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Opening Tomorrow, October 19

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DESSERTS

ITALIAN



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OPENING WITH THE CENTRE CITY SHOPPING COMPLEX WEDNESDAY, OCTOBER 19



# Centre City opens in New Plymouth

## Opening ends two years' anticipation

New Plymouth's most dramatic shopping development opens its doors to the public tomorrow morning.

Twenty-two months and \$30 million dollars in the making, Centre City will present 40 of its 50-store potential to the city.

Mayor David Lean and Captain Mark Phillips, husband of the Princess Royal, will

together open the new complex in a 9am ceremony, following an 8.30am musical kick-off by the New Plymouth City Band.

The occasion will bring to an end more than two years of anticipation engendered by the initial announcements of the Centre City concept by developers Foodstuffs.

That anticipation has been tempered by

trepidation in some cases, heightened by excitement in others and led generally to lively discussions on the direction the city was taking.

The end result of the fast-track construction procedures used is a 50,000m<sup>2</sup> multi-level state-of-the-art shopping complex.

A major department store, Farmers, and the

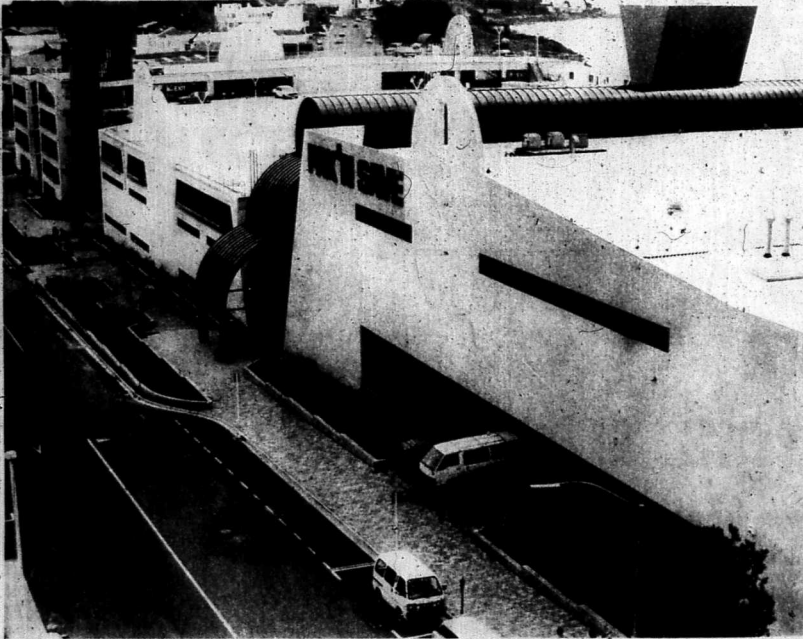
PAK 'N SAVE supermarket are complemented by 50 specialty shops whose goods range from fashions to books and gifts to hardware. An international foodcourt and specialty coffee shop will cater to the palates of shoppers.

Parking for 750 cars is provided on five levels.

Foodstuffs have presented New Plymouth

— and the rest of Taranaki — with a challenge to the retailing sector and it will be interesting to view developments following Centre City's introduction to the marketplace.

In the following pages, articles and photographs illustrate the preparation for and construction of the complex and take a look at some of the businesses within its striking exterior.



By Friday last week most of the exterior work on the Centre City complex in New Plymouth was complete.

## Centre City answer to site potential

Land to the seaward side of Gill St has for years been viewed as central New Plymouth's prime redevelopment site.

But while a number of developers came up with bright ideas to exploit the commercial potential of the land, they were unable to actually get their proposals under way.

The major problem lay in the fact that a variety of individuals and organisations owned various parts of the overall parcel of property.

The New Plymouth City Council soon recognised it would have to play an entrepreneurial role in getting the land redeveloped.

It would have to begin a campaign of buying up the land in question, then on-sell it to a prospective developer.

So it made a policy decision giving it the power to play an active role in redevelopment of the central business district by being able to do such things as buy land and on-sell, sell off its existing land holdings, and stop streets if necessary to allow large buildings to be constructed over them.

It was during the tender process for the sale of the former New Plymouth Bowling Club land on Courtenay St — now the site of the Woolworths supermarket — that it became known that Foodstuffs (Wellington) Co-op Society Ltd was on the lookout for a big piece of central city property to construct a shopping centre.

The company indicated to the council it wanted land large enough to be able to accommodate a large supermarket, big department store, a number of specialty shops, and a considerable amount of car-parking.

The only land in central New Plymouth large enough to cater for those requirements ran from the State Insurance building to the railway yards along the seaward side of Gill St.

Some of this land was already owned by the council — the Kavaau St car-park, former gas works site, former Newton King Ltd building and two streets.

What it needed to do was to buy up the remainder of the land in the block, to the west of Currie St, then sell the entire parcel to Foodstuffs.

Thus began an intensive period of negotiations which culminated in the city council acquiring ownership of all the property.

It then on-sold it to Foodstuffs for what it had paid, plus costs. The land it already owned it sold at market valuation to the company.

"In other words the council simply turned the land over to allow the Centre City development to go ahead," says city mayor David Lean.

"The council responded to a clear indication from the business sector to encourage new developments in the city."

He admits many have questioned the council's role in the deal, querying whether it should have played the entrepreneur when it was clear the large centre would revolutionise shopping in the city and probably be felt throughout Taranaki.

Mr Lean dismisses that criticism.

"The alternative was for the council to be less than helpful."

"If we had been so, there was a real danger Foodstuffs would locate its centre at somewhere like Bell Block or Brinton — and that would have devastated New Plymouth's central business district."

However, to be doubly sure, the council sent a deputation to Australia to study similar-sized shopping centres on the Gold Coast.

This study concluded two major points:

- Large shopping centres have little effect on the existing retailing area in which they are built — and in fact the established retailers experience an upsurge in business because more shoppers are attracted to the area.

- It is much better to have such complexes established in the existing centre of a city rather than on the outskirts.

"There have been examples worldwide of inner city decay because of large suburban developments. The CBD simply becomes dead," says Mr Lean.

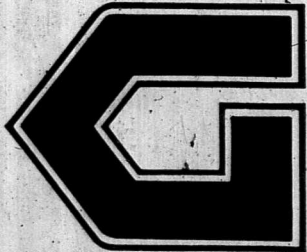
Centre City's impact on central New Plymouth shopping is already beginning to be felt as existing retailers respond to the challenges it poses.

A considerable amount of moving around is taking place as retailers shift from one premises to another, other shops are upgrading their premises, commercial rents are dropping, and key money is now virtually a thing of the past.

In the middle of all this the council is helping bring Centre City and the remainder of central New Plymouth together by making dramatic changes to street patterns and by upgrading pedestrian facilities.

In the long term Centre City and the centre city will complement each other rather than be in opposition, says Mayor Lean.

And when that happens, New Plymouth will be a desirable place to shop.



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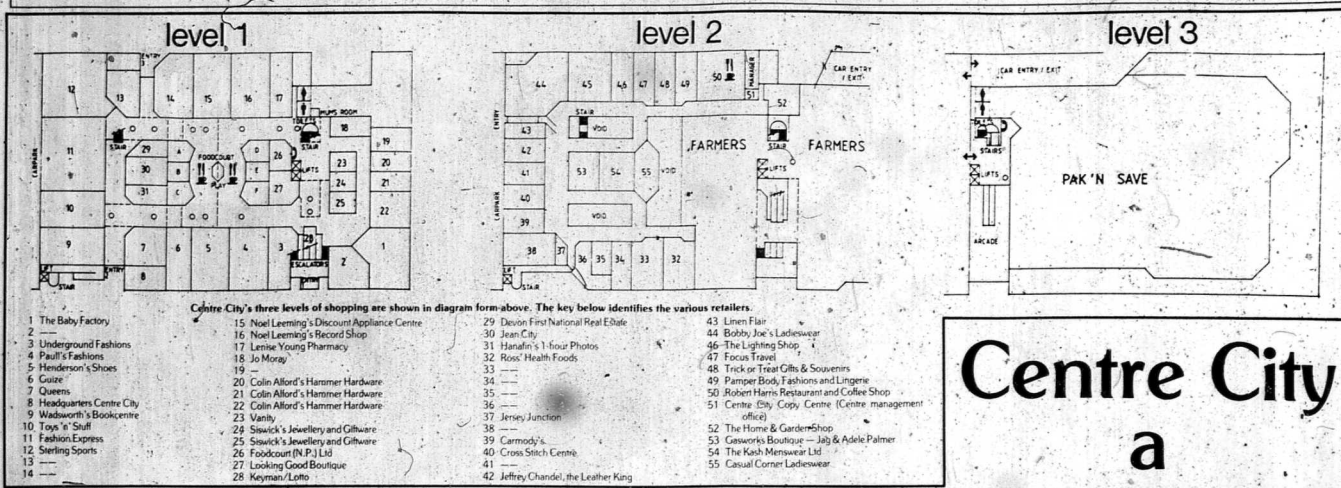
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GOODER LIMITED, have vast experience in work associated with the retail and commercial industries in New Zealand, and have extensive experience in electrical, HVAC and refrigeration work associated with this type of development.

# Centre City opens in New Plymouth



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# Centre City a catalyst

Centre City hasn't just revolutionised shopping patterns in central New Plymouth — it has also been the catalyst behind creation of new parks and dramatically changed street patterns.

The New Plymouth City Council has always eyed the land housing rail yards as having huge potential as a new inner city green area. And it has always recognised a need for future changes to the central business district's pattern of streets. But it hadn't been in a position to do much about either — until the advent of the Centre City shopping complex. Once the contract for construction of Centre City was let, the council began a period of intensive negotiations with the Railways Corporation to obtain the rail yards land. It was known that eventually it would be available to buy as Railways was at that stage constructing its new yards at Smart Rd. But of course there were differences in opinion as to how much the inner New Plymouth land was worth.

Negotiations continued for 12 months, and culminated last Christmas with the announcement that the council had purchased the rail land for \$3.75 million. The land it picked up from Railways extends from central New Plymouth right out to Bayly Rd and includes the Bell Rd motor camp and Kawarua Park. Money to pay for the land came from the council's development account, some from the reading account and some from development levies — meaning there was no direct drain on ratepayer funds. The council won access to land it required to build the Moleworth St extension behind Centre City in April — and that reading job is now complete.

Other areas will be taken over at future dates as Railways vacates the land and shifts to Smart Rd by June next year. Already some work has started transforming the rail yards into parkland. Property near the Hualoki Stream is being contoured as the stream bed is widened as part of flood protection works. Director of Parks and Recreation, Alan Jellyman, says the inner park near the Hualoki will be formally designed, while the outer area — between a new rail line and the forebore — will, in its initial stages, be an expanse of green.

This may change in future years, but the prime objective at this stage is to develop the area into parkland so the people of New Plymouth can once again enjoy direct access to their inner-city coastline. As it turns out, some people are already making good use of the improved access to water recreation facilities. Whitebaiters are throwing their nets into the bed of the Hualoki where it passes Centre City, surfers have improved access to a good break immediately offshore, and many fishermen have discovered that there are good numbers of snapper and kahawai to be caught off the rocks. Of course all this was there before, but many people didn't realise it because they couldn't see it. But now all this has changed — and New Plymouth must now be the only city in New Zealand where a bank clerk can surf within walter-throwing distance of his place of employment.

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# centre city G R A N D OPENING



## TOMORROW AT 8.30AM

**With His Worship The Mayor David Lean & Captain Mark Phillips**

**New Plymouth City Band**  
At approximately 8.30am tomorrow we start the opening ceremony off with music from the New Plymouth City Band, followed by ...

**Farmers Lucky 100 Prize Draw**  
Immediately prior to the Opening Ceremony, the first 100 people outside Fairfairs Centre City main entrance on Wednesday, October 19, at 9am will go into a draw to win:  
Orlando 3 Piece Recliner Lounge ..... \$2800  
Suite ..... \$1950  
Kelvinator GW51 Autowasher ..... \$1369  
Kelvinator C380B Dual Temp Family Fridge ..... \$1189  
Toshiba EV90 Digital Video ..... \$899  
Kambrook 14" CTV ..... \$499  
A Casio MT 140 Keyboard ..... \$299  
This prize will be drawn by the Managing Director, Mr T. Delaney

**Ribbon Cutting Ceremony**  
9.00am tomorrow, the City Centre will be officially opened with the Ribbon Cutting Ceremony, jointly by His Worship the Mayor of New Plymouth, Mr David Lean and Captain Mark Phillips, followed by short speeches by distinguished guests and Foodstuffs Personnel.

**Centre City Tour**  
The Mayor, Captain Phillips and Dignitaries are then to be piped into Centre City through the main entrance doors, and will parade through the centre.  
For the week enjoy the floral arrangements on display throughout the

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★ A family trip to Disneyland  
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**★ Be In To Win! ★**  
★ The Latest Styled Toyota Starlet  
with a special draw on Saturday, October 29

**★ Be In To Win! ★**  
★ Farmers Lucky 100 Prize Draw  
compliments of Farmers, Centre City

*Plus much, much, more!*

**Prizes Galore!**

**Be In To Win!**



**Our thanks to Bell Tea for making possible the presence of Captain Mark Phillips**

# Centre City opens in New Plymouth

Pictured at right and below are two of the accessways within Centre City. Six escalators in the clear-roofed atrium carry shoppers between the levels of the complex and have been well-used since the Pak 'n' Save supermarket opened a month ago. The picture below shows the dramatic treatment fronting the elevators inside the building.

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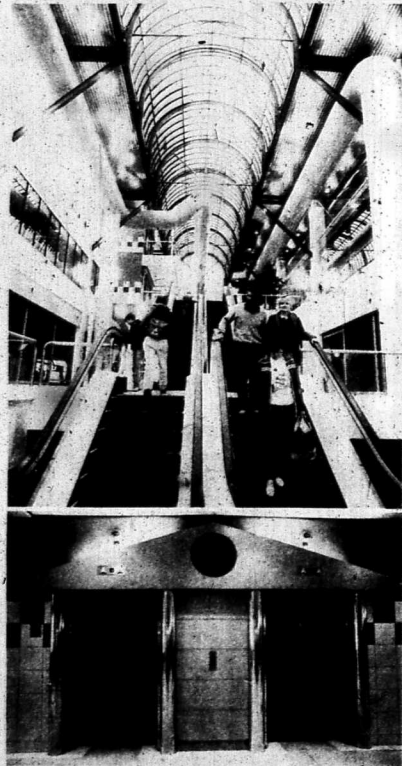


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## Space, colour lighten centre's mass

Roger Walker believes that if you turn a shopping complex into an obstacle course, then there is no way it is going to work — either for the shoppers or the retailers.

The well-known Wellington-based architect designed the new Centre City shopping complex and carters with these thoughts very much in mind.

"Centre City has a generous amount of space for the public," he said, "and probably has more than most shopping complexes I've seen. It's very relaxed and open to allow people to move around freely inside."

"The crucial point in designing a complex like this is to allow shoppers room in which to browse and meander through the shops, without feeling pressured."

Roger Walker has designed numerous houses around New Zealand and overseas, as well as designing a variety of shopping and tourist-related complexes.

While Centre City is the largest complex of its type that he has worked on, he has also designed complexes such as the Centrepour Shopping Development in Masterton, the Willis Street Village in Wellington, a new THC hotel in Queenstown and the Rainbow Springs tourist complex at Rotorua.

