

CORRIGALLS... 100 years in NP

Esselte New Zealand are proud to support Corrigalls Paper Plus.

We congratulate them on their Centenary Anniversary



Esselte New Zealand
PO Box 76-323 Mairangi City,
Phone 09 262-7208, Fax 09 262-7210



IT'S ALL IN PRINT: From left, Ian, Jack and Alison Corrigall in the New Plymouth city bookstore which bears their name. Corrigalls Paper Plus is celebrating a century in business.

CONGRATULATIONS TO JACK, ALISON AND IAN

from
ROBERT J. PITCAIRN
CHARTERED ACCOUNTANT

Upon Corrigall's 100 years service to New Plymouth

"Our founding firm, its successors including our current practice, are proud to have provided continuous accounting and taxation services to Corrigalls Bookshop for over sixty years"

You too can use our modern accounting and taxation services specialising in small business and farming. Contact us at the Vivian Street Accountancy Centre situated at Glencairn House 106 Vivian Street New Plymouth. Phone (06) 759-9168, Fax (06) 759-9169.

Three generations behind city store

Story by LYNDA HARNDEN • Photo by ADRIAN MALLOCH

CORRIGALLS Paper Plus celebrates 100 years of business with a huge sale in New Plymouth from today until Monday.

But while the shop is celebrating the past, owner Ian Corrigall is already anticipating the future.

With The Warehouse's new building and specialty shops being established nearby, Ian believes there will be an increase in foot traffic and a rise in property values in the area. "The impact on trade will mean we will have to fine-tune and move into things that 'The Warehouse doesn't sell', he says. "When The Warehouse gets up and running we will extend our hours until 4pm on a Saturday."

Ian enjoys the shop life-style and manages to read up to five books per week. He is looking forward to those new challenges in customer service.

Challenges are nothing new to the Corrigall family in their operation of their business.

The bookstore and stationers began as Catrans Books and Fancy Goods in 1899 in times when sailing ships poured their cargoes by lighter on to Ngumotu Beach. Since those early pioneer days, three generations of the Corrigall family have owned the business, still located at the original building near the Devon Street-Laird St corner.

When Jim Corrigall took over Catrans in 1911 there were few other shops in the area and only a paddock directly opposite. He gradually moved the business into the toy market, importing children's tricycles from Canada, and china dolls from Germany.

Jim and his wife lived above the shop where their son Jack and daughter Jill were born. They lived there until Jack was five.

Today, Jack Corrigall (82) remembers when his father used to trade all day on a Saturday. In those days there were trams down the centre of the road both ways, with 2-way car traffic and parallel parking, said Jack. "The footpaths weren't as wide then. We used to open the shop at 8 o'clock in the morning, and the tram cars would go down the road packed with people."

Jim Corrigall died in 1922 aged 32 and his widow, Bertha and young Jack ran the business. On New Year's Eve they stayed open until 11 o'clock at night and sold thousands of New Year cards, fancy hats, squeakers and novelties. "Then we'd all go out to the Post Office where there was a pipe band playing, and we would march up Devon Street East," said Jack.

"We posted hundreds of Auckland Weekly News and magazines out to customers. Seven to eight mail bags went to country customers every week from 1914 until 1939. The Auckland Weekly News, the farmers liked that, it was illustrated, and the Taranaki Herald on a Friday night."

The depression years were hard on small businesses, and many went to the wall. Corrigalls operated for two years at a loss, but they hung on until all the stock was paid for. The business survived those tough years through the goodwill of the large local houses, whose commercial travellers knew their clients as friends.

"The English book firms were marvellous during those years," says Jack. "The travellers who operated out of Australia conducted business in the old way. They knew who you were."

Bertha Corrigall died in 1935 aged 51, and Jack worked at Corrigalls until he retired in 1966.

When Jack went overseas to war in 1941, his sister Jill ran the shop. On his return in 1945, Jack was keen to resume civilian life. He caught the train from Auckland at 7pm and arrived in New Plymouth at 7am in time to start work in the shop at 8am. "There was practically no stock," he remembers. "Everything we could buy, we could sell. We bought 500 pounds worth of fountain pens and sold them in two days at 18 pence each."

"The public demand for books after the war was insatiable. The public wanted escapist literature. We couldn't supply enough of Zane Greys books... they went like hot cakes at two shillings in hard bound covers."

As the impact of the war receded, the demand became urgent for books about the war years. Mark of the Lion, the Charles Upham story, became a best seller, as did the Nicholas Monsarrat classic, The Cruel Sea.

The shop grew as business improved. In 1952, Jack bought the premises next door so that he could extend his shop.

Corrigalls was one of two shops granted a franchise for the selling of Birus in New Plymouth. "When Birus first went on the market they sold at an incredible 5 pounds 10 shillings a pen."

Paperback books were another innovation, although less readily accepted. "When paperbacks first arrived they were viewed with great suspicion," he says. "People felt that paperbacks were not real books, they were deemed inferior to hard backs."

Today Jack and Alison's son Ian Corrigall (46) is owner-manager of Corrigalls Paper Plus with four staff. Ian purchased the shop 15 years ago but has worked in it for the past 25 years.

Corrigalls has been part of the Paper Plus co-operative since 1982.

out now
at Corrigalls Paper Plus

In the Presence of Horses
as reviewed on 5.30 With Jude

HarperCollins Publishers

100 Years Birthday Celebration

SUPER SPECIAL

10 PADS FOR \$12 (incl GST)

TOPLESS PADS A4 WHITE

Rush in to Corrigalls today to secure your purchase at this fantastic price!

Proudly supplied by... **status** STATIONERY N.Z. LTD.

Random House congratulate Corrigall's Paper Plus on their first 100 years and look forward to supplying them with bestsellers for another century.

RANDOM HOUSE NEW ZEALAND LTD

Rapid trodat

STAPLING PRODUCTS FOR EVERY NEED
DESK • HEAVY DUTY • TACKERS
LONGARM • PLEIERS • ELECTRIC

SELFINKING STAMPS
PRINTYS AND DATERS
IN ALL SIZES

Proud supplier to
Corrigalls Paper Plus

Congratulations on reaching your century

Corrigall's Paper Plus

Stockists of John Sands Cards, Gift Wraps, Accessories and Stationery.

CORRIGALL'S Paper Plus
66 DEVON STREET EAST
PH: 758-2679

John Sands
Congratulates
Allison and Jack on their success

Working together to provide retail category management solutions.

Giant catch of the day sale

Thursday 3 June: 50% off All Greeting Cards PLUS 25% off All albums, maps & books

Friday 4 June: 25% off Home & Office Stationery Gifts & Novelties

Saturday 5 June: 25% off All Books

Sunday 6 June: 10% off All Magazines

Monday 7 June: 10% off All Magazines

Giant discounts 1 day per category DON'T MISS OUT! This Queen's Birthday Weekend

Corrigall's Paper Plus
Stationers & Booksellers

Fly Buys

66 - 68 DEVON ST EAST • NEW PLYMOUTH • PHONE 758 2679

TERMS AND CONDITIONS: Discounts are off marked items of products, not purchased during normal business hours and on the specified day only. Fly Buys points will be issued as per normal criteria. Plus Card and Books Plus Card cannot be used in conjunction with these offers. No typical price, collection of books, second payments, newspapers, magazine subscriptions, postal. Lustrum Commission products or other agency sales will be discounted.