



WINTER 2022

'CYCLING' 'LIFESTYLE' MERCHANTS
BLACKWELL
and **SONS** Est 1943

MRS BLACKWELL'S
Village
BOOKSHOP
ESTD. 1981

A MAGICAL CELEBRATION

The good citizens of Greytown chose option two. In 2020, when “lockdown” first entered our lexicon, Country Village Heaven members Zoomed it up and set themselves a bold challenge: Find a way to defy the effects of the pandemic and make people fall in love with Main Street all over again... in fact more than before... and in the depths of winter.

At first, it was a polite, low-key affair. It brought an estimated 15,000 visitors to town during July 2020. In 2021, the scale shifted upwards and the people cried “yes!”. Visitors came from all over New Zealand to gaze in wonder, smile, eat, drink, stay and shop.

"It's an unashamed celebration of the magic of Christmas," said an unnamed spokesperson while polishing a bicycle bell. "It's safe, community-focused, and designed to bring pleasure to visitors and prosperity to local businesses at a traditionally challenging time of year."

GINGERBREAD
Celebration ★



Scan the QR code to see the full Festival programme

GOING SLOW MAKES EVERYTHING BETTER

Facebook conspiracy theories are a modern day disaster, but there are some ideas out there that seem to stack up. I've been in the advertising industry for most of my adult life and know for sure that our modern frenetic lifestyles are encouraged by big corporates because the faster we go, the more we spend. They cynically dress up their offers as 'helping you do more' or 'getting you in and out a little faster' or 'saving you time'. This speed-driven life can only end badly, when our spending is exhausted. Then the big brands are finished with us and they move onto helping someone else 'go a little further'.

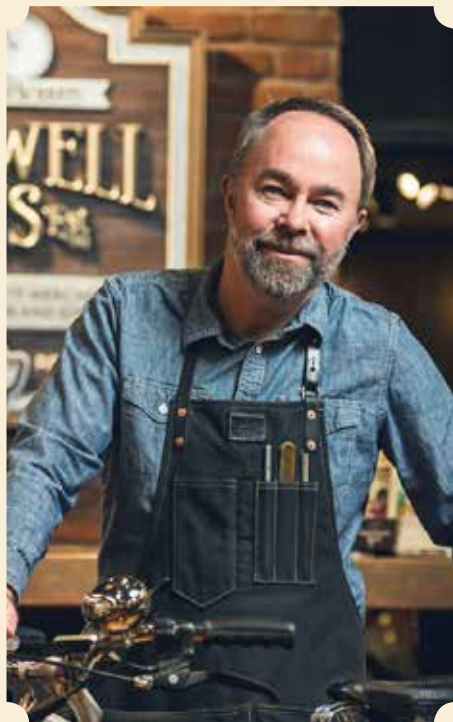
Millie and I now actively choose a slower pace in everything we do because it simply makes us happier. Isn't that what we all want?

Cycling or walking in nature keeps our blood flowing and our environmental impact at zero. Growing our own food keeps our soil healthy, our nutrition optimised and the planet in better shape. Reading exercises our brains and helps us feed each other new ideas. And even slow exercising – like stretching our bodies to do what they were designed to do – helps us feel and sleep better, and keeps our medical bills minimised.

None of these decisions to slow down requires a payment plan. All of them raise our life enjoyment levels. Most of these simple life enhancements are about doing less, not more, and taking the time to fully appreciate the rich details each of them offer: the texture and health of the soil in your hand, the discovery of shareable wisdom on a page of a book, the deep fulfilment of active breathing that comes from gentle exertion. Even a simple game of cards creates brain stimulation and date night interaction.

I surveyed a few friends and relatives to make sure I wasn't turning into a weird country hermit or a bearded free-range hippie. Most people said "no, of course not" and it seemed genuine. Until the hippie thing happens, our slow life choices will continue and will also be reflected in the products we choose for our store. If these items can help you get outside, slow down and enjoy life at a gentler pace, we feel good about having them available at *Blackwell and Sons*.

Mr. Adam Blackwell, Esq – Editor



SHIVERS

“Like a cartoon cat being electrocuted,” explained the diminutive man with the patchy beard. “My whiskers stand on end, my eyes pop, and I just can’t stop shaking.”

