

UPPER HUTT PRODUCE COMPANY LIMITED – QUEEN STREET

The Upper Hutt Produce Company Limited was established in 1959 by Mr James Francis RAU. The shop was first situated in Queen Street at the back of the old Hazelwood Departmental Store in the old bake-house. The company leased the building from the former Hazelwood Departmental Store.

UPPER HUTT PRODUCE CO.
(Late Hazelwood & Co. Ltd., Produce Dept.)
PHONE 7496 **PHONE 7496**

WE CAN SUPPLY
ALL POULTRY FOODS

WHEAT MASH PELLETS, POLLARD, GRIT

All Stable Needs
Oats crushed if required.
Chaff — Bran — Mollasses — Straw or Hay.

All Garden Manures
Large or small quantities. Plant Foods and Insecticides.
Tomoana Full Feed Dog Crackers.
Cement in Any Quantity.
New Potatoes and Onions.

For Prompt Delivery to all local areas

PHONE 7496 **PHONE 7496**

The Number for all Produce Requirements

(Reference Upper Hutt City Library Heritage collection UH Leader 03 December 1959 Volume XVI Number 47)

Upper Hutt Leader 10 December 1959 volume XVI number 48
Public Announcement

J A Hazelwood & Co Ltd advise that they have sold their Produce Business previously carried on through Hazelwood's Produce Department to Mr James F Rau who is now trading as Upper Hutt Produce Co from premises owned by J A Hazelwood and Co Ltd on Queen Street Upper Hutt. The management of Hazelwood wish to thank all those who have been customers of their produce department. The sale of the Produce Department has allowed the space to greatly enlarge our Toy Department before Christmas. In the New Year this area will be much improved and it will allow for the enlargement of most departments. The management of Hazelwood are confident that the Upper Hutt Produce Co will provide an excellent service and have pleasure in recommending them for all your grain seed and produce requirements.

(Reference Upper Hutt Library Heritage collection Upper Hutt Leader 10 December 1959 volume XVI number 48)

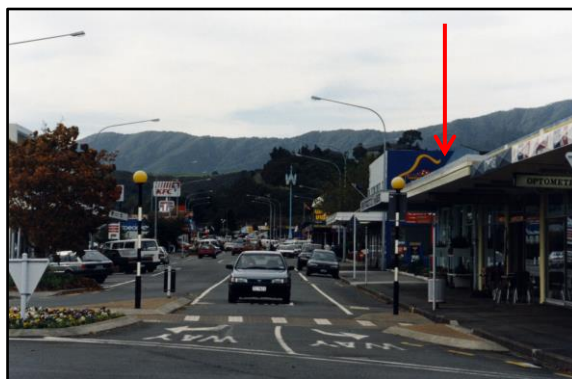
Upper Hutt Produce Company shifted to 12-14 Queen Street in 1965. This was the site of the original Scout hall is now owned by James' son Alan RAU.



(Reference UH Library recollect website Queen Street No 18 Upper Hutt Produce Co Atlantic kerosene tanker P1-4505-6895)

The picture first appeared in an advertisement in the 'Leader' on April 26, 1967; "Have you seen this? If not, ring 88 567 for friendly fuel supply." This tanker was used for delivering kerosene door-to-door; in the 1950s - 1970s era many households used kerosene heaters. (Brian Pearce). Atlantic was one of the petrol companies originating when Standard Oil was broken up in 1911. From an article in the 'Leader' of March 12, 1969, Upper Hutt Produce started when the owner-manager, James Rau, bought Hazelwood's produce department, and operated from their old bake-house, which was demolished around October 1973. Upper Hutt Produce moved to this building in June 1965; a picture and article appeared in the June 30 'Leader'. This was the site of the home of James Brown, Upper Hutt's first settler; his stables were next-door on the land visible here. The land had been bought in 1911 by the Catholic Church, as a presbytery site. From a July 12, 1993 article, the first owner, Jim Rau, had been succeeded by his son Alan.

(Reference UH Library recollect website Queen Street No 18 Upper Hutt Produce Co Atlantic kerosene tanker P1-4505-6895)



Queen Street from Pine Avenue - Upper Hutt Produce on right



(Reference UH Library recollect website Queen Street south side No 12-14 Upper Hutt Produce Co., Ltd DSCFO204A)

Established 1959, and still going strong. From an article in the 'Leader' of March 12, 1969, Upper Hutt Produce started when the owner-manager, James Rau, bought Hazelwood's produce department, and operated from their old bake-house, which was demolished around October 1973. Upper Hutt Produce moved to this building in June 1965; a picture and article appeared in the June 30 'Leader'. This was the site of the home of James Brown, Upper Hutt's first settler; his stables were next-door, at right. The land had been bought in 1911 by the Catholic Church, as a presbytery site.

