

THE CHRONICLE

Coach House Museum

Newsletter of The Coach House Museum

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In association with Feilding & Districts Community Archive

Whenever I visit the workshop, I always spot some little treasure still waiting to make it to the gallery. The Star Vacuum is circa 1920 and the Hoover Dustette circa 1940s

The **Star vacuum cleaner** was made by the Star Engineering Co Ltd of Wolverhampton and was invented and patented in 1910. The concertina-like drum was pulled up and down, so that dust and dirt was sucked in through the cleaning head. Unfortunately, it did not stay in the drum as it tended to be blown back out again. Its advertising claimed, *'Complete weight only about 6lbs. Cannot get out of order. Takes very little room, and stands in any corner. Cleans carpets, stairs, furniture, mattresses etc. Light and easily moved. The dust box can be taken out, emptied and replaced in a few seconds.'* Star Engineering Co Ltd made bicycles and were early pioneers in the motor industry. They also made electric fires, incandescent goods and wheels for horse drawn vehicles. The Star vacuum cleaner was given the patent number 18899 and initially sold for 54 shillings or £2. 70p. It was produced until 1938.

'For dustless dusting.'

'This convenient and efficient little machine weighs no more than a flat-iron. You carry it in your hand and, in no time – without any dust flying about – you can clean your upholstered furniture... travelling rugs... suits and overcoats... and a dozen other things that collect dust.'

The **Hoover Dustette** was launched in the UK in 1930. A premium, high-quality product, it was expensive at £4.19.6d. The patent for the Dustette design was filed May 5th 1930 by William H Kitto, assignor to the Hoover Company of North Canton, Ohio.

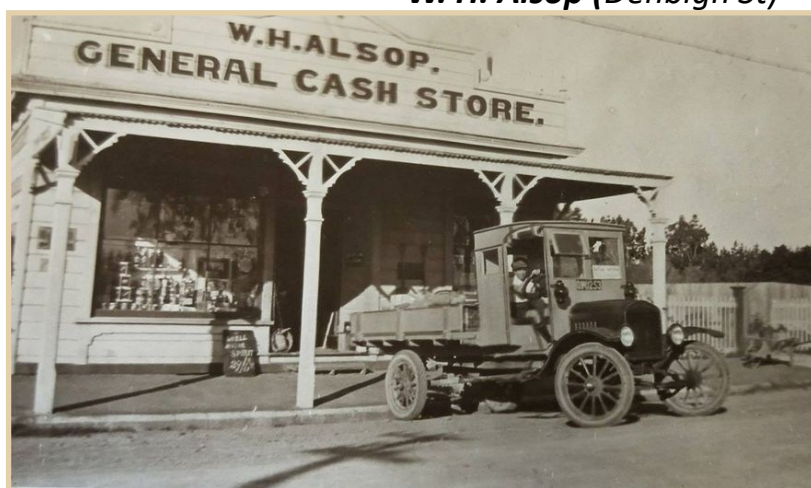


The Iconic Kiwi Dairy from an article written by Rose—*Speak Kiwi*

Dairies as we know them today are the ultimate one-stop-shop, right? Groceries, lollies, an ice-cream, a pie, batteries, lip balm...whatever you need, they've got it. They're convenient, and they're everywhere. But dairies haven't always been this way. Things used to be different...

W. H. Alsop (Denbigh St)

To understand the birth of the quintessential Kiwi dairy, we have to go back in time. I mean, waaaaay back in time... back to the early 19th century. Not sure what life was like then? Let me paint you a picture. Imagine a time before supermarkets, before cars, before refrigerators. This is how life was in the early 1900s. Back then, 'town' was a cluster of small shops on the main street. What kind of shops were there? Well, there was the butcher who sold meat. The baker, who baked fresh bread every day. Fruit and vegeta-



bles were sold at the green grocer or fruiterer. Fishermen sold fish directly to customers, sometimes straight off of the wharf. In fact, it wasn't unusual for people to sell fruit and vegetables from baskets on street corners or to go hawking. And there was also the grocer, who sold baking staples such as flour, sugar, spices and other dried goods. Each business had their speciality, and customers would go from shop to shop collecting goods. And as for milk products? Well, they were sold in little stores called "dairy produce sellers." And this is where the story of the dairy begins. Dairy produce sellers were small shops that sold – as the name suggests – dairy products. **Early 1900s** So what was life like in the good 'ol days then? Well, to be honest, it sounds kind of tough... Because there was no refrigeration or cars, the shopping had to be done regularly – every two or three days. Women walked to town on foot and carried their shopping home in a basket. For heavier items, most stores offered a delivery service (and by 'delivery service' I mean that they had their goods dropped off by horse and cart, or sometimes a rickshaw...there were no cars, remember!) There were a lot of strict laws back then, too. Laws about what hours a shop could be open for and what products they could sell. Dairy produce sellers, for example, were the only shops allowed to sell dairy products by law. And what's more, they only sold a total of five goods – milk, cream, cheese, butter and eggs. They were also the only shop allowed to open on a Sunday, while all

other shops were restricted to opening Monday to Friday.

