

TUCKTON TRADERS DISCUSS SHOP WINDOW LIGHTING.

Christchurch Times Nov. 28, 1952

Do shop windows illuminated at night increase the volume of trade? Tuckton traders discussed this question at their meeting on Monday, and although the majority of them agreed with it, a suggestion that all the shops in Tuckton should be lighted for a trial period was not received with enthusiasm.

The idea was put forward by Mr. B. A. Hager, who maintained that it would show the public that the association was alive. "I think it's shocking to see just one or two windows lighted up," he told the other members, adding that the extra cost was almost negligible. He himself kept his shop lights on until about 10.30 at night, and he obviously wouldn't do that if it weren't beneficial to trade. "Let us follow the example of the big go-ahead stores," he declared. Mr. F. Milverton was against the idea. "I don't think it is worth it," he commented. "The number of people who gaze in shop windows at night can be counted on hand."

The meeting decided not to any action on the suggestion.

The association also spent some time discussing Coronation plans.