The most pleasurable aspect of Centre City that Roger Walker designed was for him, the atrium as it uses a lot of natural light to open up a large interior area.

The atrium is a very significant public space because it allows people entering Centre City a chance to orientate themselves. I expect the atrium to become something of a central meeting place, especially as it links the town with the shopping complex.

The most challenging aspect of the complex design was to ensure that there was no "dead-ends" or second-quality spaces.

"When designing a building for public use, it's important to avoid cul-de-sacs because you aim to keep the traffic moving. We achieve this by using a double-aisle situation so that shoppers can move up one side of the shops and back down the other," he said.

He turned internal access points into a feature of the "complex," using bright colours to highlight doorways, stairways and lift areas.

Colour is used to break up the massiveness of the building on the inside, and to draw people into the building from outside.

"I tried to create more than just an 'island in a sea of car parks' and to make the complex inviting to people."

The entry points to a shopping complex are very important, and the architect must keep in mind street access for both cars and pedestrians.

The New Plymouth City Council was very cooperative and helpful when it came time to incorporate the centre with the existing access facilities."

"They (the council) were very encouraging of the development and made things easy when it came to things like footpath access and so on."

"Centre City is intended to be an integral part of the city — it has a dynamic quality about it and is visually attractive so as to attract people into shops."

He used a concept of integrating the complex with the existing surroundings, rather than designing a building which looked alien to the environment. Because Centre City fronts on to the sea, he incorporated marine features in the design and colours used.

"The marine frontage of the complex has a great appeal which I have tried to bring inside — like using ship handrails on the stairways and allowing the array of ventilation pipes to become a feature rather like a ship's funnel."

He sees the foreshore as ripe for development and Centre City could be the catalyst that is needed.

"I could imagine the foreshore designed to incorporate a ball-up play area, restaurants, parks and may be even a low-rise hotel."

"Centre City is really just the beginning of a new development rather than a complex which has been completed."

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**Saturday, October 29th**

celebrate centre city  
**COMPETITION ENTRY FORM**

SEND IN WITH THIS ENTRY QUESTION

QUESTION: What are the shops where you would like to go?

**EXAMPLE ONLY!**

MY NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_

ATTACH RECEIPT OR SHOP DOCKET HERE

COMPETITION INFORMATION

It's so easy!

Just attach your shopping docket to an entry form obtained at Centre City, answer a simple question, and place at any entry box at Centre City.

**REMEMBER!**

You must be at Centre City at 3.00pm, Saturday, 29th Oct, for the 'LIVE DRAW', to be eligible to win!

**Plus:**

All entries to ALL previous Centre City competitions eligible for the car draw.

**SO COME ON IN AND BE IN TO WIN!!!**



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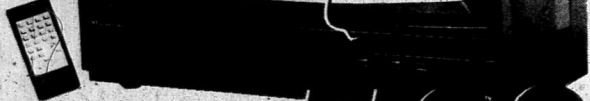
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 Grand Prize set worth \$199 plus consolation prizes

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 WEDNESDAY 19TH OCTOBER - 8pm - 3.30pm  
 Jazz Jazz: 9.00pm - 9.30pm, 10pm - 11.30pm, 2pm - 3pm • Wilmshurst Brothers Duo: 9am - 9.30am, 10am - 11.30am, 2pm - 3pm • 3's A Crowd Dance Group: 12.15pm & 12.40pm • Battles the Magician: 4pm  
 THURSDAY 20TH OCTOBER - 8pm - 3.30pm  
 Wild Wood Country & Western Band: 10.30am - 11.30am, 2pm - 3.30pm • 3's A Crowd Dance Group: 12.15pm & 12.40pm  
 FRIDAY 21ST OCTOBER - 8pm - 3.30pm  
 Wild Wood Country & Western Band: 10.30am - 11.30am, 12.30pm - 1.30pm, 2pm - 3pm • Jazz Jazz: 9am - 9.30am • The Wairoa Gymnastic Club Display: 5pm & 7pm • Battles the Magician: 5pm • 3's A Crowd Dance Group: 6pm & 6.25pm  
 SATURDAY 22ND OCTOBER - 10pm - 8pm  
 Battles the Magician: 11am & 4pm • 3's A Crowd Dance Group: 12.30pm, 12.55pm, 6pm, 6.25pm • Jazz Jazz: 2pm - 4pm • The Wairoa Gymnastic Club Display: 4pm & 5pm

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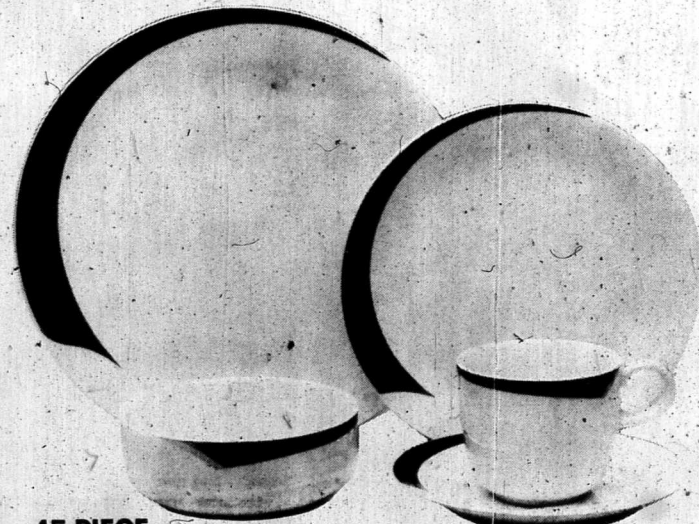
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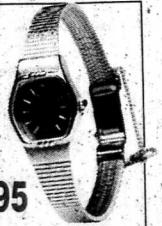
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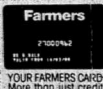
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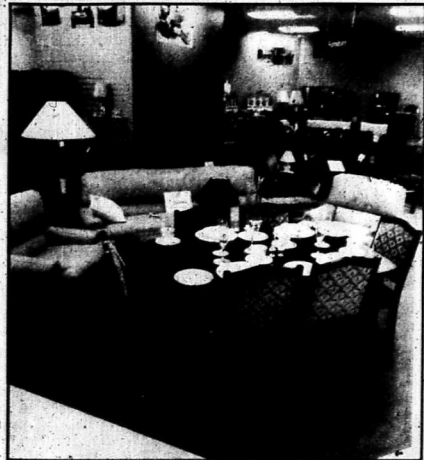
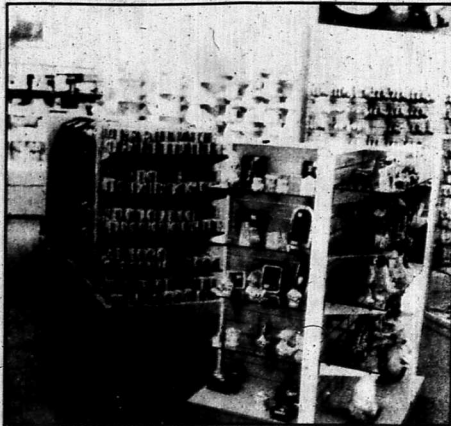
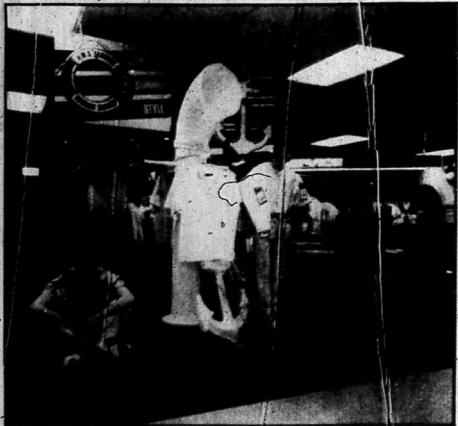
# Farmers

THE NEW CENTRE CITY

*Always More in Store*



# Farmers opens in Centre City



A hectic final few days at Farmers in Centre City meant going to press without photographs of the completed store. The pictures above and below left show a similar Farmers store and some of the images the New Plymouth Centre City store will present to customers.

## More than a new location

The Farmers store in Centre City has undergone more than a relocation to the new shopping complex.

Every department of the new store has been substantially upgraded.

The new store will be opened to the public with the rest of Centre City tomorrow and, according to store manager Ralph Ward, will present shoppers with a modern, up-to-the minute shopping environment.

As well as spending more than \$1.5m on the

physical aspects of the new store, Farmers has introduced a new system of grouping merchandise for greater customer convenience.

For example, the sports and outdoors department is now situated alongside the sports and outdoor clothing department. China and houseware is grouped alongside small appliances so that all kitchen-oriented products are situated in the same area of the store.

On each floor the presentation of the goods and decor has been dramatically improved to provide shoppers with a more relaxed and enjoyable shopping environment.

Ralph Ward says the more sophisticated customer-oriented Farmers puts the store on equal footing with any shopping mall in the country.

Another emphasis of the refurbishments is to make it much easier for customers to pick up, touch and feel the products they might want to buy.

The new Farmers store offers almost 3300m<sup>2</sup> of retail shopping space, excluding storage and office space, making it about 25% bigger than the old Farmers' premises on the Devon St Hill.

Managing director Terence Delaney says Farmers has a programme to ensure it delivers value to the New Zealand public.

For the past year, the chain of retail stores has been re-establishing itself on the New Zealand market with the aim of bringing worldwide retailing standards to its customers.

"We are modernising to preserve a pleasant environment in our stores to bring Farmers' customers what they want and deserve without asking them to pay for it."



### Modest origins

The new Farmers store in Centre City represents a company which has come a long way from modest origins.

The Farmers Trading Company Ltd was founded in 1909 by Robert Laidlaw and originally called "Laidlaw Leeds".

It began life as a mail order company. The first mail order catalogue was compiled in 8 months by Robert Laidlaw and 5000 copies were posted to farmers in 1909. The company began with capital of \$480. Sales for the first 12 months were \$32,000.

Today Farmers records annual sales in excess of \$500 million and employs 4200 people. There are 77 Farmers stores throughout New Zealand.

### Replanned systems

The new Farmers store located in the Centre City complex includes advanced products, new labels and better display methods.

And over the past year a design team of experts totally replanned the merchandise stocking system to take modern lifestyles into account.

Store manager, Ralph Ward: "Besides having many new goods in stock we wanted to make our goods more up-to-date and accessible for customers. But this doesn't mean to say it will cost the customer more. At Farmers we always choose our products because they offer real value for money."

Many aspects of the new store are designed to make shopping easier for customers.

For example, modern in-store lighting has been installed to show products in their true colours, narrow shelves have been replaced with wider display racks and open bins. Wall displays have been updated to show the detailing on clothing and shoes.

Furniture and goods are displayed in real life situations to help customers picture how products might fit into their own homes.

### Prizes drawn

The opening of a new store is a time for a company to indulge its promotional flair.

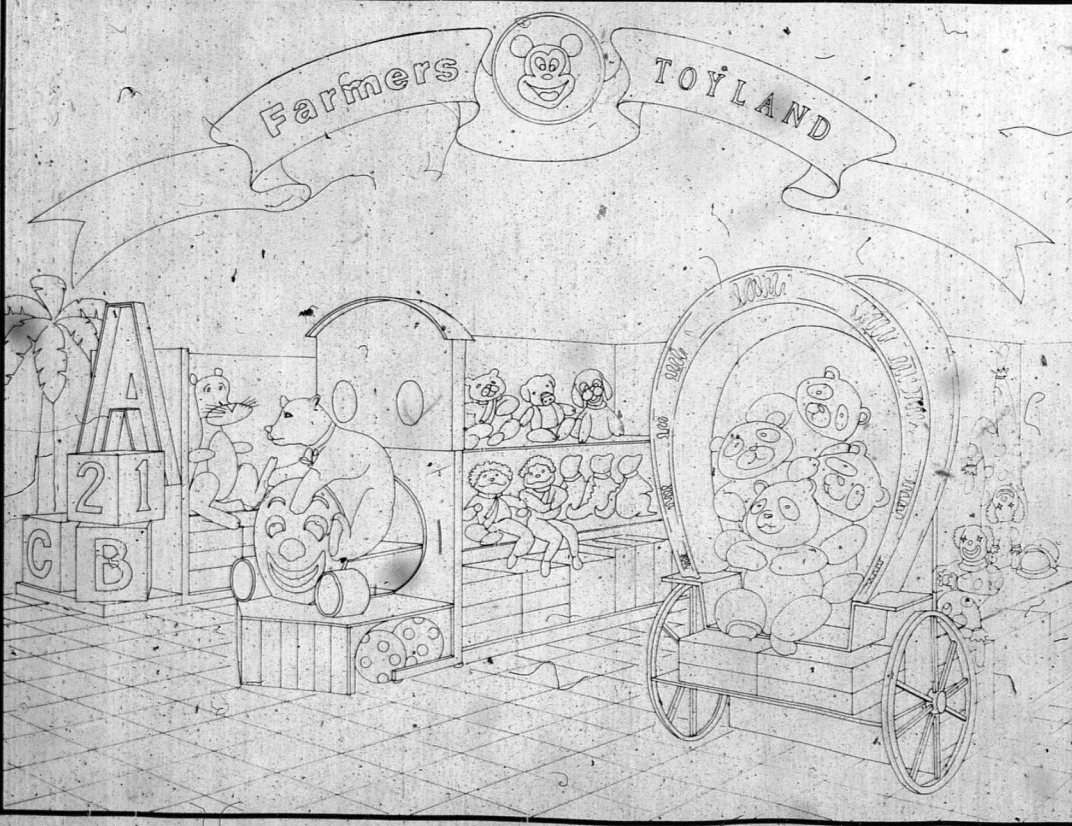
And Farmers in Centre City is adding its ideas to those of the complex on opening day.

The first 100 people outside Farmer's Centre City main entrance tomorrow at 9.00am will go into a draw to win: A 3-piece recliner lounge suite worth \$2800, an autowasher valued at \$1300, a dual-temp family fridge worth \$1180, a video recorder costing \$299, a 14" colour television worth \$499, and an electronic music keyboard worth \$299.

Other entertainment includes fashion shows, jazz music, a magician and a dance troupe.



Ralph Ward



## FARMERS TOYLAND COLOURING COMPETITION

Boys and girls, if you are between 6 and 12 years of age, don't miss out on winning these fabulous prizes:

- FIRST PRIZE:** \$500 Farmers Gift Vouchers
- SECOND PRIZE:** \$250 Farmers Gift Vouchers
- THIRD PRIZE:** Scaletic Grand Prix Set worth \$189
- CONSOLATION PRIZES:** 20 Hanimex Snap Shooters

### ENTRY FORM

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

AGE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

(of parent or guardian to confirm that the colouring is the child's own unaided work)  
Additional Entry Forms available in Farmers.

### COMPETITION INFORMATION

- Bring your entry form into the new Farmers in the Centre City Shopping Centre in Gull Street, and place it in the competition box by Saturday, October 22, 1988.
- The winner will be announced in Farmers store on Saturday, October 29, at 10am.
- The judges' decision is final. No correspondence will be entered into.
- Sorry - children of Farmers staff cannot enter.

## For the best of . . .

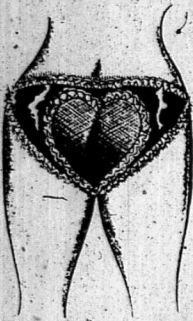
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**SHOP 49**

## Centre City opens in New Plymouth

# Major project background

The contractors taken on to build the Centre City's concrete structure, Ebert Bros Ltd, New Plymouth, are no strangers to large-scale jobs.