(Reference UH Library recollect website Queen Street south side No 12-14 Upper Hutt Produce Co., Ltd DSCFO204A)

Newspaper article 28 March 2012

The oldest store in the city . . . after 47 years trading on Queen St, Upper Hutt Produce and owner Alan Rau can make that claim or, more accurately, agree with it when The Upper Hutt Leader asks the question.

"I would think I am the longest now," the 63-year-old says.

Mr Rau started his work with the business as an 11-year-old, after school and in the holidays, working for his father James, in what was Hazelwood's Grain and Seed.

"I went to work there in the holidays and after school. I'd unload the trucks [and] put the hay in the loft."

The operation was "in the old Hazelwood's bake-house", on Queen St. Mr Rau Snr owned the business but leased the building.

Hazelwoods expanded and in 1965 Upper Hutt Produce moved to its present location of 47 years, on the site of the original Scout hall, Mr Rau remembers. He continued his after-school work (from both his St Joseph's and St Bernard's days), which was always handy with his family home in Pine Ave, helping out his dad and his "right hand men" Ernie Tunnell and Buster Foster, who was also a local milkman.

Mr Rau was at college till he was 18 and then he had two years working with the National Bank in Wellington and Lower Hutt.

He then took leave of absence because his father, battling a back injury, had an operation.

"That wasn't quite successful and left him with a permanent sore back. That's when I started, fulltime, with Dad doing what he could, including the bookwork."

Mr Rau Snr stayed with the business till his retirement in 1975 and then doing odd jobs till his death in 2000.

"I bought him out and eventually bought the building."

The shop has mostly run with three staff over the decades "with no real changes" in shape or approach. The business has survived and prospered even with the makeup of Upper Hutt changing over the years and its rural base retreating.

"We've always had grain and seed. I always say we stock dry food through the winter and focus on garden supplies in the summer - sprays, fertilisers, seedlings. The things I deal with are constant.

"But if you look at the valley now, it's different to years ago. We had farmers, real farmers in Kaitoke, Mangaroa, Wallaceville. Now you are mainly dealing with rural block holders," the husband to Karen and father of three says.

"Many customers have been here a long time. They are genuine and they've been pretty loyal," he says, accepting there are more options for shoppers today.

"They come in and I have a chat to them because they have become good friends.

"You get a few young ones coming in and you know you have been dealing with their families for years," Mr Rau says.

"It's been a good lifestyle and at this stage I am not going anywhere but I'll never be a millionaire." One other thing that doesn't change is the pastoral "aroma" of the produce store.

"The young kids come in and they grab their nose. It's the hay and fertiliser but, of course, I don't smell it anymore," he laughs.

Shopping patterns have changed. Mr Rau remembers big Friday nights in his store and all Upper Hutt retailing. "We did the 9pm Friday. We did good trade and the town was humming." It was "a better city" then in a way, he says, "with a gentler society and more discipline".

Now his business closes at 5.30pm on a Friday, the same as every working day.

Saturday morning trade is a fixture and back in the mid-1970s Mr Rau was a bit of a trailblazer on this, at odds with the rules and those who enforced them.

"I had visits from Trade and Industry people making sure I covered all my tools and sectioned off anything that I wasn't allowed to sell. I was only able to sell the produce out the back. They investigated and charged me before they made me have it covered. They eventually gave up."

Retirement is on the horizon, but a while away too. An intended trip to the United Kingdom, where his daughter Joeline lives, is already being planned. When that happens, Upper Hutt Produce will have signed off its unique half century contribution to the city.

Steve Quinn and brother in law James Rau bought produce department. Explains. Steve remembers.

(Reference Upper Hutt City Library Recollect Colin Gibbs oral history interview abstract 19.47)

In 2023 Alan RAU retired and sold the business. The new owner retained the name of the business and it is still known as the "**Upper Hutt Produce Company**".

James Francis & Annie Patricia RAU

Founder of Upper Hutt Produce Company

0- James Francis RAU born 26 July 1919 Opotiki New Zealand died 2000 New Zealand married 1944 New Zealand **Annie Patricia QUINN** born 21 September 1917 New Zealand died 2008 New Zealand

#James Francis RAU born 26 July 1919 Opotiki New Zealand parents Mary Jane nee Gleeson and Albert Francis Rau

#Annie Patricia QUINN born 21 September 1917 New Zealand parents Gertrude nee Giles and Patrick William Quinn

#254929 James Francis RAU share-milker care of O'Reilly Bros Private Bag Kutarere NZ WW2 Ballot Lists August 1941 New Zealand Gazette Military Area No 2 (Paeroa) No 63 page 2296

#James Francis RAU Gunner 73998 Anti-Aircraft Regiment NZ Artillery Second New Zealand Expeditionary Force WW2 enlisted address High Street Hawera next of kin father Mr A F Rau address Waiotahi Single Farm hand medal War Medal 1939-1945 & NZ War Service Medal reference Auckland War Museum cenotaph database