It took some courage for Mr. P. Skitterpants, a Flea Market Operative from Solway, to admit that he felt the cold in such a dramatic way, and even more courage to seek help.

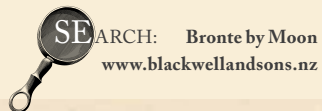
The recipient of his vivid confession, Mrs. T. Longstaff, VP Sales and Client Care at *Blackwell and Sons Limited* of Greytown, took it all in her elegant stride. Mrs. Longstaff is something of a beacon for those in need and knew exactly what to do.

“I feel your suffering,” she said. And she really did. She is a 9.7 on the empathy scale. “Please follow me.

“Behold our Bronte by Moon collection of 100% woollen scarves and throws,” Mrs. Longstaff declared. “Wrap yourself in these and you’ll understand what a kitten feels like when it chases a butterfly in a padded room filled with Ewok babies chewing on pink marshmallows.”



Mr. Skitterpants let that information wash over him for a moment and surveyed the products, admiring their softness and superb craftsmanship. A rare glow spread across his narrow face, and his sparse whiskerage sat gently down.



Pashley SPEED 5

1930s Racing Bike

Available at Blackwell and Sons



5 SPEED

— \$2,595 —

FREE DELIVERY NATIONWIDE

BONE DRY AND CATWALK SHARP

“What is it about the good people of Scandinavia?”

Mrs. J. Lingerpester of Homebush actually intended the question to be rhetorical. But when a response came from Mr. A. Blackwell, proprietor of *Blackwell and Sons Limited* and well-known dispenser of opinion, she activated her ‘engage’ button.

“You mean their boundless creativity, innovativeness, flair, practicality, quirkiness and respect for community, the planet and humanity as a whole?” Mr. Blackwell offered.

“Yes, that,” Mrs. Lingerpester replied.

“I mean, look at these Imbris Rain Ponchos designed in Sweden. Just look at them!” she implored. “Utterly perfect for winter cycling.

“Made from premium two-layer polyester, coated on the inside with a PU membrane and treated on the outside with a durable PFC-free water repellent. All seams taped for a fully waterproof fit. Two hand straps sewn on the inside so you



can hold the poncho over your handlebars and create a fully protective cover for your legs and arms. Waistband to keep it in place during windy weather. Adjustable hood. Durable silver snap buttons and trims. And the colours! Oh... the colours!”

“I agree fully,” said Mr. Blackwell.

“Almost as if I were writing your words for you.”



SEARCH: Rain Poncho
www.blackwellandsons.nz

Pashley
BRITON

2021 model

Available at Blackwell and Sons



5 SPEED — \$995 (collect from Greytown) — **\$1,295** (delivered nationwide)

GAMES WITH TWO WINNERS

"I'm soooo bored!" declared Mr. N. Spillbuckle of Carrington, retiree and collector of vintage kitchen utensils. "I'm rigid with it. Tears are flowing."

So forceful was his proclamation that seismologists momentarily laid down their Cuppa Soups, stared intently at jiggling graphs, and began triangulating an epicentre.

Mrs. V. Spillbuckle, who was none-too-impressed with the slow, gloomy, damp, indoors kind of day either, offered solace to her husband.

"Would you like to play a game?"

Mr. Spillbuckle's head tilted and his left eyebrow raised keenly.

"No dear, not that," his wife responded. "It's not the third Tuesday of the month. I meant a board game, or a word game, or puzzle."

"Oh. Well, that would be another delightful way to spend quality time with my love. What have we got?"

"Hmmm," said Mrs S, trying not to breathe too deeply as she explored dark recesses of the hall cupboard. "Snakes and Ladders, but no dice. Ludo... no dice. Or a deck of cards, but I think we're missing some hearts."

"We must be able to do better than that. But who sells that kind of stuff?"

"Oh, oh, I know!" enthused Mrs. Spillbuckle.

"There's that place in Greytown, you know, with the bikes... run by the guy with the... you know... and the..."

Mr. Spillbuckle looked none-the-wiser.

"You know, the guy who married above his station."

"Ohhhhhh, of course, that place. I wonder what they've got..."



