

Half a century of progress

NEWARK FIRM'S JUBILEE

ERNEST Randall Ltd., the Newark outfitters, celebrate their 50th anniversary to-day. It was on June 18, 1902, that Mr. Ernest Randall opened the little shop in Baldertongate which has since grown into commodious premises facing three streets.

On that day, a Wednesday, half a century ago, the opening was advertised in the "Newark Advertiser," when items featured included suits to measure—35s.; trousers to measure—10s. 6d.; collars and fronts 5½d.; ties—6½d. and 1s. The advertisement stated that owing to delay in fittings, Mr. Randall was unfortunately unable to dress his window.

Since that date in 1902, the "Advertiser" has been pleased to include a House of Randall ad-

vertisement in each successive issue—advertisements of all sizes, including the full-page announcements of the famous pre-war "Spot" sales.

In this, their Jubilee year, Ernest Randall Ltd. stand on the threshold of another glorious reign, through which the firm will play its part in an endeavour to serve as well as, if not better than, in the first 50 years of its life.

The directors of the firm are Ald. and Mrs. E. T. H. Randall and their sons Mr. E. R. Randall and Mr. J. M. Randall.

To celebrate the jubilee, the staff will be entertained to dinner at the Robin Hood Hotel this evening.



ALD. ERNEST RANDALL,
founder of the firm.

Randall's Ultra-Modern Store

CATERING EXCLUSIVELY FOR WOMEN, THE CORNER EXTENSION TO THE PREMISES OF MESSRS. ERNEST RANDALL, LTD., AT IMPERIAL BUILDINGS, BRIDGE STREET, NEWARK—OPENED ON WEDNESDAY—IS THE FIRST STEP IN MODERNISING THE FIRM'S ENTIRE BUILDING.

Shopping there is made easy by Randall's plan to have, ultimately, a walk-round store, with modern lighting equipment presenting the goods to their best advantage and right-temperature heating to ensure comfort for the customer.

Six months' work has been undertaken on re-construction and re-decoration at the remodelled corner which faces Bridge Street, by Messrs. E. Pollard and Co., of London, the leading designers in their craft. Randall's "new look" premises come under the very latest design of Pollard's chief designer, Mr. Pettifer.

Until last October the premises had been a grocery shop for more than 20 years.

Large fashion windows enable shoppers to see at a glance the latest creations. Large armour plate glass doors provide an uninterrupted view of the interior of the store.

They make easier access into

the shop one of the improved facilities.

Twenty-two Windows

The extension brings the total number of display windows at Randall's to 22. In the old premises there was not the space to give prominence of display to all women's goods and many lines which were previously grouped together in one general "ladies' department" can now be put on show in their own specialised sections.

The fashion section for coats, dresses and suits, remains in the old premises.

Randall's is one of the few shops, outside London, fitted with new heating apparatus in the ceiling. By heat radiation, warmth is directed downwards into the shop.

Special Lighting

One of the very special features of the new scheme is the lighting. This is so designed as to give the maximum of shadowless lighting both in the windows and the interior of the shop and adds to the general excellence of displays.

Spot lighting on the counters gives a better colour presentation of the articles to the customers making purchases, and indicates their natural texture in the show cases.

The newest tubes in fluorescent lighting, fixed above the counters, provide the nearest approach to natural daylight and enhance true colour. A new cork floor treated with plastic has been installed which ensures easy walking for the customer and is very durable.

The high wooden hoardings which screened the rebuilding work during the winter have been down for some weeks, and the new windows have been dressed ready for the spring trade, but behind them the work has continued.

When the reconstruction was being carried out, the workmen from London found blocked-in windows and old doorways, where the top of the original house, which was on the premises, looked out on the cobbled courtyard behind.

Extra Staff.

Extra staff has been engaged to manage the stylishly laid-out sections, which include hosiery, gloves, neckwear, blouses, handbags, dress jewellery, umbrellas, knitting wools, embroidery, baby wear, lingerie, corsets, dressing gowns, etc.

Miss Audrey Smith, a local mannequin, gave demonstrations in the main fashion window and in the shop on Wednesday which were very attractive. She will again officiate to-day.

Twelve-years-old Valerie Randall, daughter of Mr. and Mrs. James Randall, gave bunches of narcissi and daffodils to customers on Wednesday.