#James Francis RAU married 1944 New Zealand Annie Patricia QUINN reference RGO NZ marriage registration 1944 folio website 1944/424

#James Francis RAU Park Street Upper Hutt carpenter & Annie Patricia RAU Park Street Upper Hutt married 1946 Otaki Electoral Roll

#James Francis RAU 36 Pine Avenue carpenter & Annie Patricia RAU 36 Pine Avenue married 1949 Otaki Electoral Roll

#James Francis RAU Carpenter R Lot 4 Pine Avenue & Annie Patricia RAU Married RL 36 Pine Avenue 1950 District Electoral Roll for the Borough of Upper Hutt

#James Francis RAU 68 Pine Avenue carpenter & Annie Patricia RAU 68 Pine Avenue married 1954 Heretaunga Electoral Roll

#James Francis RAU 68 Pine Avenue taxi proprietor & Annie Patricia RAU 68 Pine Avenue married 1957 Heretaunga Electoral Roll

#James Francis RAU 68 Pine Avenue Taxi Proprietor 1962 The Hutt River District Upper Hutt Subdivision Electoral Roll

#James F RAU 68 Pine Avenue Produce Merchant & Annie P RAU 68 Pine Avenue married 1963 Heretaunga Electoral Roll

#James Francis RAU 68 Pine Avenue carpenter & Annie Patricia RAU 68 Pine Avenue married 1964 Upper Hutt Borough District Electoral Roll

#James Francis RAU 68 Pine Avenue carpenter & Annie Patricia RAU 68 Pine Avenue married 1965 Upper Hutt Borough District Electoral Roll

#James Francis RAU 68 Pine Avenue Produce & Annie Patricia RAU 68 Pine Avenue married 1966 Heretaunga Electoral Roll

#James Francis RAU 68 Pine Avenue carpenter & Annie Patricia RAU 68 Pine Avenue married 1968 Upper Hutt District Electoral Roll

#James Francis RAU 68 Pine Avenue carpenter & Annie Patricia RAU 68 Pine Avenue married 1970 Upper Hutt District Electoral Roll

#James Francis RAU 68 Pine Avenue Produce Merchant & Alan James RAU 68 Pine Avenue Storeman/Driver & Denise Anne RAU 68 Pine Avenue Machinist 1972 Heretaunga Elect Roll

#James Francis RAU 57 Pine Avenue Company Director & Anne Patricia RAU 57 Pine Avenue housewife & Alan James RAU 57 Pine Avenue Company Director & Kevin RAU 57 Pine Avenue Mechanic 1978 Heretaunga Electoral Roll

#James Francis RAU 57 Pine Avenue Company Director & Anne Patricia RAU 57 Pine Avenue housewife 1981 Heretaunga Electoral Roll

#James Francis RAU 57 Pine Avenue Company Director & Anne Patricia RAU 57 Pine Avenue housewife 1986 Heretaunga Electoral Roll

#James Francis RAU died 2000 New Zealand reference RGO NZ death registration 2000 folio website 2000/8350 born 26 July 1919

#Annie Patricia RAU died 2008 New Zealand reference RGO NZ death registration 2008 folio website 2008/3837 born 21 September 1917

0-1- Female private RAU born New Zealand

0-2- Male private RAU born New Zealand

0-3- Male private RAU born New Zealand

0-4- Female private RAU born New Zealand

James Francis RAU – his 2 right hand men

[1]- **Ernest James (Ernie) TUNNELL** born 17 September 1899 New Zealand died 1972 New Zealand married 1925 New Zealand **Muriel Kate MCLEOD** born 1904 New Zealand died #his "right hand men" *Ernie Tunnell and Buster Foster, who was also a local milkman* reference Upper Hutt City Library Recollect Colin Gibbs oral history interview #Ernest James TUNNELL 30 Liverpool Street labourer & Muriel Kate TUNNELL 30 Liverpool Street married 1957 Heretaunga Electoral Roll #Ernest James TUNNELL 30 Liverpool Street retired & Muriel Kate TUNNELL 30 Liverpool Street housewife 1963 & 1966 Heretaunga Electoral Roll

[2]- **Francis Edward (Buster) FOSTER** born 22 April 1912 Wellington New Zealand died 14 April 1992 Hutt Valley New Zealand married 04 May 1946 Hutt Valley New Zealand **Eileen Mary MEYRICK** born 02 October 1908 Hutt Valley New Zealand died 10 May 1999 Hutt Valley New Zealand #his "right hand men" *Ernie Tunnell and Buster Foster, who was also a local milkman* reference Upper Hutt City Library Recollect Colin Gibbs oral history interview 1970 Universal Business Directory Foster F E 14 Ebdentown Road Upper Hutt Milk vendor #Francis Edward FOSTER 14 Ebdentown Street postal assistant & Eileen Mary FOSTER 14 Ebdentown Street married 1972 Heretaunga Electoral Roll