1 **\$499.90**
Luxury Monopoly

2 **\$49.90**
Cluedo Nostalgia Tin

3 **\$39.90** *each*
Blackwell Press
Jigsaw Puzzles

from
4 **\$15.00** *each*
Bicycle Playing Cards
— collectible range

RIDE ON, WINTER WAYFARERS

Winter. Time to park the bicycle, don ugg boots, bulk-buy brioche doughnuts from The Bicycle Kitchen and binge watch *Shadow and Bone*?

“Don’t do that,” said Mr. S. Kelly, Blackwell and Sons Workshop Manager, in an exclusive statement. “Except for the doughnuts thing.”

Mr. Kelly reckons winter is an amazing time for cycling: crisp refreshing air, less traffic, soft low light making the landscape even more exquisite (not his word) and gentle exercise for creaky limbs.

With a bit of care for both bicycle and rider, winter cycling can be an absolute pleasure.



KEEP IT CLEAN, SOLDIER

A clean bicycle makes any maintenance issues much easier to spot – especially in winter with more dirt and moisture around. Use a car shampoo (not domestic washing-up liquids) and soft brush or sponge, taking care to keep any leather parts dry. Clean the wheels and tyres to help you spot any embedded nasties and make repairing a puncture less grungy.

KEEP IT FREE AND EASY

Regularly apply wet lubricant to your chain, switching to dry lubricant after wet weather. If your chaincase is enclosed, apply a drop to each chain link. Oil is fine too, but will attract dirt.

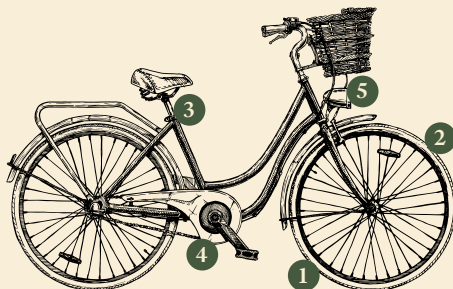


KEEP IT CHARGED

If you’re planning on parking your e-bike for a while, don’t let the battery discharge completely. Fully charge it before storage, then top it up every month or so. And avoid exposing the battery to extreme temperatures (bring your bike in from the Greytown frost, but don’t park it next to the woodburner).

CHECK BEFORE EACH RIDE...

1. Tyres inflated to recommended pressure (usually printed on the tyre’s sidewall)
2. Tyres free of cracks and wear
3. Handlebars, wheels, pedals and saddle secure
4. Brakes and gears operating smoothly
5. Lights working (especially important in winter).



KEEP YOURSELF SAFE, DRY AND WARM

Blackwell and Sons winter cycling essentials:

1 \$690.00

Woodsier tweed riding cape
— two fabric choices

2 \$49.90

Bronte by Moon woollen scarf
— range of designs

3 \$35.90

Hi-viz safety vest

4 \$249.90

Imbris rain poncho
— range of colours

BICYCLE MAINTENANCE NOT YOUR THING? RELAX, DARLING*. IT'S OURS.

Blackwell and Sons Workshop
102 Main Street

Open Wednesday to Sunday 9am – 3pm

Book in online at www.blackwellandsons.nz or just barge in for specialist servicing, cleaning, repairs, restorations, electric conversions, spare parts, and conversation involving as much or little detail about cotter pins, bearing pullers and hydraulic bleeding as you can handle.

**Also not Mr. Kelly's word.*



FREE BICYCLE PICK-UP AND
DELIVERY FOR LOCALS. CALL SHANE
ON 027 558 5503 FOR DETAILS.



TOP COMFORT



“A warm bonce,” announced Mr. W. Chuckletubber, a retired innkeeper from Longbush. “It is mankind’s most pressing wintertime concern.”

So confident was his pronouncement that those around him, of which there were many this Tuesday morning in the emporium of Mr. A. Blackwell esq, Main Street, Greytown, couldn’t help but agree.

“Without a cosy dome, one cannot hope to achieve one’s potential in any given pursuit. And the good people at Hills Hats in Petone clearly understand that.”

Satisfied with his summation, Mr. Chuckletubber stood in admiration of the traditional trilby, cheese-cutter and blocked hats displayed tantalizingly before him. Others gathered with him, noting the exquisite styles and craftsmanship and the strictly limited stock available.