The company's background includes major contracts on the construction of the NZ Synthetic Fuels plant at Waitara.

Ebert Bros administering quantity surveyor on the Foodstuffs complex construction, Mr Stephen Ebert, said after the demolition work was finished, his company moved in.

Work started in January 1987, and finished this month — a total working period of 22 months.

"Work was going to take 26 months to complete but we managed to reduce it. Our project managers (Carson Mills project management, Wellington) did a good job in co-ordinating the sub-contractors."

Mr Ebert said work started on the concrete piles and foundations, and then moved to the concrete structure. During the job, only local resources and staff were used, and sub-contractors taken from the Taranaki area.

"We had all the expertise in New Plymouth. Apart from the management structure, all New Plymouth resources were used."

And the company's resources were improved through the contract. Ebert Bros established a pre-cast concrete yard at its Warwaka property to accommodate the special Centre City requirements — the striking concrete pile-ends giving the complex its distinctive lines.

And this capability led them to further contracts on other jobs. The yard has since been upgraded to produce pre-stressed concrete.

At any one time, up to 100 people were working on the Centre City site, with 150 involved overall.

Mr Ebert said New Plymouth contractors

were lucky to secure a development like the Foodstuffs complex in New Plymouth.

"This sort of job seemed to take up the full in the building scene in New Plymouth. It is very apparent in the housing industry that things are slow because there are only a few permits being applied for."

"Foodstuffs have made a large contribution to New Plymouth. The idea of connecting the sea to the city is something that goes back historically."

"It's not only a new building but has historical interests as well. The co-operation between Foodstuffs and the council has made it happen."

## Demolition set the stage for complex

The demolition of 13 old buildings on the Foodstuffs site in 1986 revealed more than just layers of dust, contractor Mr Graham Harris says.

The job of demolishing the buildings, some nearly 100 years old, was expected to be an open-and-shut exercise. In general it was apart from what the seven workers found under the ground.

Beneath the New Plymouth City Council car park (where once the City Gas Department was sited), the workers found three large tanks full of coal tar. The tanks were buried four metres down, measured eight metres across with concrete dome tops and were lined with bricks.

"We figured that by filling the tanks with sawdust, it would soak up the tar and we could then load it onto the trucks," Mr Harris recalls. "It worked."

The tanks were not all they found under the car park. Numerous old boilers and hanks of steel were also carted away.

Graham Harris (New Plymouth) secured the contract and started demolition work on April 26, 1986, finishing July 9. Included in the buildings to be flattened were the city gas department, Newton King buildings, John Aveyers, the operatic society rooms and Hoyle's.

The contractor's job was to leave the site clear of all debris, including existing piles and foundations.

In all, 6000 tonnes of concrete was carted from the site, and 16,000 total cubic

metres of spoil. A further 4000 cubic metres was reused around the new foundation beams.

Amongst the work was the demolition of the old Hoyle's building chimney, pushed over with an excavator. The burnt-out shell of the Newton King building, saved from destruction by fire years earlier, was also dispensed with.

The hardest building to pull down, according to Mr Harris, was the smallest. Workers removing the operatic building struck piles going five metres into the ground through to a sand-based soil.

An old story that a person had been killed while putting in the piles could not be substantiated — Mr Harris said no bones were found.

The New Plymouth City Gas building also held somewhat of a surprise. Inside stood a metro-which concrete vault with steel running through it.

"It probably proved one of the most difficult things to get off the site," Mr Harris said.

The easiest building to demolish was the Aveyers building, which "fell over at a touch". Mr Harris said the warehouse had no steel in the walls to support them.

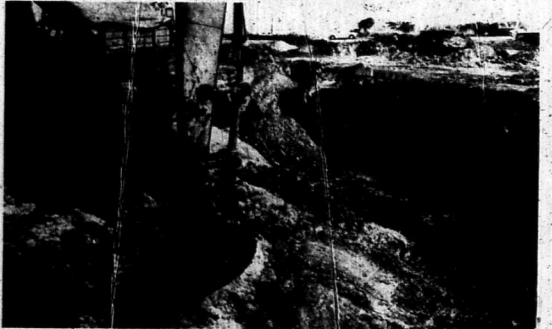
From the job, the contractors secured two truck loads of copper, gained mainly from gutters and

flashings. All rubble was dumped on a site at Ngamotu Rd.

The demolition was not the end of the job for the company. It then spread, levelled and compacted 5000 metres of metal under the floors and jackfilled retaining walls.

Mr Harris said the whole job produced no real problems and went according to plan and schedule.

Modern machinery made short work of the buildings formerly occupying the Centre City site (above) but foundation work (below) revealed long-forgotten tar pits. Sawdust soaked up the liquid and the resulting solid material was then carted away.



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# Centre City opens in New Plymouth



Centre City construction manager Doug Frew is pictured below some of the ventilation pipework which has been incorporated into the interior decor of the complex entrance and atrium areas.

Ventilation at Centre City is a sophisticated system controlled by computer and able to be programmed via telephone by its suppliers in Auckland. The system provides hot air in winter and cold in summer and doubles as a smoke extraction system in the event of fire. That latter capability is a special requirement for shopping centres.

# Taranaki workforce praised

The completion of Centre City ahead of time and budget is a tribute to the Taranaki contractors and their workforce.

The accolades come from project manager John Dunn and construction manager Doug Frew. They led the Carson Mills Project Management, Wellington, team which co-ordinated the \$30 million job.

Construction pressure intensified a year ago when Foodstuffs asked the construction team if they could lift their pace to open the building earlier in November this year.

Work had begun in January 1987 on the cleared site and at the time of the request the parking structure had only just been finished and the shopping centre area was marked by only a few columns.

Jag around the corner - time was a tricky demarcation dispute with the unions, Cyclone Bola and a late change to accommodate a larger Farmers store.

Despite all this, the complex still and workmanship was not compromised by the pace adopted, he said. John Dunn described the Taranaki workforce, as highly skilled - a level built up through its association with the energy projects of recent years.

It was also stable and took a lot of pride in the work undertaken. He felt the same project in other centres would have taken up to a year longer, and cost more to build.

Contractors working on the site had helped with design along the way, he said. Suggestions from the workforce had resulted in better quality work.

cheaper and often easier and had been readily received by architect Roger Walker.

The Pak 'N Save supermarket's location on the third level at the centre was unusual, he said. Because of the very high loadings - shelving was up to 5m high and forklifts traversed its area - these operations were normally placed on a ground floor.

In Centre City's case, the supermarket was more convenient on the third floor and special planning had to accommodate it. The floor area was built five times stronger than a normal office floor.

The use of top quality materials in the trimming of Centre City added to its appearance and atmosphere.

Much glass, special ceilings and floor coverings, and upmarket lighting made the complex comparable with any shopping centre in the country.

Six escalators and a high polycarbonate roof make the grand atrium entrance a focal point for the complex.

## Bola halt minor

Building a multi-level, 50,000sq metre shopping complex and car park was all in a year-and-a-half's work for Centre City construction manager, Doug Frew.

By January 1987, the first of the 11,750 cubic metres of concrete used during the construction of Centre City was poured as foundations. By March 1989 the structure was complete, with only the interiors requiring work.

"The main reason we kept so well to schedule," said Doug, "would have to be the Taranaki workforce. There's a good deal of company loyalty about in this place so the work record was very good."

"At the peak of construction we had up to 450 workers employed on site. They came from all trades, and mostly from the New Plymouth area," he said. Cyclone Bola came right in the middle of construction, but proved to be only a

minor hiccup for the site.

"We only lost two days labour with Cyclone Bola because people had trekked home to repair their homes. It wasn't as much of a problem for the construction site as it was for the workers," he said.

The project was a challenge of direction for him. "My background's in the petrochemicals industry both in New Zealand and the UK and this is the first urban construction job that I've worked on."

"My job is really about organising people - getting the right people to the right place at the right time. It means co-ordinating the work right from the architects and civil engineers, to the construction workers themselves, just to make sure that everything is as it should be," he said.

Doug trained in civil engineering with the Ministry of Works and it was in this capacity that he has worked up until the Centre City project.

### ADVERTISEMENT

## Centre City Chosen for new image men's fashion store

The new image store *Guize* is being opened by the well known menswear leaders, Kingsway, giving them another dimension in fashion direction.

This stylish men's fashion store will complement the wide range of ladies' fashion houses assembled in exciting Centre City. *Guize* will be aimed at servicing the clothing needs of Taranaki's discerning fashion buyers. Like Kingsway, *Guize* will stock only quality merchandise with service to match. They refuse to stock anything but the best. Their quality stock is made up from leading labels such as Pepe, Pagani, Quicksilver, Hot Buttered, Stagers, Levis.



BRETT STOKELL  
Manager of *Guize*

Escena, Kings Road to name a few. In offering a selection of leading labels at competitive prices Brett says *Guize* will offer the men of Taranaki an ideal opportunity to source the right image they offer. The store has been tastefully decorated - attractive and stylish with soft neutral tones and subdued lighting. So when needing to add to your wardrobe the shop to see should be *Guize*.

## OPENING SPECIALS

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# Guize

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- Best Direction
- Quicksilver
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Centre City SHOP

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PAK'N SAVE is owned, and operated, by Alan Melody and family, committed members of the local community. Alan's friendly staff will help make your shopping experience at PAK'N SAVE a pleasure.

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good deal. There's a good variety of packs and sizes.

There's none of that 'waiting around to get out of the place'. 17 automatic scanner checkouts help you make a speedy exit into our huge Centre City carpark which holds 750 cars. The parking is free for 90 minutes. Then it's just 20c for each additional ¼ hour.

So you pack your own groceries. So what? When you see how much it saves you on your food bill that won't bother you a bit. Others who have boasted of lowest overall prices will no longer be able to make such a claim. Only PAK'N SAVE.

The future is here. It's called PAK'N SAVE. Now you have a real choice.

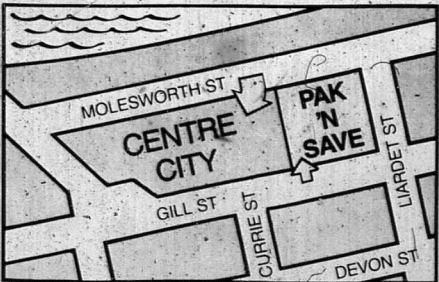
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Wed.	8.30am-8.15pm
Thu.	8.30am-8.45pm
Fri.	8.30am-8.45pm
Sat.	8.30am-5.45pm





# Centre City opens in New Plymouth



Centre City manager Roger Sweeney and his wife Anne with their three children, Krysta, Martin and Philip, inside the complex.

## Needed people

A keen gardener and house renovator, Roger Sweeney spent 12 months renovating old houses before deciding that he needed a job with more people in it.

"I loved the work, but after a while I realised that it was just me, the dog and Wayne Mowat on the radio. I almost went spare," he said.

Since then, Roger has spent a considerable amount of time in contact with people, and in a series of very challenging jobs.

For nearly four years, Roger managed various shopping malls and office buildings in Wellington for Challenge Properties. In Auckland, Roger was involved in the management of a major supermarket where he gained much of the experience he has brought to his current position as Centre City manager.

Originally from Auckland, Roger and his family moved to New Plymouth seven months ago and have

found the community very friendly and the lifestyle relaxing.

"We've settled in very well here. The people seem so much more relaxed and genuine than in the larger cities. No-one is too busy to stop and chat to you. New Plymouth is a very community-oriented city," Roger and Anne Sweeney

have three children. Krysta, aged 13, Martin, aged ten, and Phillip, aged 5.

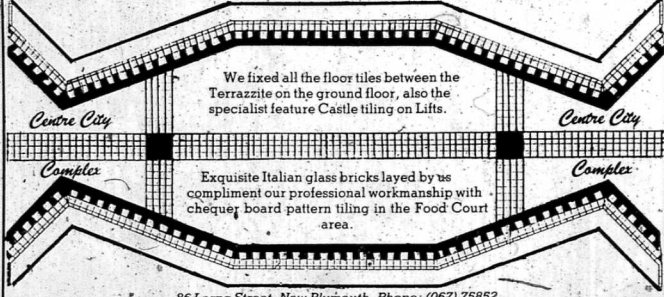
"The children have made an easy transition to New Plymouth and they have settled in well. They're all involved in some sort of school activity and seem to be enjoying the move," Roger said.

**CONGRATULATIONS ON THE COMPLETION OF YOUR FINE NEW COMPLEX**  
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## BILL TERRILL TILING



We fixed all the floor tiles between the Terrazite on the ground floor, also the specialist feature Castle tiling on Lifts.

Exquisite Italian glass bricks layed by us compliment our professional workmanship with chequer board pattern tiling in the Food Court area.

86 Lorna Street, New Plymouth. Phone: (067) 75852.

## More than shops

Centre City, New Plymouth, manager Roger Sweeney, sees the development as more than a sophisticated shopping centre.

On its own, the Centre City building is a \$30-million-dollar investment in concrete and steel for New Plymouth.

"But there are ongoing benefits also. Increased jobs and commerce for the city and the wider Taranaki community will be a significant boost for the region."

Community groups will also gain from the complex as they will be encouraged to use the Centre City's facilities for promotions, displays and demonstrations.

"I'm really keen to see the people of New Plymouth using Centre City for all sorts of things, because after all, it's a community asset," he said.

His primary aim is the smooth running of every aspect of Centre City.

"I'm aiming to keep everyone happy - the tenants, the contractors, Foodstuffs and, of course, the customers."

About 50 per cent of the retail shops in the new Centre City complex will be totally new to New Plymouth, so the customer will have quite a range from which to shop, he said.

"The mix of shops is very important to the success of the complex."

"We want to give the customers the widest choice possible and we feel that New Plymouth now has shopping comparable to either Wellington or Auckland."

For quite a while, shopping complexes were moving out to the suburbs, causing a decentralised pattern of shopping. This meant that people were being drawn out of the city to shop.

"Centre City reverses that idea and will actually draw more people into the city," he said.

We expect that people will come from all over Taranaki to shop here now, whereas they might have gone over to Palmerston North, or to Auckland or Wellington before.

Centre City offers many special features. It was designed by leading New Zealand architect Roger Walker.

Roger has designed a magnificent complex for New Plymouth with a great many benefits to the consumer. The retail shops offer a light open and airy shopping environment without the cluttered feeling that many other complexes offer.

"We'll have a foodcourt in which shoppers can relax and chafe anything from a snack to a full meal, and of course, there's the one-and-a-half hours free parking. No more expensive parking tickets!" said Roger.

The Pak 'N Save operation provided supermarket shopping and the new Farmers' Trading Company store was almost twice the size of the old store located on Devon Street East.

## Congratulations to Foodstuffs Wellington from

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AIR CONDITIONING

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now in  
**CENTRE CITY**  
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**BETTER PRICES . . .**  
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**MASKS**  
Pumpkins — Cats — Ghosts

**HAPPY HAUNTERS**

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**CREEPY SPIDERS**  
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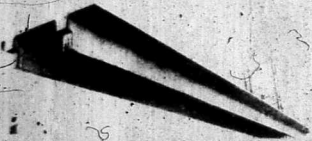
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**TRICK or TREAT**  
Shop 48 — Upstairs — Centre City  
Phone 76300 NP

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Picture shows the placing of a Firth Stresscrete double tee unit, which is the first of this design to be used in the construction of a carpark building in New Zealand.

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- Bridging for highway, railway, farm and foot traffic • Power poles
- Carpark buildings, wharves, grandstands and reservoirs
- Flooring systems for commercial and residential buildings.