In future the shop will be open throughout lunch-time on Wednesdays and Saturdays for the convenience of mid-day shoppers.

Picture by Norman Martin.

AN old-established business cannot keep pace with modern tastes if it remains old-fashioned — and it needs more than a reputation for quality and service, important though this is, if it is to have a constant appeal to new generations.

No firm appreciates this more than Randalls of Newark who are transforming the property at Imperial Buildings from a shop into walk-round store. And with the biggest step forward being completed now, Mr. Reg Randall and Mr. James Randall told the "Advertiser": "Our aim is to make this a store where customers can circulate freely without coming in for a specific purchase."

The conventional counter, with drawers underneath it and an assistant behind it, is rapidly disappearing. Much more of the shop's stock is displayed, and the customer is able to see and touch the merchandise at close quarters.

In the fashion department there are no counters. The stock is on display on rails under canopies with special lighting, and within easy reach are the corsetry and millinery departments to ease the task of selecting whole ensembles.

In the men's department, no

Randalls is a show place — especially for the customers

fewer than 300 suits and even more pairs of slacks are actually on show — and eventually 400-500 suits will be displayed. A "shirt bar" brings a comprehensive selection of shirts right up to the customer.

The boys' and girls' depart-

ments have spacious settings, and there is a "shop within a store" in the Hector Powe tailoring department.

* * *

All departments have many more fitting rooms than hitherto.

In the household department, again, there are no counters. All the linens and furnishing fabrics are displayed so that the customer can examine them closely.

The extended wool department now includes every shade of rug wool made.

FIRM BEGAN WHEN SUITS WERE 35s.

EXACTLY 58 years ago a young tailor and shop assistant returned to his native Newark and opened his own business. He was 24 years old, had less than £200 capital, and employed a staff of one — an errand boy.

The tailor's name was Ernest Randall, and from the outset he was determined to make his business grow and prosper.

On that opening day in June, 1902, he advertised in the "Newark Advertiser" suits to measure at 35s., trousers

to measure at 10s. 6d., collars and fronts 5d., and ties 6d. and 1s. And the advertisement further announced that owing to delay in fittings, Mr. Randall was unfortunately unable to dress his window.

The business did indeed grow and prosper. Mr. Randall's two sons, Mr. Reg and Mr. James, joined him in the shop in the 1930's after training at Harrods and Simpsons respectively.

By that time four shops, all within "Imperial Buildings" had been acquired, window displays faced three streets — Barnbygate, Bridge Street and Baldertongate, and the staff had grown to 25.

The firm celebrated its jubilee in June, 1952, with a staff dinner. And the staff had grown to 30.

Less than 18 months after the jubilee, Ald. Ernest Randall who had been Mayor of Newark, died.

* * *

There has hardly been a time in the past 58 years when the firm has not been expanding. Six years ago, a grocery shop at the corner of Barnbygate was taken in to the Imperial Buildings block, and window displays of women's fashions replaced the shelves of groceries.

Apart from the duration of the war, when they both served in the Royal Air Force, Mr. Reg Randall and Mr. James Randall have always supervised their own departments. Mr. Reg has been in charge of the ladies' outfitting and the household furnishings, and Mr. James has been responsible for the men's department.

Their mother, Mrs. Rose Randall, now lives at Dalbury Lees in Derbyshire, but she is still a director of the firm with her two sons and Mr. A. Smithson.

