
Who's Who

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MR. G. M. FOWLDS
President, Auckland Advertising Club
Director, The Firm of Fowlds

ON January 25, 1886, Auckland became "home" to one who has since moved prominently in the public view, and particularly in the field of advertising. Were it not that Mr. G. M. Fowlds manages most successfully one of the largest men's outfitting stores in the Dominion, advertising would undoubtedly have claimed his undivided attention, for he is to-day one of the keenest men on publicity that the country possesses.

The eldest son of the Hon. George Fowlds, C.B.E., he started on life's journey with good fortune in attendance and a lofty paternal example as a spur. First to Point Chevalier School, then to Wellington College, and finally to the City Business Colleges, G.M.F. owes his early training. His business life began as clerk in the office of E. Porter & Co., of Auckland, followed soon after by his entry into his father's business of G. Fowlds, Ltd., and then his appointment as Manager at the youthful age of 21.

Young George was certainly making headway. But the paternal example was as strong as ever, and G.M. sighed for new worlds to conquer. At the age of 24 he opened a new branch of the business in Wellington, and when the firm formed itself into a limited liability company, G.M.'s name appeared on the Board of Directors of both branches.

It is interesting to note the Fowlds family have had a long connection with the soft goods trade, as Mr. Fowlds' grandfather was a working weaver of blankets on the old-fashioned hand loom up to the end of his 101 years.

Under the present management, the Firm of Fowlds has been a consistent user of most forms of publicity. Their well-known trade mark of a gentleman of the Beau Brummel period has become a feature of Dominion advertising, and their newspaper announcements, which are typified by dignity and restraint, have attracted widespread attention. Not a little of the credit for this publicity must be given to G.M., for he is a keen student of advertising and modern business methods. It was under his direction that extensive alterations were made to the firm's premises, which has resulted in their Queen Street establishment, being one of the best equipped shops of its kind in the Dominion.

Following in father's footsteps, G.M. has plunged headlong into a public life. Already he has made two trips round the world. He is a wide reader and writes constantly on literary, business, political and economic subjects. The number of civic movements with which he is associated reads like a catalogue. In addition to his office as President to the Auckland Advertising Club, G.M. is also a member of the Auckland Rotary Club, Secretary of the Land Values League and Editor of the monthly organ "The Liberator." He is a member of Council of N.Z. Federation of Drapers and Clothiers; Member of Executive of the Auckland Clothiers' Association, Auckland Railway League, Auckland War Memorial Fund, Proportional Representation League, Town Planning League, Tongariro Park Sports Club. But more yet. He

is also member of the Publicity Committee of the Chamber of Commerce, Publicity Committee of the Railway League, Member of Advisory Board of the Plunket Society and Treasurer of the New Zealand Congregational Pastors' Fund and of the Mount Albert Methodist Orphanage.

How in the name of goodness he finds time for it all, is the wonder of his friends. But G.M. is first and foremost a worker. To whatever task he applies his hand, he carries it through with thoroughness and precision. His labours for the Auckland Advertising Club have given life and soul to that now important body. When the Club was formed in 1918 he accepted the position of Secretary, and two years later his worth had been so appreciated that he was made Chairman of the Executive Committee. This year he holds the office of President of the Club.

Quiet, unassuming, yet smouldering with the burning desire to uplift his fellow men, G. M. Fowlds is made of the right stuff. His energy is unquenchable, his spirit undaunting. When you think G.M. is quiescent, up he comes with some fresh scheme, and whatever the movement, he is in it with heart and soul. The Auckland Advertising Club can congratulate itself on having as its head a man of such action and breadth of mind.

Mr. G. M. Fowlds is married, and has two daughters and one son. He lives very happily in a charming bungalow on the salubrious heights of Mount Albert, Auckland.