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Ph: (09) 779 463

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on completion of the  
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*We are sure this will be a great asset to New Plymouth.*



We are proud to have been the builders

# **EBERT BROS.**

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WELLINGTON



# Centre City opens in New Plymouth



The atrium entrance to Centre City in New Plymouth is a striking feature of the 50,000m<sup>2</sup> complex.

# NZM

## NEW ZEALAND MECHANICAL

*Congratulate*

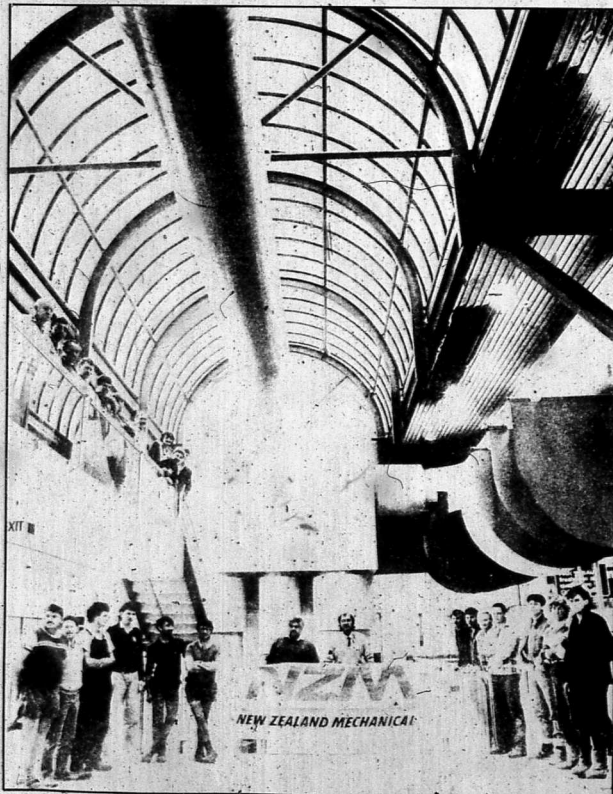
### FOODSTUFFS ON YOUR NEW CENTRE CITY DEVELOPMENT

**W**e wish you and all your tenants the very best of luck for the exciting future ahead.

**W**e were honoured to have been chosen for the new project and proudly carried out the following services systems:

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NEW PLYMOUTH'S LEADING MECHANICAL SERVICES CONTRACTOR





# Centre City opens in New Plymouth



Toys 'n' Stuff owner, Steve Novak, with his 'market research team', sons Gregory (left) and Christopher.

## Bows out of rat-race

"Are toy stores for children, or mothers chasing bargains?" mused Steve Novak, owner of the newest toy store in New Plymouth. Toys 'n' Stuff is a toy store for children - whether they're 18 months or 80 years old. Steve believes that there is still a child in all of us and he's aiming to help people have fun.

The idea for opening an up-market toy store hit Steve when he saw the market being dominated by discount-priced toy warehouses. When the Centre City complex was being developed, Steve saw the opportunity and took it.

"I remember some of the toy stores in Europe that I was taken into. It was a real treat. Everything was so bright and shiny and lively. You could wander about for hours and not get bored," Steve recalled.

Toys 'n' Stuff was cater for even the most modern of children, stocking some of the world's leading brands of electronic and remote controlled toys. But not forgetting those with a more traditional streak, there will still be the faithful teddy bear and other stuffed toys.

Steve is originally from Wellington and moved to New Plymouth through a transfer. Working as a marketing consultant helped Steve in setting up the business, especially when it came time to do a bit of market research.

"I just asked the kids what they thought of this or that. They soon told me if the instructions were no good, or the thing fell apart after a week, so the research side was easy," Steve said.

"I've been in the corporate rat-race all my life and now it's time for a bit of fun!"

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- FLOWERS & VEGE SEEDLINGS
- FLORAL ART SUPPLIES
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- TOOLS

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CENTRE CITY COMPLEX  
Right next to Farmers'  
We accept Visa, BankCard  
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# OPENING SPECIALS



### EMBROIDERED COTTON SHIRT

Great value! \* Our 100% cotton shirt features pintucks, dainty embroidery, and a neat Chinese collar.  
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**\$16**

- PLUS! PLUS! PLUS!**
- Skivvies \$2.00
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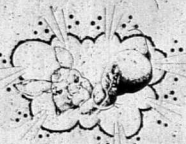
## PAULLS FASHIONS

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# COME ONE! Come All!

## Look What's On At Centre City!

Wednesday  
OCTOBER 19  
**GRAND OPENING**  
Be in to win some fantastic prizes from Farmers.

Wednesday  
OCTOBER 26  
Be in to win a trip for 2 to SYDNEY  
air new zealand

Thursday  
OCTOBER 20  
Be in to win a trip for 2 to AUCKLAND or WELLINGTON

Monday  
OCTOBER 24  
**LABOUR DAY**

Thursday  
OCTOBER 27  
Be in to win a trip for 2 to WELLINGTON or AUCKLAND

Friday  
OCTOBER 21  
air new zealand  
Be in to win a trip for 2 to SYDNEY

Tuesday  
OCTOBER 25  
Be in to win a trip for 2 to WELLINGTON or AUCKLAND

Friday  
OCTOBER 28  
Be in to win a trip for 2 to SYDNEY  
air new zealand

Saturday  
OCTOBER 22  
**'FAMILY FUN DAY'**  
With lots of prizes to be won!  
**'WIN A FAMILY TRIP TO DISNEYLAND'**

Saturday  
OCTOBER 29.  
**WIN A NEW TOYOTA STARLET**

### HOW TO ENTER A CENTRE CITY COMPETITION

It's so easy! Just call into the Centre City Complex anytime and get an entry form from many of our outlets, fill in the details and be in to win!

Remember: All entries eligible for car competition!

All trips kindly sponsored by air new zealand FOCUS TRAVEL



# Family Fun Day Saturday October 22

## 10.00am to 9.00pm

### What's On!!

9.30am - Saturday, October 22,  
join us for the opening parade  
which departs from the Clock  
Tower and will arrive at Centre  
City at approximately 10.00am.

#### The Parade Will Include:

- The City Pipe Band • Marching Teams
  - Vintage Cars • Big Rigs • Fire Engines
  - Ambulances • Traffic Cars • Hot Rods
  - Chinese Dragons • Clowns • Decorated Bicycles
  - Rhododendron Festival Queen
- entrants and much, much, more!!

#### Decorate Your Bike Contest!

Will also be held, with entrants from Primary Schools taking part in the parade and judging taking place at the parade's completion with age group prizes being awarded. A donation will be made to the Primary School that has the most entrants!!

On arrival at Centre City the Brass Band will continue to play inside the centre; the rest of the parade will continue into Molesworth Street via Liardet Street

### WIN A FAMILY TRIP TO DISNEYLAND

Will Be Drawn At 7.00pm

Compliments of:



### Bike Judging

Will take place in Molesworth Street, and will be judged in the carpark by His Worship the Mayor, Mr. David Lean and the Member of Parliament for New Plymouth, Mr. Harry Duynhoven.

### Rhododendron Queens

The Rhododendron Queen Contestants will be in attendance all day as your hostesses, so, why not come in and say 'hello' to these lovely ladies!

#### Plus!

Look out for our crazy clowns who are giving away special Centre City Hats and lots of helium filled balloons.

### New Plymouth City Band

Will also be playing most of the day, with a special concert in the afternoon at the Centre.

### Fireworks Display

Last, but definitely not least, after closing at about 9.15pm, a fireworks display will be held on the railway display will be held on at the Centre City so pick your prime spot at the Centre City carpark for the best view.

(Fireworks Display subject to prevailing weather conditions)

Come and join us for a 'Family Fun Day' at the all new Centre City.



## Centre City opens in New Plymouth

# New concept in mall meals



Final detailing is being completed in the picture at left of the new Tastings Foodcourt in Centre City.

loped of the very real benefits to shoppers and shopkeepers alike of having a chain of food outlets grouped together in the heart of the complex.

"Because of this evolution," explains Stollzow, "the way of presenting the food outlets were complementary to, rather than in competition with, each other. So gradually the idea of foods from different countries evolved. Hence a whole new wave of international foodcourts."

The benefits to shoppers of America are so large that they provide seating for up to 100 people. Of course, as the foodcourt concept was refined, so the technology of food preparation and presentation improved. Today with the sophisticated equipment available, foodcourts are able to generate large sales of food in a very short space of time.

The benefits to shoppers of all ages, from having a foodcourt in a shopping mall, are immense," enthuses Stollzow. "The food is always low cost, for a start in New Plymouth it will range from between \$1.50 and \$4.00.

He explains that it turns shopping into a destination, a chore into an entertainment and a pleasurable experience.

For the elderly it can become a place to rest, to meet friends. Or just to enjoy the busy atmosphere and have a drink and something to eat.

For shoppers with young children in tow, it's a place for a respite, time to think about purchases, and treat the kids when they are getting tired and hungry.

For lunchtime shoppers it's a meeting place with quick service and plenty of variety. And, of course, the big plus for everyone, it's all under cover within the Centre with plenty of on-site parking.

And what about the Centre City Foodcourt? How has it been developed?

Zachary Stollzow settles back in his chair to explain the package that his company provided to Foodstuffs.

It began with working on the design of the foodcourt, with the architect, then selection of tenants and the setting of standards for lessees. The criteria are strict and the standards high.

All tenants have to have business acumen and experience in the catering field, he said, "and must be prepared to maintain the highest standards of customer service, cleanliness, food preparation and presentation."

To ensure these standards are firmly established once the court is opened, he provides an experienced supervisor from Australia for the first three months of operation. His company provides carefully planned menus that avoid repetition of products, thus avoiding competition between outlets.

He provides tenants also with staff manuals which set out principles of behaviour, dress code and personal appearance.

Shoppers in Centre City are set for a variety of gastronomic experiences with the development of Tastings International foodcourt in the complex.

Six differing food outlets enclose a dining area seating 210 people. They offer a choice of Chinese, Italian, seafood, sandwich, carving and dessert menus to assuage hunger pangs.

The concept of a Foodcourt within a major shopping complex is not a new one. In fact many Taranaki shoppers will have experienced the varied aromas and tastes of the food at shopping malls such as the MLC in Sydney, or at Lymnall in Auckland.

The man behind the development of those and many other Foodcourts, including Tastings at Centre City is Zachary Stollzow.

"The Foodcourt in New Plymouth's Centre City will be on a par with, if not better than, the best in Australia," said Mr Stollzow.

If anyone is well qualified to make such a claim, then that person must surely be Stollzow.

Over the past 17 years he has developed no fewer than 32 Foodcourts in Australia and New Zealand. His experience and knowledge of the industry, combined with the use of the latest advances in food technology and presentation and the most up-to-date equipment, must together go a long way towards realising such a claim.

"I worked quite closely on this project with

Centre City's architect, Roger Walker," said Stollzow, "to ensure that the design of the food preparation and serving areas will handle the rapid client turnover at peak times efficiently."

"In other words the Foodcourt will be a bonus to the overall project," he said.

Stollzow's background in the food industry is as impressive as the standards he sets for those who are selected to take up leases in the Foodcourts.

Born in Australia of Austrian parents who were in the catering business, Stollzow was born and bred into the food industry.

He qualified as a master chef in Australia before moving on to establish his own businesses. He has owned and operated a number of top Australian restaurants, including Zachary's at Terrey Hills.

Alongside his restaurant business this man of seemingly tireless energy set up a catering development company which specialises in shopping complex foodcourts, such as the one in Centre City.

"The Foodcourt concept is like a community of kitchens which supply an exciting variety of ethnic foods at a low cost," he said.

Although still a relatively new concept in New Zealand, foodcourts originated in America back in the 50s. To begin with, they were located in scattered positions around the perimeter of a complex.

"About 20 years ago," says Stollzow, "attitudes began to change. Recognition deve-

## The TILE CENTRE

Tiled the majority of the toilet areas, part of the Foodcourt and the quarry tiles in the 3 main entrances.

Plus, the large columns outside.

We also supplied the Quarry Tiles to the City Council in the planter areas.

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
Helen Phillips



Karen Anderson



Collette Henderson



Neil E. Jones

Headquarters for professional work...  
...and we are so proud to be part of the...  
...of our staff.

Lynette Williams

### HEADQUARTERS CENTRE CITY

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Lynette Loveidge Headquarter Group Ltd



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LESS THAN 1/2 PRICE  
FROM **\$99**

9ct Gold Chain  
FROM \$100  
NOW **\$19.95**

Silver Chain  
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Fresh Water Pearls  
PRICE \$40 NOW \$19.95

Our first 53 customers spending over \$100 will receive a string of fresh water pearls.

Bohemia Crystal Glass  
**1/2 PRICE**

We have one of Taranaki's largest Dinnerware range including all the worlds most famous brands on display—

. . . and you'll find this fabulous store with that professional, friendly, personal service at the bottom of the escalator, Shop 25 Centre City.



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THE KASH NOW Three Menswear Stores

- Centre City
- 'On the Hill' Devon St
- Motorua

Join the celebrations in all our stores — you'll save \$\$\$ on quality!

**EXTENDED SHOPPING FOR YOUR CONVENIENCE**  
Late Nights —  
Devon St and Centre City — Friday  
Motorua — Thursday.  
All stores open Saturday morning — Centre City till 9pm this Saturday.

**Centre City Only**  
**GOLD TOP**  
**FREE! FREE! FREE!**  
Super-opening special. Buy two pair of Canterbury Gold Top Socks and receive another pair absolutely FREE. Wool/Nylon or Cotton/Nylon. Top quality socks with the third pair FREE.

**adidas**  
Famous triple stripe sportswear at great value prices.  
**SPLITS SHORTS**  
Lined satin shorts with triple stripe. Light grey, dark grey and green with tonal stripes. Sizes 76 to 100. Usually \$24.95.  
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Adidas popular trackpants. Sale price usually \$59.95. Sizes 64 to 104.  
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**TAB STYLE SHORTS**  
Popular summer shorts in seven of the latest fashion colours. Compare these shorts for value. Sizes 76 to 104. Usually \$24.95.  
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Hardwearing three pocket, belt loop denim work shorts. Sizes 80cm — 112cm. Excellent value.  
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**BEACH BAGGIES**  
Bright, colourful, elastic waist beach shorts. Perfect for the summer. Sizes 80cm — 112cm.  
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**FLEECE TRACKPANTS**  
Popular trackpants. Good range of colours including grey and black. Boys' usually \$24.50 to \$28.95. Mens' usually \$34.95 to \$49.95.  
Sizes 4-8 10-16 SM-XL XXL 3XL to 4XL  
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The latest denim fashion story exclusive to the KASH — Whitewash denim at an unbelievable price.  
**FREE OFFER**  
Buy your X Denim Jeans or Jacket and receive an AM/FM Radio FREE.  
**COMPARE THE FIT — COMPARE THE PRICE**  
**X DENIM JEANS**  
Tapered whitewashed jeans in either black, grey or blue. Sizes 70cm to 100cm.  
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and a FREE RADIO

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Men's T-shirt in plain colours with some selected, contrasting seven colours. Sizes M, XL, XXL, XXXL.  
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**SWEATSHIRTS**  
Fleece crew neck sweat shirts with some selected contrasting seven colours. Sizes M, XL, XXL, XXXL. Fashion t-shirt. Buy now and save.  
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**MEN'S POLYCOTTON BRIEFS**  
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Polyester and cotton blended singlets and tank tops. Six colour selection.  
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A good selection of comfortable shape pyjamas. Plenty of colours in sizes S-XL. Usually \$27.95.  
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**MEN'S HANDKERCHIEFS**  
Coloured borders and coloured patterns. 6000 axes.  
3 for \$3.95

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A large selection of men's fashion ties from our time-honoured tie maker, Kipper. Easy to wear. Normally available \$10.95.  
**SALE PRICE \$3.00**

**REMBRANDT TAILORED CLOTHING**  
Specials from New Zealand's leading clothing manufacturer to celebrate the opening of The KASH's Centre City Store.