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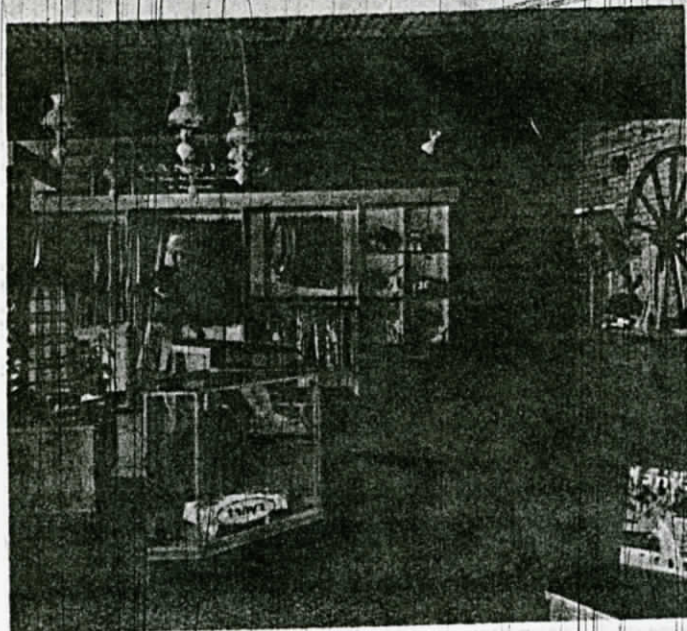
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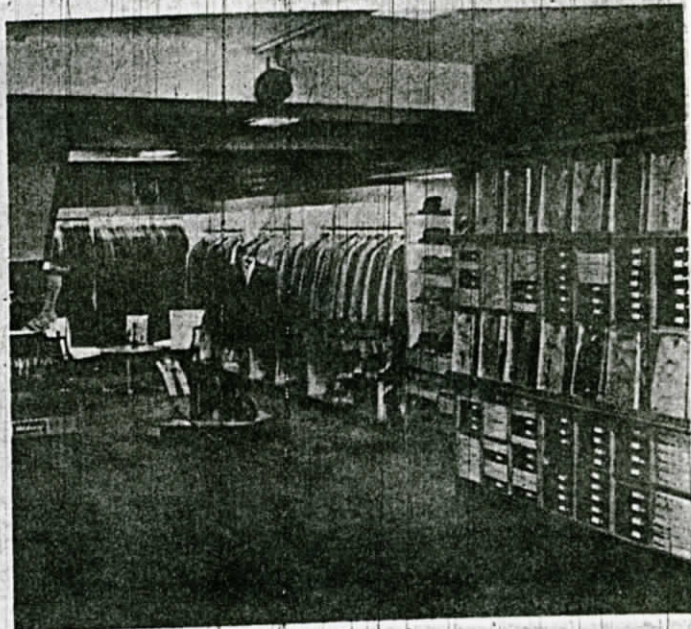
Same name but a new image as Randalls open



MR. JAMES RANDALL



For ladies



For gentlemen

THE name is the same—even the style of lettering on the front of the shop and on the carrier bags. The management and shop assistants are the same.

But the Randalls that opens today at 3 Appletongate, Newark, has a completely different image from the firm that was first founded in 1902.

Randalls today open in premises that were once part of a grocer's shop. Walking round the new store with its luxurious wall-to-wall carpeting, it is difficult to remember

the shop as it used to be with the spicy smell of a high-class food store.

The new front, the new fittings, the new ideas in merchandising all help to boost the new image and make this one of the most attractive shops in Newark.

The new Randalls will be concentrating on men's and boys' wear, school clothing for boys and girls, a ladies' separates department and on Harry Hall riding clothes.

The whole shop is under the managing directorship of

Mr. James Randall, younger son of the founder of the old firm.

In charge of the men's department with its wide range of sportswear, suits, coats, shoes, hats, knitwear and shirts is Mr. Gordon Stimson who has been with the firm since leaving school.

The boys' and schoolwear department — for children attending Newark Magnus, Lilley and Stone High School, Highfields, the Technical College and other local schools — is situated in the basement and is under the management of Mr. Bert Smithson, another director of the firm, assisted by Mrs. Betty Arnold.

The ladies' department, on the first floor, will specialise in skirts and knitwear by Daks, Martinique, Pringle and Tanya with Gannex coats and Charnos hosiery. Here Mr. Stimson's wife, Mrs. Irene Stimson, is in charge.

Specialist attention is given on this floor, too, to Harry Hall riding wear for ladies and girls — and clothes from the same manufacturer are also available in the men's department.

Another specialist offering is the valet service for the repair and alteration of clothing of all types.

Backless windows grace the front of the shop and particularly effective is the new lighting system. In addition to the main fixtures, spotlights on tracks set in the ceiling can highlight any particular garment or fixture.

The carpeting on the main ground floor is in green and parts of the walls have been picked out in wallpaper based on a Greek relief.

In the basement wallpapers and colours with especial appeal to young people have been used — including a wallpaper in one of the fitting rooms that features vintage cars in grey on a white ground.

On the first floor wall coverings simulating a variety of woods help to give a country atmosphere.