1930s Jump forward to the 1930s, and New Zealand is facing hard times. It's the depression. While many families received an allowance from the government for groceries, money was tight. So, in an effort to make some extra cash, people started selling things from home. Some people set up a small shop at their house by either building a room on the front of their house or converting an existing room. They sold a mix of grocery items, lollies and other small goods. At the same time, many shop owners were converting their fruit and vegetable shops to sell other groceries. It's likely many of these sales were

Mr Heap and delivery bike (Denbigh St)



illegal. Strict laws were still in place around what shops could and couldn't sell, but people were desperate. So, despite restrictions, little shops popped up around town and became a part of everyday life. As these shops emerged, so, too, did a new word: "dairy". An abbreviation from the earlier term, "dairy produce sellers", "dairy" came to be used as a catch-all term for small mixed grocery stores. And it's been that way ever since. **1940s** The 40s were a time of change, especially when it came to laws. As a result of the tough restrictions on opening hours and approved goods, there was a lot of illegal trading.

In response, the government relaxed the laws, allowing some stores to have longer opening hours and increasing the number of approved goods. This was great for dairies. They were one of the few stores that were allowed to open on Saturdays, and they could now sell more goods than ever. Business was going well. **1950s** With the increased trading hours and the freedom to sell a variety of products, the 50s got off to a great start for dairies. Business was booming. Until...the advance of technology. The 50s brought with them the development of cars, refrigerators, and other cutting edge tech. Initially, few New Zealanders could afford to buy cars or fridges and not much changed. But, as the years passed, more and more Kiwis were able to make these big purchases. And as they did so, life for dairy owners changed dramatically. By the **1960s** cars had become the norm and people swapped their old habit of shopping on foot to going by car. And where did they go? Well, the shiny new supermarkets of course! Boasting big car parks and a huge store where you could get all your items in one place, supermarkets were tough competition for the grocers, dairies, fruiteriers and other small stores.

Not only that, but people now had refrigerators at home, which meant that they no longer needed to shop several times a week. Shopping had changed for good. **1970s** By the 70s the impact of these developments were clear. Smaller shops were less and less common, driven out of business by the supermarkets. Dairies did their best to stay afloat, expanding their product range even more and introducing novel services to bring customers in. For example, some dairies had arcade machines on-site, while others started selling milkshakes and hand-rolled icecream in a cone. Kids and teens flocked to dairies for something to do – it was a place to hang out and pass the time. Meanwhile, supermarkets were closed weekends while dairies were open seven days a week, giving them a small advantage to drive sales. **1980s and beyond** As time went on, the battle between dairies and supermarkets continued. Once again, the government relaxed laws and supermarkets were able to increase their opening hours to include weekends and evenings. They continued to expand their range, and by the 2000s supermarkets had everything a small village used to; a fishmonger, a butcher, a confectioner, a delicatessen, a bakery, a greengrocer, a fruiterier, a grocer, a liquor store – all rolled into one. Moreover, they had the advantage of buying in bulk, which meant they could buy and sell for a much cheaper price. As you can imagine, this won a lot of customers. The convenience and affordability offered by supermarkets was hard to beat, and unfortunately many dairies went out of business. **Today** Fast forward to today, and dairies have evolved to become something between a convenience store and a superette. While much has changed over the years, plenty of the original products and services remain. Mixed grocery goods are available, of course, as well as lollies, icecream, and more. Depending on where you go, you can even find some dairies that still sell hand-rolled icecreams and milkshakes – a service that was all the rage in the 70s. I haven't seen an arcade machine yet, though! As the world changes and customer demands grow, dairies are growing and changing, too. Nowadays, many dairies offer takeaway foods, for example. Chicken and chips, freshly baked croissants, seasonal fruit & veg... and customers love it! In fact, I recently came across a dairy selling a vegan pie... something that was unheard-of only ten years ago. Like the 50s, the threat of big corporations still looms over dairies and they have even more competition than ever – 24 hour gas station stores and online shopping, to name a few – but so far they are proving to be as resilient as ever, adapting and responding to customer needs and continuing to serve Kiwis all over the country.

H. Heap, Denbigh Street Dairy



I remember so many dairies that were once around Feilding but unfortunately I have been unable to find old photographs. I have fond memories of Sunday bread and 20c mixtures. ~ Piki ~



Mary Anna Bumby, circa 1830s by an unknown artist. *Wikipedia*

Did you know? In 1839, Mary Ann Bumby introduced the first honey bees to New Zealand by hand-carrying two woven skeps on a five-month sea voyage, establishing the country's world-famous mānuka honey industry.

- **First Motor Accident:** The first person killed by a car in NZ was Janet Meikle in 1906, who died when her car went over a bank on her family farm.
- **Prehistoric Predator:** Millions of years ago, New Zealand was inhabited by a 3-metre-long land-based prehistoric crocodile.
- **Odd Invention:** A Dunedin tinsmith, John Eustace, invented the standard airtight resealable lid for paint tins in 1884 but failed to patent it.

The "Jedi" Census: In 2001, over 50,000 New Zealanders listed their religion as "Jedi," making it the second-largest religion behind Christianity at that time.



The Case of Amy Bock

Amy Bock was known for deception and identity theft in the late 19th and early 20th centuries. Her most famous act was dressing as a man, "Percy Redwood," and marrying a woman in 1909.

When the truth came out, it shocked the public and courts. Bock's many scams led to her arrest several times for fraud and impersonation. She often changed her name and story, making it hard for police to track her. Bock's life raised questions about mental health, gender roles, and justice in colonial New Zealand.

Her actions remain a subject of curiosity for researchers and writers.