**SPORTS COATS**  
All Wool and Wool/Treva cloths. Latest styles and colours. Sizes 96-112. Usually priced from \$265 to \$355.  
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**CENTRE CITY STORE ONLY**

**REEFER JACKETS**  
Navy single-breasted Reefers. All Wool and Wool/Treva cloths. Usually up to \$355. Sizes 96-112.  
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All Wool and Wool/Treva cloths. Pleated and plain fronts. Sizes 76-112. Usually \$92.95 to \$116.  
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Inspect our range of tailored clothing from Rembrandt Cool Wool Suits, Fashion Sports Coats and smart trousers. Quality cloths, excellent fit. Call now to The KASH Centre City or Devon Street.

**Levi's OPENING SPECIAL**

Buy your Levi's from The KASH now. With every pair of Levi's jeans you receive FREE a pair of Levi's Sox, Poster and Stickers. While Stocks Last.

All Levi's Denims — Washed, Bleached, Stonewashed, Whitewashed and the NEW Galatica Wash.

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Washed straight or taper.  
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Just arrived — Trends and new looks. Plain fronted, polo necked and long sleeved. Sizes S, M, L. Buy now while stocks last.  
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Plain Tie Dye'd Fluorescents \$13.95  
T-SHIRTS  
Plain Tie Dye'd Fluorescents \$16.95 \$28.95 \$23.95

**CENTRE CITY STORE ONLY!**  
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**BUY TWO PAIR • GET THIRD PAIR FREE**  
JOCKEY CLASSIC UNDERWEAR — FREE  
Super opening special. Jockey Classic underwear. Buy two pair and receive a third pair free. Skant, Y-front briefs and singlets. As advertised on TV. Top quality, comfort fit underwear.  
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Jockey popular 100% Cotton skants in a twin pack. Sizes S, M and L. Usually \$17 for two pair. Special opening price.  
**Two pair for \$10**

**DOUBLE-BREADED FASHION JACKETS**  
Smart double-breasted styled sports coats. Sizes 96-108. Normally priced up to \$258.  
**SALE PRICE \$70**

**SPORTS COATS**  
Single-breasted style jackets in sizes 96-116. Quality jackets at an excellent price. Usually \$215 to \$248.  
**SALE PRICE \$100**

**ALL WOOL SPORTS COATS**  
Sizes 92-106. Leading brand cloths. Excellent value. Normally \$352.  
**SALE PRICE \$150**

**SUITS**  
Inspect our range of men's suits. Two and three piece single and double breasted styles. All Wool and Wool/Treva cloths. Sizes 92-126 in short, normal, tall and midway fittings. Inspect our range now. Prices range from  
**\$350**

**SHORT SLEEVE CASUAL SHIRTS**  
Check casuals ideal for work or leisure. Sizes M to 5XL.  
**SALE PRICE**  
M-XL \$19.95  
2X \$24.95  
3X \$26.95  
4X \$27.95  
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**THE KASH MAKE IT EASY TO BUY**  
Charge It To The KASH's RTS Charge Card Or Use Your Visa Bankcard, Diners or American Express Credit Cards.

**FORMAL DRESSWEAR**  
**DINNER SUITS**  
Rembrandt Dinner Suits available in all things — normal suits, mid-west and tails. Quality dress suits. Treva and All Wool suit by treva. Sizes 96-112.  
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Pressed from White Dress Shirts. Summer shirts and dress shirts. Sizes 34-42.  
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**BLACK CUMMERBUNDS**  
**\$17.95**

**WHITE DRESS VESTS**  
**\$60.95**

**BOW TIES**  
Black, White Grey.  
**\$7.70 — \$9.95**

**WHITE STRETCH GLOVES**  
**\$7.60**

**BLACK SOCKS**  
**\$6.50**

**DRESS TAIL SUITS**  
This special is made to measure. Dress Tail Suit. Tailored suits. Trad from \$340.

**SHIRTS**  
**SHORT SLEEVE BUSINESS SHIRTS**  
Easy care polycotton blend shirts by Rembrandt in a choice of six plain colours in sizes 38cm-45cm.  
**SALE PRICE \$21.95**

Smart self-cuff, polyester and cotton shirts, plaquet front available in five colours. Sizes 38cm-46cm.  
**SALE PRICE \$26.95**

**LONG SLEEVE BUSINESS SHIRTS**  
Plain polycotton fabric Rembrandt shirts, in six colours. Sizes 37cm-46cm.  
**SALE PRICE \$24.95**

Exclusive to The KASH. Geoffrey Clarke long sleeve business shirts. A self-cuff, plaquet front shirt available in five colours. Sizes 38cm-46cm.  
**SALE PRICE \$32.95**

**TROUSERS**  
**WOOL/TERYLENE TROUSERS — QUALITY TROUSERS**  
Rembrandt and Bensons woolterylene trousers. Top quality trousers. Sizes 70 to 116.  
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**MEN'S TROUSERS**  
Polyester and woolterylene trousers. Sizes 76 to 116. Plain and pleatfront. Plenty to choose from. Normally \$59.95 to \$97.95.  
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**TROUSER SCOOP**  
150 pair of men's trousers reduced to clear. Assorted cloth and colours. Top brands. Sizes 76 to 112 waists.  
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Pigment dyed and polycotton cloths in the latest fashion shades. Two pleat and three pleat styles. Sizes 76 to 104. Side pocket tab and belt loop waists. Super special.  
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**KNITWEAR**  
**MEN'S KNITWEAR**  
From our large stock we have selected a range of knitted and contemporary tops and bottoms from New Zealand's leading manufacturers and retailers. Buy now while stocks last.  
Cotton, Wool, Acrylic and Cashmere. Sizes S-M. **SALE PRICE**  
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**BRUSHED WOOL PULLOVERS**  
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**DENIM JEANS**  
An opening special. Top quality fabric jeans. Plenty of pockets. Sizes 70 to 120. Ideal for work or leisure!  
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Top quality whitewashed shirts by Levi's. Sizes S-XXL. Usually \$99.95.  
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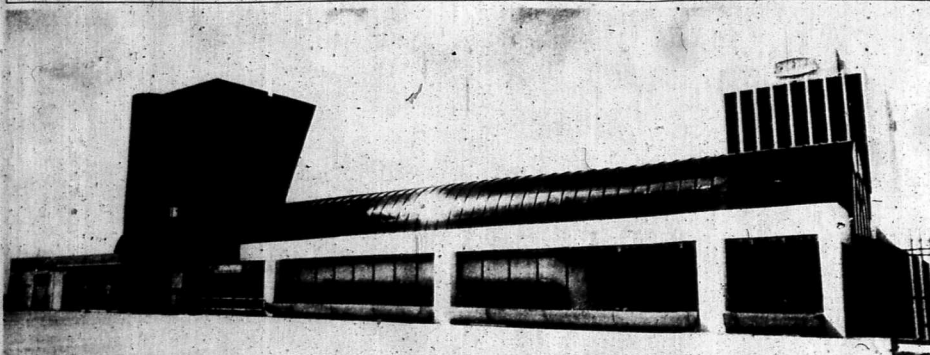
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Change Suits, Dress Suits, Evening Suits. Men's Suits. All available to hire for your special occasion. Suit and changes from \$45 to \$85.  
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**MENSWEAR • BOYSWEAR SPECIALISTS**  
• Personal Service  
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• All Credit Cards Accepted  
• Competitive Prices  
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• Extended Shopping Hours  
**QUALITY AT VALUE PRICES**



# Centre City opens in New Plymouth



Exotic shapes abound within and without the new Centre City shopping centre. At left, the top of the atrium and the ventilation ducting would look at home on a Dr Who set; while below left a stairway climbs the outside walls; below centre is the dramatic atrium roof; and below right an interior stairwell. Varied colours add warmth.



**A R ASHMANS ROOFING**

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**ONCE AGAIN ON TOP!**

We supplied and installed Roofing and Cladding for "Centre City"



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NEEDLE AND HANDCRAFT SPECIALISTS  
"The One Stop Stitch Shop"

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Come and experience a new era in Pharmacy shopping... Lenise Young Pharmacy has especially been designed to give you better and more rewarding shopping, with large savings on regular weekly specials, plus hundreds of specially reduced lines.



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Guaranteed personal attention at the prescription, cosmetic and photo counters.

**CASH 'N WRAP**  
For quick service

**AND A SELECTION OF FRENCH PERFUMES**

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have arrived! \$8.99  
**\$6.99**  
FOR 24 COLOUR PHOTOS.  
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OFFER CLOSES OCTOBER 31, 1988  
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**FREE BABY PHOTOGRAPHS**  
call in on opening day to have you baby photographed



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|--|--------------------|
| <b>ROCHE VITAMINS</b><br>Berocca - Redoxon - Supradyn..... 20 per box                  | <b>\$8.99</b> each |
| <b>SELSUN</b><br>Medically proven shampoo.....   | <b>\$5.99</b>      |
| <b>SUCARYL</b><br>The no calorie artificial sweetener..... 500mg liquid<br>SAVE \$2.36 | <b>\$5.99</b>      |
| <b>ZIP</b><br>PRO 1400 HAIR DRYER (3 heat settings).....                               | <b>\$39.95</b>     |
| HOTSPOTS HAIR DRYER (2 heat settings).....   | <b>\$34.95</b>     |
| CURLING TONGS.....   | <b>\$14.98</b>     |

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You're invited to view our new location and celebrate the opening of Centre City with us!

## OPENING SPECIALS



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**\$24.95**



MOA PUBLICATIONS





# Centre City opens in New Plymouth

## Diversification led to development

Centre City shopping mall in New Plymouth is a development project of the Foodstuffs (Wellington) group.

The new complex is representative of the retail grocery group's diversification in recent years in both operating and services. It now operates in such areas as real estate, store modernisation, consultancy and staff training.

The group is a retailer-co-operative, owned and controlled by its grocer members. The company's objectives are to provide the independent grocer with his or her requirements in stock and services; where practicable, to protect the interests of members; and to promote each member's advancement and increase members' profits. Its diversification enables it to undertake and maintain these fundamental requirements.

Foodstuffs (Wellington) Co-operative Society Ltd evolved from a company called United Buyers Limited, registered in Wellington in December, 1925. That marked the formalisation of an Auckland buying group which began joint operations in 1922 and has continued successfully into the modern day.

ner as a retail symbol. United Buyers Limited changed its name to Foodstuffs (Wellington) Ltd in 1935, by which time, all members were trading as Four Square stores.

When supermarkets became established in the 1960s, they created a more aggressive advertising policy which could not be maintained by the smaller stores. Thus, a supermarket group was formed under the New World name.

Although the Four Square and New World names are used throughout New Zealand and they conform to a fairly strict pattern of service and image, they are, in fact, serviced by four entirely separate Foodstuffs companies, each having its own board of directors and financial structure. However, they are closely linked through Foodstuffs (New Zealand) Ltd, which is a company represented by the chairman and chief executive of each of the four companies.

The national organisation is a policy making body projecting the group as a whole, particularly at the retail level. Twice a year, a national conference is held alternately in each of the main centres, with the resident company acting as host. The conference agenda is divided into general business and advertising strategies. The delegates — managers, directors, advertising managers and committee chairmen — discuss and set policies and standards to be observed nationally.

have a thorough knowledge of each group's positioning in the market place and the strategy necessary for ongoing market development.

Advertising, promotional activity, pricing profiles, and policy planning for each group are undertaken by headquarters personnel in co-operation with group committees which meet on a regular basis. Committee members, elected by their peers, give considerable time to group activities; commitment is a very important ingredient in achieving continued success at retail level.

The company's accounting staff provides a high level of expertise in financial management, accounting and taxation services to retail members. With the formation of a retail education and training committee, education and training activities have been expanded during the year. The introduction of a three year management development course for qualified senior retail employees and a new member induction course have been of particular importance.

Considerable emphasis is given to a home study course for members. A recent development has been management and financial seminars for operators and staff of fresh food departments. With committed member involvement at all levels, a skilled board of directors and an enthusiastic and dedicated management team, Foodstuffs (Wellington) Ltd will continue to build on the 80 years of experience which has enabled it to maintain a commanding presence in the New Zealand food retailing industry.



"Paul Clark and Gaye Kara, owners of the new menswear store, 'Guize', with store manager Brett Stokell (centre)."

## Keeping it in the 'family'

There are not many shops these days that can boast of "keeping it in the family" when it comes to ownership, but there is one in New Plymouth that can — in its own way.

Kingway Menswear is a shop that, over the past 45 years, has seen itself pass from owner to staff and from new owner to staff. Gaye Kara and Paul Clark,

the present owners, are no exception. "It really seems like it's a family business because of the long association the staff have had with Kingway," said Gaye.

"Paul has been working here for 23 years and I've worked here for 12." Over the years, Kingway Menswear has grown from just one shop

on Tivon Street to three. The latest addition is the new shop, located in Centre City, called 'Guize'.

Brett Stokell is moving from the mall shop to be the manager of the new shop. He's young and he's got lots of ideas when it comes to men's fashions," said Gaye. "Male fashions have seen a dramatic change over the

past decade — from a very basic style, with little colour choice, to clothes that allow for a lot of individual flair," she said. "Men are more interested in the way they dress today, so we're trying to offer them a good range of dressing options."

"The colours available now are just amazing — it's anything goes!"



Centre City's carparking area offers a view across the foreshore and sea off New Plymouth.

## JEAN CITY

SHOP 30 — GROUND FLOOR

CASUAL GEAR FOR GUYS & GIRLS

100% Cotton T Shirts — \$11.95  
Printed T Shirts — \$25.00  
Stretch Rocker Jeans — \$69.95

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Once Upon A Time two families went on the same holiday, booking with separate agencies.

← ONE GOT THIS

THE OTHER GOT THIS

↑

NOT THIS

↓

→

BUT THIS

←

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TO ENJOY FOR THE FIRST TIME IN TARANAKI...  
THE UNIQUE ROBERT HARRIS QUALITY AND SERVICE.

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9.00am — 4.30pm

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LUNCHEONS  
MORNING AND AFTERNOON TEAS

with  
Fresh Salads • Fresh Juices

*Taste fully presented for your pleasure.*

FULLY AIR-CONDITIONED PREMISES

with  
STEREO PANORAMA SEA-VIEWS

CENTRE CITY COMPLEX

# Noel Leeming opens in Centre City



Noel Leeming's manager for the New Plymouth stores Paul Vega checks the operation of a video in the appliance store.

## Consolidating in the north

South Island appliance and record retailer Noel Leeming is consolidating his position in the North Island with stores in Centre City.

An appliance store selling stereo, video, television and other home appliance products, and a record bar featuring an extensive range of records, cassettes and compact discs for the music lover have been established in Centre City. The new outlets bring to 42 the number of Noel Leeming stores around the country including specialist video libraries and a car and audio and telephone installation centre.

