth was not always known by that name.

When the business first opened in 1891 it went under the identity of the Excelsior Drapery, probably until 1895 when Charles Cameron Ward formally became owner of the property. Until then he leased the building from his father Joseph Ward.

In those early days, "CC" Ward was a man keen on presenting the best appearance and service to his customers.

Fred Bates, an early Taranaki historian records the following excerpt from a newspaper of the day:

1897, March 20th  
14.43 (probably locating the information on page 14, column 4, item 3).

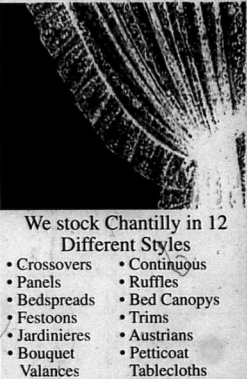
Mr C.C. Ward, of the Excelsior Drapery Establishment, has just completed extensive alterations to his shop in Devon St, increasing the light in the shop by means of a well in the first floor 16ft x 10ft, with a turned balustrade. The mouldings and carving of cornices and banisters are picked out in delicate shades of blue and salmon, and relieved with white and gold, and finished in a very artistic manner. Light is obtained by a skylight in the roof, covered with corrugated glass, and ventilation is secured by means of two top-side ventilators. The whole of the upper floor is thrown into one large showroom.

In 1901 CC Ward opened a second branch in Eltham and that also was known as the Excelsior Drapery. In 1914 however, when a third branch was opened in Hawera, C.C. Ward Ltd was the name raised above its doors.

The Eltham branch was sold in the 1950s by Ron Ward following difficulties in obtaining staff and the Hawera branch was sold by the family in 1981.

## CAPRICE MIX-N-MATCH

HOMEMAKER STOCK CAPRICE'S 'CHANTILLY LACE' THEIR BIGGEST MIX-N-MATCH STORY



We stock Chantilly in 12 Different Styles

- Crossovers
- Panels
- Bedspreads
- Festoons
- Jardinières
- Bouquet
- Valances
- Contingous
- Ruffles
- Bed Canopies
- Trims
- Austrians
- Petticoat Tablecloths

So if it's nets, sheers or laces you require — Come in and choose from one of Taranaki's biggest ranges at Homemaker.



AVAILABLE AT



**BEARDSLEY PEARCE**  
Join in the 100 year celebrations as well. Their ever popular basic garments under the Vogue label are always winners. Something for everyone in 100% cotton, 100% wool and wool/cotton/nylon mixture.



# blair and kent & FASHION FABRICS

Wish C.C. Ward Ltd all the best for their First 100 Years in Business and wish them many more 100 years Trading.



### Celebration Specials in our Fabric Department:

**Tables of Assorted Knits**  
150cm

\$6mt & \$10mt

**Chinese Velvet**  
90cm

\$13mt \$8mt

**Grey Marle Sweatshirting**  
150cm

\$10.95mt

**Bins of Assorted Prints**  
115cm

\$6mt, \$8mt & \$10mt

**Brocade**  
90cm

\$6.95mt \$4.50mt

**Polar Fleece**  
150cm

Good Range of Colours ideal for Jackets, Overtops, Dressing Gowns

\$12.95mt \$10mt

## Bow. Wow.



Big Satin Bow and All Over Lace. Only \$25.00! Infatuation Underwire Bra. Sizes 10A-16D. Softcup Bra. Hikini and French Brief also available.

\*Recommended retail price.

**Bendon**  
Lingerie

Bendon  
WOULD LIKE TO CONGRATULATE C.C. WARD  
ON THEIR 100th ANNIVERSARY



SNOW RAINIER TEXTILES LIMITED

and

Notions fabrics LIMITED

To

C. C. Ward Ltd  
100 Years

Trading

Congratulations on the  
First Hundred Years

**Celebration Specials**

**Corduroy**

Good assortment colours & Wales

\$16.50 to \$12.50

ALL \$10 mt

**Columbo**

40% Nylon 60% Cotton  
Ideal for Jackets & Coats  
Huge Fashion Range to  
Mix-N-Match

\$14.95mt \$10mt

8903000M

Nutex Wholesalers congratulates  
C. C. Ward

on having achieved 100 years of  
servicing the Taranaki area with  
their drapery requirements.

Nutex are proud to supply  
C. C. Ward with a wide range of  
fabrics for today's fashion trends.  
We wish them all the best for  
the next 100 years.



nutex  
Wholesalers Ltd

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**C.C. WARD LTD**

Marking 100 years in NP



WE'VE GOT IT: Mary Baylis proves C.C.Ward's claim that they can supply anything the customer wants — including these oversize bloomers. Photos GLEN FERGUSSON

Changes and  
growth  
came with  
new owners

ALMOST a century of Ward family ownership ended in 1984 when Ros and Murray Holyoake bought C.C.Ward's store in New Plymouth.