To some men the name of

the manufacturer of a garment does not always ring a bell. But even the least fashion-conscious male must have heard of suits by Daks, Fairdale and John Barron, jackets by Daks, Biadens and

Steehan, trousers by Daks, Biadens, Fairdale and Westcott, knitwear by Cox-Moore, shirts by Vivella, Tern and McKay, raincoats by Drayton and Gannex, and shoes by Charles Horrell.

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Date 8th March 1969

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Shop to close after 92 years' service

ONE of Newark's oldest-established businesses, Randalls the outfitters, is to close early in 1994.

The directors say they have reluctantly decided to cease trading rather than negotiate a renewal of the lease at 3 Appletongate.

Company chairman Mr James Randall ended his active role in the business several years ago, and managing director Mr Gordon Stimson intends to retire in 1994 after 48 years with the company.

His wife, Mrs Irene Stimson, who has been in charge of the women's department for 25 years, will leave at the same time.

Mr Randall, who lives at Winthorpe, told the Advertiser: "This would lead to a difficult management succession problem, and therefore, when considered together with the continuing severe depression, a decision to close the business has been taken."

Household name

A closing-down sale begins on Monday, with the final closing date dependent on the progress of the sale. The shop has 12 staff, some full-time and some part-time.

Mr Randall said: "After being a household name in Newark for more than 90 years, the directors very much regret that the town is to lose yet another high quality retailing business which took a pride in giving real service. Even more, they regret the loss of employment for their loyal staff."

The business dates from 1902 when the founder, Mr Ernest Randall, opened a small lock-up shop in Baldertongate with a loan of £200 from his mother.

He became a well-known and respected figure. He

was Mayor of Newark in 1946 and an alderman of the old Borough of Newark up to his death in 1953.

A keen sportsman, he was for many years chairman of Newark Town Football Club. He was the founder president of the Nottinghamshire branch of the English Bowling Association and had a bowling green in the garden of his home on Bowbridge Road, Newark.

His business gradually expanded until it became a department store and occupied the whole of Imperial Buildings — the site of Wilkinson's DIY store today — with frontages on Baldertongate, Barnbygate and Appletongate.

Tailor to RAF

During the first world war the firm was appointed tailor to the Royal Engineers officer cadets stationed in the town, and in the second world war it was also a tailor to the RAF.

After the death of its founder the company was under the control of his two sons, Mr Reg Randall and Mr James Randall. At one stage it employed a cutter and 16 tailors.

However, the Sixties proved difficult and in 1969 Imperial Buildings was sold and Mr Reg Randall retired. He now lives in Victoria Street, Newark.

Mr James Randall and several members of the staff moved across the road to smaller premises to form the present company, James Randall (Newark) Ltd.

Mr Randall, a past president of Newark Rotary Club, said: "The company is appreciative of all the many friends that it has made and been of service to over so many years, and wishes to express its gratitude for the support received from them."

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Date 31st December 1993 Page No.

Jobs saved in clothes shop buyout

RANDALLS, the Newark men's, women's and children's outfitters, is to stay open, saving the jobs of the 12 staff.

The 92-year-old Apple-tongate business, which began a closing down sale earlier this month after failing to find a buyer, has been bought by another family firm.

The new owners are John Cheatle, a Leicester-based concern which operates the Jeans Station and Justins chains, and a number of up-market independent clothing shops.

Similar

Randalls retains its name and joins the independents, which include Wingads, of Lincoln, with the shops probably sharing a management link.

Mr Nick Cheatle, managing director of John Cheatle, told the Advertiser yesterday: "The two are so similar. But Randalls will still stock the merchandise that the area is used to.

"We shall continue to trade with the uniqueness of Randalls as a local business for local people."

Said Randalls company chairman Mr James Randall: "I am very happy that the name is to continue instead of disappearing, and I am glad that my sales staff are going to continue to have employment."

Randalls decided to close after facing a difficult management succession problem, with the impending retirement of managing director Mr Gordon Stimson, who will smoothe the transition to the new ownership in the coming weeks.

The sale came about

after a conversation between Mr Cheatle and one of his colleagues about their schoolwear business. The Nottingham-based D and Ps business serves schools all over the country, and there is a mail order service.

"My colleague mentioned that there was a shop in Newark doing schoolwear which was closing down," said Mr Cheatle.

"The following day I came to Newark to see Mr Randall, he went to see his accountant, and the deal was done within four or five days."