From a Christchurch base Noel Leeming stores have spread throughout the South Island and three years ago first moved into the North Island marketplace.

Plans are afoot to extend into other areas such as Hamilton, Palmerston North and Napier with further expansion also ahead for Auckland and Wellington.



Record bar supervisor for Noel Leeming, Karen Boyd, pictured in the new Centre City store.

I am pleased to extend a personal invitation to the people of New Plymouth and surrounding areas to call in and meet the management and staff of our exciting new store.

As you will see, we have a complete range of electrical appliances for the home, but if by chance there is an item you want that isn't in stock we will do our very best to obtain it for you.

I personally guarantee that you will receive the best service possible, the best quality products and excellent value when you shop at one of our stores. If for any reason you are dissatisfied, please contact the Wellington area manager, or write to me personally at PO Box 22-407, Christchurch.

We look forward to meeting you all at our new store.

Noel Leeming

# Grand Noel Leemings SUPER SAVINGS

**\$696 OFF ORIGINAL RELEASE PRICE**

**PIONEER 4100R COMPACT DISC MIDI SYSTEM**

- Remote control operation
- 72 Watt RMS amplifier (Total)
- Double cassette deck with Hi-speed dubbing
- 5 band graphic equaliser
- 3 way Avente matching speakers

**\$1799**  
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**SAVE \$306 OFF ORIGINAL RELEASE PRICE**

**GOLDSTAR GCD60P COMPACT DISC MIDI SYSTEM**

- 5 band graphic equaliser
- Twin cassette decks
- Dolby B High speed dubbing
- CD player has 9 programmes and repeat
- Semi-auto belt drive turntable
- PLL synthesized tuning FM/AM

**\$799**  
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**EXCLUSIVE TO NOEL LEEMINGS**

**ESC MCD8005 COMPACT DISC MIDI SYSTEM**

- 5 band graphic equaliser for total tone control
- Twin cassette decks for direct dubbing
- Top quality 2-way 4-speaker system
- AM-FM stereo tuner
- Semi automatic turntable
- Slide volume control
- Headphone input facility
- Push button function select
- Stereo FM tuning indicator

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**FREE 5 EC30 TAPES**

**HITACHI VM-C30 CAMCORDER**

- 1 1/2 x Power Zoom Lens
- Date recording
- Wind noise cut & Synchro Edit
- SP & P recording and playback
- Microphone

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**10 FREE 3 HOUR VIDEO TAPES**

**NEC N9053A VIDEO RECORDER**

- HQ (High quality) video
- Voltage synthesized tuner with 12 presets
- 13-function wireless remote control
- Built-in 3 event 14-day programmable timer
- Picture search at 7 times normal speed
- Freeze auto function
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- Microprocessor-controlled full logic operation

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**TOP VALUE**

**TECHNICA 14" REMOTE COLOUR TV**

- Infrared remote
- On-Screen display
- Sleep function
- Automatic frequency control
- Audio in-out video input
- Electronic volume channel change

**\$549**  
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**SAVE \$300 OFF RELEASE PRICE**

**FUJITSU GENERAL 21" FST REMOTE**

- On-screen channel indication
- FST - flat square black stripe picture tube
- Detachable remote control unit
- Direct AV input
- Automatic fine tuning

**\$999**  
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**FREE Beach Pack including - a Chillii Bag, a Beach Towel and a Cooler**

**TELEFUNKEN PCR55 TWIN TAPE PORTABLE STEREO**

- Twin cassette deck with high speed dubbing
- 4 speaker system
- 4 band tuner including shortwave line and two
- Top West German brand

**\$169**  
OUR LOW PRICE

**WAS \$299 HALF NORMAL PRICE**

**MONITOR RD2100 DIGITAL AUTO REVERSE CAR STEREO**

- Separate Rewind/Fast forward
- Basic control
- Basic/Treble control
- AM-FM Tuner

**\$149**  
OUR LOW PRICE

**SAVE \$400 OFF ORIGINAL RELEASE PRICE**

**TOSHIBA ER9610 MICROWAVE FAN OVEN**

- Five cooking options - microwave, convection, combination or auto defrost setting
- Three stage programming (auto defrost, microwave, convection)

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**MITSUBISHI RA 910 FAMILY SIZE SIMPLE SET MICROWAVE**

- 1.3 cubic feet over space
- 650 watts
- Defrost power setting
- 5 power settings
- 60 minute timer
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**SENSATIONAL Champion RANGE SCOOP LIMITED STOCKS ONLY**

**Champion AUTOLINE MULTICOOK OVEN**

- Multi choice fan oven
- Grill, Fan, Bake, Defrost, Fan Grill
- Fully automatic
- Electronic digital clock

**\$799**  
OUR LOW PRICE

**WAS \$999**

**Champion AUTOLINE ELITE RANGE**

- Warming drawer
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- 2 power outlets
- Digital clock

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OUR LOW PRICE

**ESC 14" COLOUR TV**

- Quick start picture tube
- UMF/VHF - this set will receive 3rd channel
- Auto frequency control
- Complete with inport serial
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**INCREDIBLE VALUE**

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**\$289**

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**Breville AT1 2 SLICE TOASTER**

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**KAMBROOK K1 KETTLE**

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**BELOW COST**

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**\$79.95**



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**\$400 MINIMUM TRADE-IN**  
FOR YOUR OLD CTV IN GOOD WORKING CONDITION

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- NEC's unique sharpness control
- Flat screen for perfect images
- Full function infra-red remote control
- Programmable on/off function
- Superb hi-fidelity stereo sound

**\$2395**  
WITH TRADE-IN

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**NEC TV/VIDEO CABINET**

OUR LOW PRICE **\$29.95**

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**ECS GW51 AUTOWASHER**

- Programmable Agitator
- Easy touch controls
- 5 pre-prog. wash cycles
- New extra Wash & hold progs.
- Increased performance in both soil removal & care of garments
- Large 5kg wash capacity
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- Auto detergent dispenser

**\$1369** LOW DEPOSIT EASY TERMS

**AWA 20" COLOUR TELEVISION**

- Voltage Synthesised Tuning
- Cable tuner • Auto fine tuning
- 100% solid state circuit
- LED Channel Display
- Infra Red Remote
- Video-in, Available

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**MIDSIZE DIGITAL MICROWAVE**

- 3 stage programme cooking
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- Large 28 litre oven capacity with rotating turntable

LOW DEPOSIT EASY TERMS **\$499**

**JVC HRD210 VIDEO TAPE RECORDER**  
WITH INFRA RED REMOTE

- Index search system
- On-screen record-pause display
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**TOP QUALITY**

**Panasonic NVM7 CAMCORDER**

- Up to 4 hours recording on E360 tape
- CCD sensor for high resolution picture
- 10 lux light requirements will film in candlelight
- 6.5 power 300mm with macro function
- High speed shutter (1/1000 second)

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- 4 wash programmes
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**Panasonic TC1480 14" COLOUR TV**

- New super black tube for clear picture
- New 200-Screen graphics
- On-screen indicators

LOW DEP. EASY TERMS **\$669**

**SONY**

**LBT-D7 COMPACT DISC HI-FI MIDI SYSTEM**

- 3 way speakers
- Powerful 60 watts RMS per channel
- Remote control
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- Dolby B noise reduction
- 5 band graphic equaliser
- 15 station preset

**\$1299** 5 ONLY LOW DEPOSIT EASY TERMS

**NEC MC310 TWIN TAPE CONSOLE STEREO**

- Twin cassette with high speed dubbing
- 5 band graphic equaliser
- 2 way speakers
- AM/FM tuner

LOW DEPOSIT EASY TERMS **\$499**

**SAVE \$200 OFF ORIGINAL PRICE**

**SHACKLOCK IM1620 MINI STEREO SYSTEM WITH TWIN TAPE DECK**

- CD/Aux direct input
- Dolby noise reduction
- AM/FM Stereo tuner
- Twin cassette with high speed dubbing
- 20 watts RMS (40 total)
- 5 band graphic equaliser
- ALC auto recording

LOW DEPOSIT EASY TERMS **\$499**

**SENSATIONAL NEW RELEASE**

**TECHNICA TCS-61PD MIDI SYSTEM**

- Digital AM/FM push button tuner with 10 station presets
- 4 twin cassette decks with high speed dubbing and continuous play
- 5 band graphic equaliser
- Powerful 2 way hi-fi speakers
- Mic mixing facility
- 32 track random programme Compact Disc with memory and repeat

LOW DEPOSIT EASY TERMS **\$699**

**"THE SMOOTH EUROPEAN"**

**PHILIPS DC480 CAR STEREO**

- Ejector/cassette combination
- Auto reverse
- 5 band graphic equaliser
- Loudness control
- DB noise reduction
- Metal switch
- Fader

OUR LOW PRICE **\$299**

**INCREDIBLE DEAL**

**Panasonic CQ491 CAR STEREO WITH 40 WATT COAXIAL SPEAKERS**

- Auto reverse cassette
- Separate fast forward and rewind
- Tone/Balance control
- Large easy dial volume and tune control
- Din fitting

OUR LOW PRICE **\$199**

**SAVE \$50**

**TOSHIBA RT7037 TWIN TAPE PORTABLE STEREO**

- 5 band graphic equaliser
- Continuous play and high speed dubbing
- One-touch recording
- Synchronous recording
- Detachable speakers

OUR LOW PRICE **\$199**

**TOP SELLER**

**CORONA CR2600 PORTABLE STEREO WITH GRAPHIC EQUALISER**

- Auto stop cassette
- 5 band graphic equaliser
- 2 way speaker system
- 2 band AM/FM slimline stereo radio

OUR LOW PRICE **\$89.95**

**SANYO PRICE BUSTER**

**SANYO M9709K PORTABLE STEREO**

- 4 speaker
- Auto stop cassette
- 2 band AM/FM Stereo radio
- AC/DC power

OUR LOW PRICE **\$99.95**

**SAVE \$150**

**SHARP 9380 FAMILY SIZE AUTO TOUCH**

- Variable cooking control
- Carousel cooking system
- Doneness adjustment
- Programmable cooking
- Electronic timer
- Auto start
- 42 litre large-oven capacity

LOW DEP. EASY TERMS **\$649**

**SAVE \$100**

**TOSHIBA ER896 FAMILY SIZE SENSOR COOK**

- Powerful 890 watts
- 42.5 litre oven capacity
- Infra-red temp control
- 10 variable cooking levels up to 25 recipes
- 4 multi-cooking & 6 auto-cooking stages
- Auto cooking & defrosting sensor
- 3 stage defrost

LOW DEP. EASY TERMS **\$799**

**FREE!**

**20 PIECE ACCESSORY PACK WITH EVERY OVEN OVER \$500 RETAIL**

OUR LOW PRICE **\$249**

**SUPERHAWK RADAR DETECTOR**

- Responds "K" and "K" band speed radar frequencies
- Reversible mounting bracket for vision and dashboard placement
- Anti-falsing alarm circuit
- Audible and visual alert rate varies according to input signal level
- 5 segment LED signal strength/range meter

OUR LOW PRICE **\$249**

**PROVEN SELLER**

**Hitachi CV2500 VACUUM CLEANER**

- New winter model
- 1000 watts
- No bags required

LOW DEPOSIT EASY TERMS **\$299**

**ESC 3 HOUR E180 \$4.99**

**PANASONIC 3 HOUR E180 \$8.99**

**GOLDSTAR 3 HOUR E180 \$6.99**

**BUY 10 GET 1 FREE**

**BLACK DIAMOND TECHNOLOGY**

**MITSUBISHI E10 REMOTE CONTROL VIDEO RECORDER**

- Twin digital tracking
- On-screen programming
- On-screen operation data
- VHS index search system
- VHS search system
- Learning remote

LOW DEP. EASY TERMS **\$849**

**STILL AT OLD PRICE**

**Panasonic G45 VIDEO WITH REMOTE & DIGITAL SCANNER**

- Programmable search function
- Synchronised editing with M7
- 4 head system
- Digital scanner with LCD readout
- Super fine slow motion
- Double speed and reverse play

LOW DEPOSIT EASY TERMS **\$1059**

**PHILIPS SANDWICH MAKER MODEL HD4449**

**\$59.95**

**KASUGA KC260 AM/FM WALKABOUT WITH GRAPHIC EQUALISER**

**\$49.95**

**OPENING OFFER**

**SHARP J6S41 AM/FM WALKABOUT**

10 ONLY **\$79.95**

**OPENING SPECIAL**

**KAMBROOK K180 HAIRDRYER**

**\$19.95**

**NEW RELEASE**

**Panasonic NI-421E IRON**

**\$89.95**

**BREVILLE AT1 2 SLICE CHROME TOASTER**

**\$29.95** 24 ONLY

**OPENING SPECIAL**

**BLACK & DECKER MP30 MIXER**

**\$39.95**

**NEW LOW PRICE**

**SUNBEAM MILKSHAKE MACHINE**

**\$49.95**

**NOEL LEEMINGS PROMISE YOUR PEACE OF MIND PURCHASING**

- 14 DAY MONEY BACK GUARANTEE
- 28 DAY RIGHT OF EXCHANGE
- FLEXIBLE PAYMENT OPTIONS
- FREE DELIVERY IN URBAN AREAS
- FULL SELECTION OF TOP BRANDS
- TOP TRADE-IN PRICES
- TOP AFTER-SALES SERVICE
- GUARANTEE OF COMPLETE SATISFACTION

**BETTER VALUE BETTER SERVICE**

**DISCOUNT APPLIANCE CENTRES**

**SHOP 15 CENTRE CITY MALL GILL STREET NEW PLYMOUTH PH: 78-328**

# Grand OPENING SUPERBUY

NOW OPEN IN CENTRE CITY

NOEL LEEINGS

**SAVE \$200 LIMITED OFFER**



**NEC**

**21" FST-TELETEXT REMOTE COLOUR TELEVISION**

- Sterap sound
- Direct AV for video
- 12 mode infra red remote camera, computers
- Electronic preset tuning

**\$1699**

**SUPERBUY**



**AWA 14" TELEVISION WITH REMOTE**

- Non reflective glass filter screen
- Standby indicator
- Full function remote control
- Voltage Synthesis Tuning
- LED Channel Display
- Cable Tuner Available
- Video-in available

**\$649**

**MANUFACTURERS RECOMMENDED \$795**



**Champion CERAMIC SMOOTHTOP**

- Cooking surface is made from a single smooth sheet of extremely tough Ceran ceramic glass. Cleans in seconds
- Four radiant spiral elements, protected by thermostatic circuit breakers, are positioned under the ceran, completely protected from spills, grime and grease.