Ended too were many years of marking time for the store. Brothers Keith and Lyn Ward, sons of founder C.C.Ward, shared the running of the store between them but made few changes towards the end of their more than 30 years at the helm.

Change and growth have been the hallmarks of the Holyoake influence at C.C.Ward's.

The path to the store began for both Ros and Murray with The Button Shop on the then Devon St Flat area. That shop had been owned and run for 30 years by Ros' mother Ruth Simkin.

In 1977 Ruth Simkin decided she wanted to work with her husband at the Auto Lodge Motel.

Roslyn Simkin, then 14 and still at school, was fully conversant with the running of the shop, having helped at and even managed the business during many school holidays. She was offered The Button Shop as a going concern.

Her school had reservations and protested an early finish to her education but... "I had to leave and get a job at some stage, so why not then," Ros said.

Ros Simkin and The Button Shop were a good combination. She built the business up, putting in a lot of time and effort.

"It was a busy little shop," she said. "The footpath outside had the busiest pedestrian count in its heyday."

Buttons were the focus of the business but Ros added clothing alterations and craft materials to the services and stock range. Her time was the essential ingredient for success at the shop — it was too small to carry a large stock and the range had to be continually topped up to satisfy demand.

"I would be at the front of the shop in the day and out the back at

Continued p17



COME IN: Nola Foreman has tended C.C.Ward's lift part-time for 25 years.

Coats Patons and  
ENZED SEWING LTD  
distributors of:



We wish to congratulate C.C. Wards on achieving 100 years of trading in the city of New Plymouth and are confident of their continuing high quality of service to the community for many years to come

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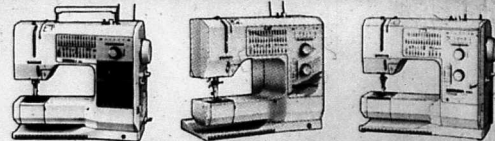
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# C.C. WARD LTD

Marking 100 years in New Plymouth



UPMARKET: The addition of an escalator was an early improvement Ros and Murray Holyoake made to C.C. Ward's. Photo GLEN FERGUSSON

## Changes and growth with new owners

□ From p16  
night getting the front ready for the next day.  
That had its worries at midnight considering the close proximity of a popular burger bar and a noisome clientele.

Ros would wait until a patrolling police car passed before leaving. "Then you would sprint up the street as fast as you could to the car."  
As often as not, picture theatre patrons' cars filling the street meant her car was parked at the far end of the street.

The long hours and close eye on stock provided a good grounding in business management however. The shop also put her in contact with Murray Holyoake.

The Simkin family was very supportive of its members and with its builder's skills could carry out most work necessary. Electrical skills were not part of their experience and Murray was contracted to help out as needed.

Both Ros and Murray Holyoake enjoy a challenge and after seven years The Button Shop had provided all it could for Ros.

She was aware of the run-down nature of C.C. Ward's. Despite the Ward brothers rebuffing offers many times over the years "commonsense told us it (the store) was on the market."

"The business was getting run-down and there were rumours the bank was going to step in."

The couple made a personal approach and gained an agreement to sell.

The Ward brothers wanted the business kept going, Ros Holyoake said, and they felt confident that would happen with her background.

The decision to buy was not a problem. "It wasn't a hard decision. It was exciting... a real challenge."

On the Monday Ros walked into the store as owner for the first time, she decided to do something positive immediately.

She moved the sewing patterns downstairs from their remote location upstairs and changed manchester and fabric displays.

That upset people. One long-time worker gave her two weeks to prove herself before he would leave. In the

end, he retired three years later and was highly emotional about the event.

Change took place regularly from the start.

"Every weekend there was something to do," Ros said. "The staff couldn't believe it. They would come to work each Monday wondering what would be changed since Friday. "But we never lost five minutes of trading time."

That applied to major projects such as the installation of the escalator in the centre of the store and, most recently, the excavation and fitting out of the basement bridal department in Currie St.  
Murray Holyoake and his contractors would work from 5.30pm, and again early in the morning before restoring displays for the day's trading.

"Those first 18 months we were doing something every weekend. It got to the stage that we wondered if we would ever have a weekend off. It was just part of having the place but we really did feel it was going to be forever."

"I'm still down at the store most weekends." These days though it's not all weekend.

At the end of the day the Holyoakes are a working family. Both Murray and Ros Holyoake have that commitment to work.

Commitment for Ros meant being back at work four days after giving birth to their second son Logan three months ago. First-born Christopher is now five. Both are regular visitors to the C.C. Ward's stores.

"It's a lifestyle for us," she said. "That lifestyle is easier for the couple now. Last year Murray sold his contracting business and is now part of C.C. Ward's."

The new C.C. Ward's Homemakers store at Northgate Court, opened earlier this year, is part of Ros and Murray Holyoake's approach to developing their business.

The couple do not have a fast-track plan for C.C. Ward's but, time and finances permitting and given their energy, it will keep developing and growing.

"If you believe you can do something and want to do it bad enough, then there are not many things you can't achieve," according to Ros.

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