Said Mr Randall: "The speed of it all was incredible."

Randalls sale continues, but the closing down window stickers will come down, ready for the new business taking over on Monday.

The Leicester company was started in 1937 by Mr Cheatle's father, Mr John Cheatle. It has 55 shops, with a total staff of about 300.

The nearest Jeans Station and Justins shops to Newark are both in Lincoln, but the company has shops from London to Keighley, and from Chelmsford to Hereford.

"We are a family business, and that is the way we run," added Mr Cheatle.

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Date 21st January 1994 Page No. 74



MR JAMES RANDALL
(left) and Mr Nick Cheadle
outside the Appletongate
shop yesterday.

Shop man dies

RETIRED businessman Mr Reg Randall died at his North Muskham home on Sunday. He was 94.

Mr Ernest Reginald Randall was a director of Randall's of Newark, which he ran with his brother, James. The company was founded by their father in 1902 and specialised in men's and women's clothing.

During the second world war Mr Reg Randall served with the RAF. After the war he continued as a member of the Royal Observer Corps for many years.

He was a former president of Newark Town and District Club and a member of Newark Probus Club.

During his career he served on committees of the Trustee Savings Bank in Lincoln, the Board of Commissioners to the Inland Revenue and the Local Land Valuation Panel.

He retired from Randall's in the 1970s and worked part-time for Newark solicitors Tallents Godfrey.

He leaves a widow, Mrs Joyce Randall, four children and four grandchildren.

Shop shuts just short of century

ONE of the most familiar shops in Newark, Randalls the outfitters, in Appleton-gate, is to close in September after almost a century of trading.

Mr James Randall, son of the founder, said he was sad that, for the first time in his life, the name of Randall would no longer be above a Newark shop.

The company, established in 1902, specialises in men's and women's clothing.

It is being sold by John Cheadle Ltd, a Leicester-based family business that has run it since 1994.

The firm's commercial director, Mr Justin Cheadle, said: "With the lease coming up for renewal we are reluctant to take on a new long-term commitment."

"Over the past few years the increased competition from discount operations selling cheap imports has restricted growth potential and with rising costs the future could have become more uncertain."

Tradition

"Randalls has a strong tradition for selling quality British clothes at great value-for-money prices and selling discounted imports was not a viable alternative."

He said Randalls' customers traditionally came from the country community.

"We have a stand at a number of agricultural shows each year and a number of our customers are farmers, who are not afraid to admit they are having a deal of financial hardship," Mr Cheadle said.

Randalls also supply uniforms for pupils at several schools in Newark and its surrounds.

"The Randalls schoolwear centre is unaffected by the closure for this year's back-to-school," Mr Cheadle said.

"The department has grown substantially over the years and gives a wonderful specialist service."

Mr Cheadle said the company would talk to all the



END OF AN ERA: Randalls is due to close in mid-September after almost 100 years. The picture shows the shop in its heyday at the Imperial Buildings, Baldertongate.

schools it supplied about future uniform supplies. This could be through another of the company's shops, including those in Nottingham and Lincoln, by mail order, via the internet or possibly through another shop in town.

Loan

He said the company planned to help the five Randalls staff find other jobs, possibly within schoolwear departments in its other shops.

The Randalls business dates from 1902 when the founder, Mr Ernest Randall, opened a small lock-up shop in Baldertongate with a loan of £200 from his mother.

After the death of its founder the company was under the control of his two sons, Mr Reg Randall and Mr James Randall. At one stage it employed 16 tailors.

But the 1960s proved difficult and in 1969 Imperial Buildings was sold and Mr Reg Randall retired.

Mr James Randall and several of the staff moved across the road to smaller premises to become James Randall (Newark) Ltd.

That company was taken over by John Cheadle in 1994, when several factors persuaded Mr Randall to cease trading rather than negotiate a renewal of the lease.

He had ended his active role in the business several years earlier, and the managing director, Mr Gordon Stimson, was about to retire after 48 years.

His wife, Mrs Irene Stimson, who had been in charge of the women's department for 25 years, was also due to leave.

Problems

Mr James Randall (85) said this week that he understood the Cheadle move.

"They have come up against exactly the same problems as I did," he said.

"For the whole of my life there has been the name of Randalls on a fascia board in Newark."

"I am just very sad about it because it is very nearly its 100th year."