**LOW DEPOSIT EASY WEEKLY TERMS \$499**

**BLACK DIAMOND TECHNOLOGY**



**MITSUBISHI E20 TWIN DIGITAL 3 HEAD VIDEO RECORDER WITH FULL FUNCTION REMOTE**

- Twin digital tracking
- On-screen programming
- On-screen operation data
- Learning remote control
- LCD remote programming
- VHS index search system
- Time search system

**LOW DEP EASY TERMS \$949**

**VIDEO SUPERBUY**



**GoldStar GHV1246P FULL FUNCTION REMOTE VIDEO RECORDER**

- High quality video enhancement circuitry
- Full function wireless remote control
- Programmable timer (4 events in 2 weeks)
- Quick timer recording (QTR) (4hrs)
- Auto play power on
- Video sharpness control
- Digital display-function timer/counter
- "Real time" search function

**LOW DEPOSIT EASY WKLY PAYMENTS \$599**

**FREE RECORDING TAPE FREE LOW COST WITH OVER 1000 RECORDING SYSTEMS**



**PIONEER Z70R MIDI SYSTEM**

- Full function remote control
- 28 watts per channel RMS (72 total)
- Multi-programme timer and multi-in display
- 10 band graphic equaliser (5 + 5)
- 3 way, 75 watt magnetically shielded bass reflex speakers
- Digital AM/FM tuner with 24 random preset stations
- Double auto reverse cassette deck with full logic control
- Dolby B noise reduction, automatic tape selector
- CD OPTIONAL EXTRA 1395

**LOW DEPOSIT EASY WEEKLY TERMS \$1795**

**OPTIONAL TELETEXT \$299**



**SANYO 19" FST**

- Smoked glass screen filter
- Voltage synthesizer auto search tuning system
- LED channel indicator
- 28 function infra red remote
- Audio/video inputs

**\$1099**

**BEAT THE PRICE RISE**



**SIMPSON GENESIS AUTOWASHER**

- 10lb family sized wash capacity
- Real agitator action with reversing motor that ensures even water flow
- Top suspended washing bowl
- 5 wash programme cycles and 4 wash 'n' rinse
- Approved wool cycle
- Automatic lint filter

**LOW DEPOSIT EASY WEEKLY TERMS \$1169**

**INCREDIBLE VALUE**



**Panasonic 21" DELUXE**

- Teletext option
- Panasonic's new Super Black Picture Tube
- Audio/Video terminals
- 43 function remote control for video, television and teletext
- 2 way, 4 speaker audio
- MTS design chassis
- Normalisation store control

**\$1369**

**POWERFUL 200 WATT COOKING POWER**



**KENWOOD NOVA**

- Large 38 litre family size
- Sensor temperature probe for accurate meat or poultry
- 2 stage memory plus auto start
- Auto roast - 7 automatic cooking programmes using probe
- 10 power levels and fast reheat function

**LOW DEPOSIT EASY WEEKLY TERMS \$599**

**SENSATIONAL NEW RELEASE**



**TECHNICA TCS-919A REMOTE CONTROL MIDI SYSTEM**

- Twin cassette decks with high speed dubbing
- AM tuner
- Hi performance 2 way 4 speaker system
- Graphic equaliser
- Electronic volume tuner

**LOW DEP EASY TERMS \$399**

**SAVE \$400 OFF ORIGINAL RELEASE PRICE**



**MITSUBISHI EDC6DR REMOTE CONTROL COMPACT DISC MIDI SYSTEM**

- 36.26 watt RMS per channel
- Built in CD player
- 14 channel preset digital tuner
- Dolby NR
- Cordless remote control

**LOW DEP EASY TERMS \$899**

**SANYO SUPERBUY**



**SANYO SYSTEM W27 REMOTE CONTROL MIDI SYSTEM**

- 18 preset AM/FM digital tuner with search functions
- 5 band graphic equaliser
- Electronic volume control
- Twin cassette decks
- Dolby B high speed dubbing & continuous play

**LOW DEP EASY TERMS \$599**

**CAR STEREO SUPERBUY**



**RHAPSODY RH721 AM/FM CAR STEREO WITH SPEAKERS**

**OUR LOW PRICE \$99.95**

**SAVE \$100 OFF ORIGINAL RELEASE PRICE**



**ES800 DIGITAL AUTO REVERSE CAR STEREO**

- Hi power with fader for 4 speakers
- Digital push button AM/FM radio
- Auto-reverse scan seek tape
- Separate Bass Treble FF/ Rewind

**LOW DEP EASY TERMS \$399**

**HALF ORIGINAL PRICE**



**SHARP QT360 STEREO RADIO CASSETTE**

- 14w PMPO
- Fashionable new design
- All round sound system
- Built-in computer analysed diffuser boards

**LOW DEP EASY TERMS \$89.95**

**BE QUICK**



**ESC TDS-9200 PORTABLE HI-FI SYSTEM WITH SENSOR ALARM AND CORDLESS MICROPHONE**

- Twin cassette with auto reverse
- 10 band graphic equaliser
- Digital quartz clock
- Detachable 2 way speakers
- FM wireless microphone included

**LOW DEP EASY TERMS \$399**

**SENSATIONAL SUPERBUY**




**PROMAX J15 HI PERFORMANCE PORTABLE STEREO**

- 5-band graphic equaliser
- Detachable 2 way speakers
- Twin deck with hi-speed dubbing
- Turntable - 9 CD input
- AM/FM stereo tuner

**LOW DEP EASY TERMS \$199**

**SAVE \$100**



**MITSUBISHI RA631 SENSOR CUBE**

- Large 33cm capacity
- Large 33cm turntable
- NZ cookbook 950 watts
- Variable power setting
- Simple controls
- 3 stage memory
- One minute cook
- Auto weight detect

**LOW DEP EASY TERMS \$799**

**SENSATIONAL NEW RELEASE**



**KENWOOD GEMINI COMPACT ELECTRONIC**

- 550 watts
- 70 power levels
- Touchonic controls
- Digital clock timer, set up to 39 minutes
- 3 stage memory with auto start
- Recipe memory bank & recall

**LOW DEP EASY TERMS \$399**

**FREE \$25**



**JVC XLE3BK COMPACT DISC PLAYER**

- Fully programmable play
- Track skip/repeat facility

**LOW DEP EASY TERMS \$299**

**SAVE \$200 OFF ORIGINAL PRICE**



**HUSQUVANA MODEL 229 VACUUM CLEANER**

**LOW DEP EASY TERMS \$399**

**AS ADVERTISED ON TV**



**PANASONIC 3 HOUR E180 \$8.99**

**GOLDSTAR 3 HOUR E180 \$6.99**

**BUY 10 GET 1 FREE**

**NEW RELEASE FROM PANASONIC**



**Panasonic G30 VIDEO RECORDER**

- 3 Head technology
- Super still Super OTR
- Super still advance
- Slow motion
- 1 month 4 programme calendar timer
- Lockable cue review
- HQ picture system
- auto power features

**LOW DEP EASY TERMS \$799**

**BLACK DIAMOND TECHNOLOGY**



**MITSUBISHI E30 4 HEAD VIDEO RECORDER WITH LEARNING REMOTE**

- Twin digital tracking
- On screen operation data
- LCD remote programming
- VHS index search system
- 8 hour recording

**LOW DEP EASY TERMS \$1099**

**OPENING SPECIAL**



**BLACK & DECKER DUSTBUSTER \$69.95**

**KAMBROOK CM20 COFFEEMAKER \$69.95**

**KASUGA KC20 AM/FM WALKABOUT \$39.95**

**BREVILLE LONGSLOT TOASTER \$59.95**

**OPENING SPECIAL**



**RUSSELL HOBBS AUTO CHROME KETTLES \$69.95**

**OPENING SPECIAL**



**KENWOOD CUISINE FOOD PROCESSOR \$159.95**

**AMAZING VALUE**



**PHILIPS HL1448 IRON \$49.95**

**NORMALLY RETAILS \$79.95**



**KAMBROOK K15 STAINLESS AUTO KETTLE \$49.95**

**NOEL LEEINGS PROMISE YOUR PEACE OF MIND PURCHASING**

- 14 DAY MONEY BACK GUARANTEE
- 28 DAY RIGHT OF EXCHANGE
- FLEXIBLE PAYMENT OPTIONS
- FREE DELIVERY IN URBAN AREAS
- FULL SELECTION OF TOP BRANDS
- TOP TRADE-IN PRICES
- TOP AFTER-SALES SERVICE
- GUARANTEE OF COMPLETE SATISFACTION

# NOEL LEEINGS

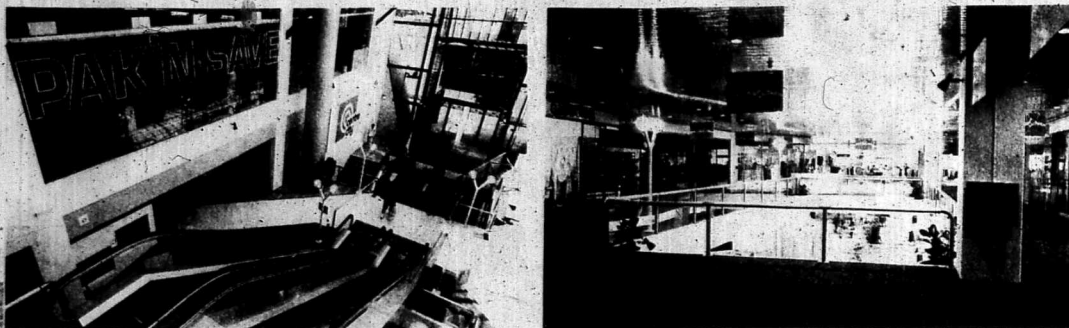
**DISCOUNT APPLIANCE CENTRES**

**SHOP 15 CENTRE CITY MALL GILL STREET NEW PLYMOUTH PH: 78-328**

**BETTER VALUE BETTER SERVICE**



# Centre City opens in New Plymouth



The atrium entrance to Centre City offers a spacious and dramatic introduction to shoppers visiting the complex for the first time.

Subtle colouring and upmarket lighting make Centre City's interior a sophisticated and attractive environment for New Plymouth and Taranaki shoppers.

## MARSDEN BUILDINGS

PHONE 39799  
NEW PLYMOUTH

Congratulations to  
**CHRIS PAUL ELECTRICAL**  
We are proud to present  
**NEW CONCEPTS**  
at **REALISTIC PRICES**  
Contact us now regarding  
**LIGHT COMMERCIAL**  
and **NEW HOMES**



**BUILDING CONFIDENCE**



**LOCKWOOD**  
Design and Build

## Family name for store



Vicki Brownson (left) and fiancé Tony Shiel take a break for a photograph. They were busy setting up the displays in the new Siswicks store in Centre City. The pair will be managing the store.

David Brownson is very proud of his middle name. In fact, it's actually his mother's maiden name and it is now to be seen outside his new store in the Centre City.

"Siswick" is a name which has a lot of meaning to myself and my family," says David, "and as this is a family business it seemed appropriate to give the new shop a family name."

Born in New Plymouth, David learned the art of watchmaking from a Dutch immigrant. His father was also a watchmaker, and after training, David worked in the family business.

His brother Vince also trained as a watchmaker and the two of them spent the next few years establishing their own jewellery and watchmaking business.

"My father came originally from Lebanon when he was 19, and he opened shops in both Auckland and Wellington. He gave both Vince and I the start in this business, and that's what I'm trying to do now for my family."

David's daughter, Vicki and son, Wayne, both work in the business, as do their respective fiancées Tony and Marie.

"Vicki has been managing the office side of things at Brownson's, as well as working in the retailing area. She and Tony (Shiel) will be managing the new store, Siswicks."

"Wayne is also a watchmaker and he's just come back from Australia where he's been working for Omega. He and Marie will be managing Brownson's Jewellers."

Siswicks will follow on in a similar style to Brownson's, offering customers both a wide range of jewellery and fine giftware.

"Both of the shops will carry top quality merchandise," says David, "but they will specialise in different lines. We're aiming to give the customer and widest possible choice so that they won't need to go outside of New Plymouth for that special dinner service or piece of jewellery."

Siswicks will also be offering customers a new service. A range of gift registers will be available for customers to use. These will ensure that customers are given every assistance when buying a gift from ideas of what to buy, to buying the correct style or make.

"Bridal, gift and collectors registers will be offered, with the shops being able to either order or import special pieces," said David.

"We have all been through the special training courses offered by the large china manufacturers, such as Royal Doulton, so we really know what we're talking about in this area," says David.

# NEW PHOTO SHOP

# OPEN NOW!

## KEYMAN

Key Cutters • Shoe Repairs • Trophies  
Scissor Sharpening • Fashion Colour Changes.

BETWEEN THE ESCALATORS ON THE GROUND FLOOR

SUPERDRAW
2.5 MILLION  
GUARANTEED

SAVE \$60

**AVA**  
MEN'S MID CUT WHITE LEATHER FITNESS SHOES

FEATURING: CASTLEVEY SOLE • EVA MIDSOLE, SUPERIOR METAL LATEX SUPPORT SYSTEM FOR EXCEPTIONAL CUSHIONING AND STABILITY ETCHED RUBBER OUTSOLE

WORTH \$185 **NOW \$125**

SLEEPING BAG BARGAINS

FACTORY SECONDS AT UNBEATABLE PRICES

FISHING

KILWELL 2 PCE 12' HOLLOW GLASS SURF ROD WITH HIGH QUALITY STAINLESS STEEL GUIDES

GREAT VALUE AT **\$79.95**

SPECIAL BOAT SET

YELLOW TAIL RYOBI ROD WITH 5320 REEL

WORTH \$199 **NOW \$165** WITH LINE

25KG WEIGHT SET

WORTH \$132 **NOW \$110**

REBOUNDER

USE IT FOR A WARM UP OR AS A COMPLETE AEROBIC EXERCISE. THE STRONG STEEL AND ALLOY FRAME IS MADE FOR PEOPLE OF ALL WEIGHTS. IT IS LIGHT AND PORTABLE ENOUGH TO USE ANYWHERE.

ONLY **\$89.95**

SQUASH RACKETS

CHRIS DITMAR GRAPHITE

WORTH \$119 **NOW \$89.95**

POWERFLEX ALLOY

WORTH \$95 **NOW \$39.95**

WILSON 8" PRO GOLF BAG

WORTH \$225 **NOW ONLY \$175**

# "HELLO NEW PLYMOUTH"

We have just arrived with the most stunning, extensive selection of the latest fashion trends for summer with more new styles arriving daily... this is just one of them.

SUMMER SOPHISTICATION

Stunningly simple in a luxurious blend of cool viscose nylon in soft summer shades of apricot, aqua, pink and red.

\$169.95

SIZES 10-14

EVERYDAY SOMETHING NEW ARRIVES AT.

# Queens

SHOP 7, PHONE 75136  
CENTRE CITY

# Stirling Sports

Golf & Racket Specialists

CITY CENTRE PH 80964  
ROBIN & KAREN ARCHER

# Centre City opens in New Plymouth

PRIVATE HOMES  
TO  
HUGE COMPLEXES

# Telecom

'WILL DIAL YOU IN'

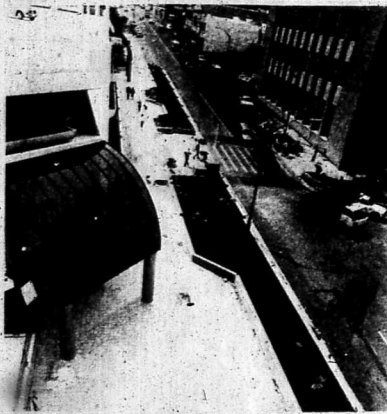
FOR all private and business cabling requirements contact Telecom for the up-to-date systems. For personal service and quote call Mrs. Wildermoth  
PHONE 80989 NP

CONGRATULATIONS ON THE  
COMPLETION OF A FINE  
COMPLEX

Telecom are pleased to have installed all the telecommunication facilities for the Centre City Complex and Pak 'N Save.



TELECOM CORPORATION OF NEW ZEALAND LIMITED



A look around Centre City. Above, gazing down on the new paved Gill St crossing to the complex; left, dramatic lighting stands; below, planter boxes line the Gill St pavement; at bottom, complex manager Roger Sweeney and assistant Janice Gladney; right, planted throughout the complex are specimens of the weeping fig, ficus benjamina.



# GASWORKS

CAROLINE  
SILLS

JAG.

WORKSHOP

STREET  
LIFE

Wendy  
Nelson

ADELE PALMER

SHOP 53 — LEVEL ONE CENTRE CITY — PHONE 84200

SHOP 18 • SHOP 18 • SHOP 18

# Jo MORAY

For all your Giftware

CANE  
BRASS  
POTTERY  
GLASSWARE

Hand-made...  
SILK TREES  
PLANTS  
FLOWERS  
A WIDE RANGE

YOU NAME IT — WE HAVE IT!  
IF NOT — WE WILL GET IT!



# SECURITAS

**PROUD**

To have been chosen to take charge of security during the complex construction period.

**PROUD**

To be able to continue the service for the completed complex

**CONGRATULATIONS**  
ON A FINE COMPLEX FROM  
NEW PLYMOUTH'S  
INDUSTRIAL & COMMERCIAL  
SECURITY SPECIALIST

We supply —

- Security Guards and Patrol Services
- Burglar Alarms
- 24 Hour Monitoring of Alarms
- Patrol response to alarm activations
- Energy Management
- Keyholding and Attendant Service

For FREE quotes and security advice  
PHONE (067) 82498 NEW PLYMOUTH



# SECURITAS

# The LIGHTING Shop

SHOP 46



For all lighting and electrical requirements we offer you...

- ★ Lighting design service
- ★ Electrical installations
- ★ Wide range of bulbs
- ★ Great selection of light fittings
- ★ Lovely collection of fabric shades



Chris Paul Electrical  
Centre City Complex  
Phone 85159 NP  
24 HOUR SERVICE

"Personal Service that Never Sleeps!"

# LOOK

One of New Plymouth's most extensive ranges of toys, games, hobbies and kitsets — from every part of the world, the best in fun and fantasy! Everything from Lego to computer games and 1/8 scale kitsets.

FOR THE FUN OF YOUR LIFE

# TOYS & STUFF

SHOP 10 — CENTRE CITY COMPLEX — NEW PLYMOUTH



## Fashion Express

**GREAT NEW  
LOOK  
ONE GREAT  
PRICE!**

for

**DOBBY  
DENIM  
JEANS**

**\$12.<sup>99</sup>**

**DOBBY  
DENIM  
SKIRTS**

**\$12.<sup>99</sup>**

**INDIAN  
EMBROIDERED BLOUSE**

**\$15.<sup>99</sup>**

**Manufacturers  
2NDS**

**\$5**

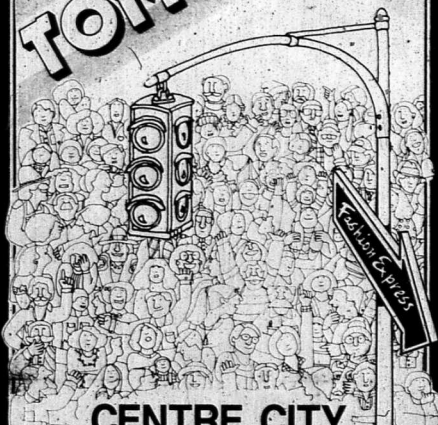
*Limited Quantity*

**CENTRE CITY  
SHOPPING CENTRE  
PH: 78-437**

## Fashion Express

**A NEW WINDOW ON  
STYLE AND FASHION...  
A NEW NAME FOR VALUE!**

**OPENS  
TOMORROW**



**CENTRE CITY  
SHOPPING CENTRE  
NEW PLYMOUTH**

**Manufacturers  
2NDS**

**\$10**

*Limited Quantity*

## Kids Express

**GREAT SUMMER  
SCOOP PURCHASE**

6 to 14 years

**ICEWASH DENIM WEAR**

**SHORTS**

**\$7.<sup>99</sup>**

**SKIRTS**

**\$9.<sup>99</sup>**

**JEANS**

**\$9.<sup>99</sup>**

**INFANTS  
& TODDLERS**

*'Famous Brand' 'Little Swan'  
100% Cotton T's*

**\$3.<sup>99</sup>**

**SHORT  
SLEEVE SWEATSHIRTS**

**\$12.<sup>99</sup>**



**SHOP HOURS**

**MON-THURS 9-5.30PM  
FRIDAY 9-9PM  
SATURDAY 9-4.30PM**

# Fashion Express

*The latest in Fashion at everyday prices!*

# The Baby Factory Opening Specials

Ground floor  
Centre City  
Phone 78339

- Face cloths .99c
- Toys from .99c
- Baby Bootie/Sox .99c
- Summer Hats from \$1.99
- Crawlers \$3.99
- Door Barriers \$35.95
- Play Pens \$64.95 \$49.95
- Toy Phones \$7.95
- Nappy Bags (with changing pad) \$29.95 \$19.95
- Quilt and Bumper Sets \$69.95



**T-SHIRTS**  
100% cotton, smart with collar sizes 22, 24 only  
**.99c**




**TOWELLING FEEDER**  
100% cotton, family favourite, large sizes only  
**.99c**

**TOWELLING TRAINER PANTS**  
great value, S, M, L  
~~\$2.50~~ **.99c**



- Baby Lambskins \$49.95
- Wool Drycots \$23.95
- Aircell Blankets \$49.95

**100% COTTON VESTS**  
Plunket shoulder, unbeatable value  
**\$1.50**




**ROMPER SUITS**  
Variety of styles, colours, and sizes, domed crutch from  
**\$1.99**

**TOWELLING SHORTS**  
Sizes 1, 2, 3, colour choice  
**\$2.99**



**MACLAREN PHOENIX BUGGY**  
Stylish wheels and canopy with comfortable cloth seat, only  
**\$75.95**

**AND MANY, MANY MORE!!**



## • BABY FACTORY PRICE BUSTERS • BABY FACTORY PRICE BUSTERS

**The Perfect Fit**  
Korcraft



New seat from the USA! Birth-4 years, easy fit with padded safety harness.  
**\$299.95**

**TRACKSUITS**  
Blue, pink, grey, mainly size 3  
**\$3.99**



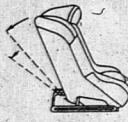
**HAMMER AND PEG SET**  
Great educational toy  
**\$5.99**



**CUDDLE RUGS**  
Every baby has one or two. Great Price  
**\$4.99**



**BILBO CHILDCARE COURIER**



**BILBO COURIER**  
A top car seat for birth to 4 years ~~\$330.00~~  
**\$289.95**

**CIRCULAR WALKER**  
High back, 6 castors  
~~\$45.95~~  
**\$34.95**



**NAPPIES**  
Absolutely top quality chinese cotton ~~\$39.95~~  
**\$29.95**



**STRETCH 'N' GROW**  
Sizes 00, 0, 1, fully domed ~~\$7.99~~  
**\$3.99**



**BRUSH VELCRO OVERNAPS**  
Sizes S, M, L ~~\$6.99~~  
**\$4.50**



**SHAWLS**  
Excellent value  
**\$3.99**



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# Centre City opens in New Plymouth

## Challenge in three salons

It is just as well Lyndsay Loveridge likes being busy. The opening of Headquarters Centre City hair-dressing salon makes three salons she manages. "I love work, because the joys of business are the people," says Lyndsay

Loveridge. "I manage two salons and Headquarters Centre City" will be the third. This brings the staff numbers to 20. That, plus a family, is busy. For Lyndsay, hairdressing is a big part of her life, although her direction has changed somewhat. It is

important for her to balance her time between management, staff and clients. The amount of time spent personally hairdressing on the floor is limited, but Lyndsay is emphatic that to maintain her practical skills — and to keep

up with an ever-changing industry — it is very necessary for her to continue to work. Staff must be able to have a working respect for their teacher. "The challenge is to spread myself around the three salons to talk to with the staff and the clients —

but it's all down to planning your time," she says. "Your staff are your biggest asset, so training and motivating staff is very important to me. And so are the clients. If they're not satisfied, then they won't come back." Lyndsay sees the Centre

City complex as the way of things to come in New Zealand. Business is about change and growth, and you have to change to keep growing. "One-stop shopping is a big plus for the people of New Plymouth, as there are so many benefits for both retailers

and customers — the range of shops, the competition, it's great." A busy schedule doesn't stop Lyndsay exercising her leisure time with her children and friends. "We are very sports oriented and love to get out and do things. We ski a lot, both snow and water. But

we have lots of other interests as well. "The support and friendship of my children, not forgetting the loyalty, concern and interest of those close to me, make the constant pressures and effort worthwhile," states Lyndsay.

**Congratulations to Foodstuffs**

On the opening of their exciting **CENTRE CITY COMPLEX**

We have installed the electronic parking system including the barrier arms, for the new Centre City car parking building.

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Three salons and a family keep Lyndsay Loveridge busy. She is pictured second left in the picture above with her salon managers. From left, they are Kristine Fraser (Clipper Company), Tanya Patene (Headquarters 178) and Nita Blackwood (Headquarters Centre City).

## Turning to coffee

Taranaki people are more likely to associate Wendy Irwin with horses, but when Centre City opens she'll be pouring coffee in the new complex.

Wendy will be the manager of the new Robert Harris Restaurant and Coffee Shop, a major change from managing the Riverleigh Park thoroughbred stud.

"I've always loved horses and I've spent many

years working with them. But now it's time to start something new, so I'm retiring from the stud as manager and am really looking forward to running the coffee shop," said Wendy.

"New Plymouth is ready for a coffee shop which offers a very high standard of beverages, food and service," she said.

And thus, the city has gained the twentieth franchised Robert Harris shop to open in the North Island.

It brings its image of relaxed style to Centre City where the full-width panoramic window adds a unique touch of the Tasman Sea to the shop's 180m<sup>2</sup> (2000 sq ft) area.

The other 19 shops are spread throughout the North Island and the chain's introduction to the South Island seems likely in the near future.

The Robert Harris Coffee Shop will offer a wide range of coffees and teas, light food such as quiche

and sandwiches, or something more substantial from the carry-ry.

"We'll make most of the food on the premises and we're aiming to cater for people who want a relaxing place to rest from their shopping, or who may just want a really good cup of coffee or tea."

And of course everything will be served on the Robert Harris china which is Royal Doulton," Wendy said.

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**STUDIO \$99.95**  
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CONGRATULATES

**HENDERSONS**

ON THEIR SUPER NEW SHOE STORE

# CONGRATULATIONS



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and the Foodhall Operators on their magnificent New Complex.

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# Hendersons opens in Centre City

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### WOMEN'S STYLES

#### ALLEGRO

• White • Bone • Taupe  
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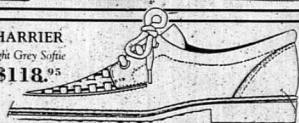


### MEN'S STYLES

#### HARRIER

Light Grey Sofie

\$118.<sup>95</sup>



#### CRUISE

Natural Sofie

\$118.<sup>95</sup>



#### TRENT

Taupe Sofie

\$118.<sup>95</sup>



We would like to take this opportunity to wish —

# HENDERSONS

every success in the future with their new shop

## Good breeding always shows.



Shoes anyone? Hendersons' branch manager for New Plymouth David Milne and assistant Selina Jamieson consider the boxes of shoes which have to be unpacked in the last days before opening.

## Shoe store confident

The opening of the Hendersons shoe store in Centre City represents the group's confidence in the city's future.

And the opening also follows considerable expansion by Hendersons, bringing the number of its stores to seven.

Hendersons were originally a Hamilton store but the name has been established in Napier, Greerton, Tauranga, Lower Hutt and Palmerston North in the past several years.

The store's shoe range is aimed at an adult up-market niche with men's, women's and sports styles. A staff of four are set for the first day's trading tomorrow.

Branch manager David Milne is backed by Selina Jamieson who has spent 10 years with the Hannah's shoe stores in Nelson, Wellington and New Plymouth. Shirley Katene who has an extensive background in fashion and shoe retailing in New Plymouth and Anna Haytelle whose Polytechnic fashion course will allow her to co-ordinate the right shoes with the right clothing.

## Delayed?

Centre City's shoe store, Hendersons, may open later than the other shops within the complex.

Due to late arrival of display fixtures and fittings the store might not be able to open tomorrow, says manager David Milne.

Work was proceeding apace yesterday and by this weekend the store will definitely open its doors to the public.

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NEW PLYMOUTH

# HENDERSONS

## SHOE STORE

# The Shoe Store You've All Been Waiting For Is Coming To New Plymouth Soon!

The doors will be opening in the next few days and we'll soon be proudly showing you our collection of leading brands of men's and women's New Zealand made and imported shoes



# Hendersons opens in Centre City



# Upmarket niche aim

Managing the Hendersons shoe store in Centre City is David Milne.

David brings nearly 11 years' experience in shoe retailing to his new position.

He began his career with Hammonds in Hawera in 1972 working part-time for the last two years of his schooling. With that finished he decided to make working in the store his fulltime job.

In 1982 he made the move to Hinton in downtown New Plymouth store where he gained more experience before

promotion to one of that group's Hamilton stores. He spent 18 months there.

Following that he managed the Devon, St

East outlet of Hammonds shop for six months and then transferred back to New Plymouth where he managed the Devon, St

He sees the new move as a step into a more upmarket niche and is looking forward to the challenge.

The latest display fittings make shoe presentation easy at Hendersons Centre City Store. Staff members Anna Haybittle (left) and Shirley Katene are pictured checking out the fittings.

## Shop gets latest fittings

Hendersons in Centre City has gained the latest display and presentation fittings for its shoes.

Versatility and ease of display were the features of the new systems, according to branch manager David Milne.

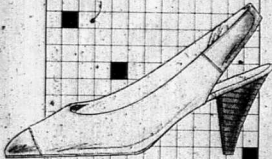
Lighting was incorporated in some of the shelving, he said, while others were simple clip-on fittings for the "special wall linings" being adjustable meant they could be angled to suit shoes or displays.

The systems focus attention on the shoes rather than take the spotlight themselves.

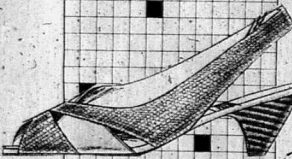
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OF NEW ZEALAND

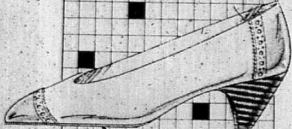
AVENUE 7751  
White/Navy  
White/Tan  
\$115.50



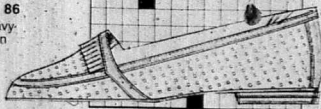
ALPHA 24  
White/Navy  
White/Tan  
\$125.00



TRUDI 24  
White/Navy  
White/Tan  
\$115.50



MANDY 86  
White/Navy  
White/Tan  
\$89.95

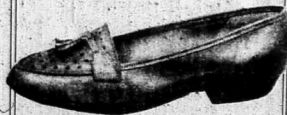


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Stunning new shoe store

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ROME  
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CONGRATULATIONS

# HENDERSONS

ON YOUR EXCITING NEW STORE

# CONGRATULATIONS

TO

# HENDERSONS

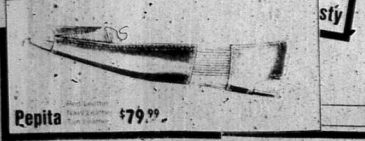
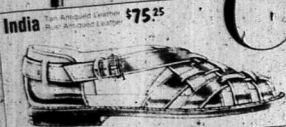
ON THE OPENING OF THEIR LOVELY NEW

# SHOE STORE

FROM

# Hollywood

NEW ZEALAND



## Centre City opens in New Plymouth



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