“It is a most worthy partnership between this delightful emporium and the aforementioned master milliners,” he added, almost as if he was dictating copy for an advertising supplement.

SOLID ADVICE

“Freedom,” declared Mr. D. Slickgripper, a travelling salesman from Lansdowne. “The borders are opening up and, finally, I can dedicate my days once more to selling my extraordinary visions and intellect to an appreciative global market.

“But long haul... ugh,” he assessed, quite accurately. “How can I possibly smell this good and stay sales-fair ready without defying the airside bottle, spray can and liquid ban?”

Despite the term “snake oil” entering her psyche from somewhere on the left side, Ms. M. Brown, VP Sales and Merchandising at *Blackwell and Sons Limited*, listened intently to Mr. Slickgripper’s rumination.

“The answer lies in these compact tins of solid odoriferous joy from Duke Cannon,” she responded. As usual, her observation was



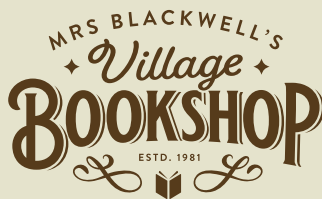
pin-sharp. “You can slip one into your carry-on bag and dab a little on with your finger when you detect creeping whiffiness. You don’t even need a toilet bag.”

Mr. Slickgripper was outwardly impressed but inwardly miffed that he hadn’t thought of the idea himself.



Solid Cologne
www.blackwellandsons.nz

EXTRA!



SENSIBLE AND PRACTICAL DESPATCHES FROM THE PROPRIETOR OF MRS BLACKWELL'S VILLAGE BOOKSHOP

IT'S OUR MOST WONDERFUL TIME OF THE YEAR

In the following pages I'll share some of my ideas for making winter a special and rewarding time of year. One of those ideas, oddly enough, is simply visiting *Mrs Blackwell's Village Bookshop* where the woodburner will be fired up and the shelves will be well-stocked with winter-themed material for your reading pleasure.

In truth – and despite growing up in Central Otago – I'm not a fan of the cold! As well as adding ambience, the woodburner is an essential utility to help me survive winter, as is our central heating at home.

This year, Mr Matthews, Mrs Gee and Miss Floss will be keeping the home fires burning (literally and figuratively) in the bookshop, while friends will be benefitting from our heating at home, because Mr Blackwell and I will be far away from Greytown's crisp and invigorating winter air. We'll be spending time in the US, in high summer, looking after clients of our other businesses and making up for lost time on our National Parks Project now that travel restrictions are finally loosening.

Despite what I've just said, there is a lot I'll miss about wintertime in Greytown. Our 'frost walks' are a highlight. There's nothing quite so wonderful as a gentle walk with your love in the clear, icy morning air when the town is just waking up.

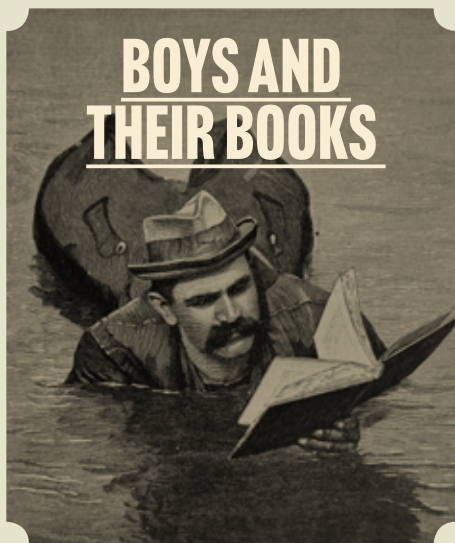
Roasts. Who doesn't love a hearty roast dinner on a gloomy evening? It's the ultimate comfort meal. And of course we'll miss the simple pleasure of curling up on a cold day with good books or spending precious time together on opposite sides of a card table or boardgame.

I look forward to hearing from afar how all the wonderful events planned for this winter go – especially the Festival of Christmas and Featherston Booktown. Stay warm, embrace the season and be well.

*Millie Blackwell – Proprietor,
Mrs Blackwell's Village Bookshop*



BOYS AND THEIR BOOKS



Curious about a recent statistic I read that 21% of Kiwi blokes don't read books, I conducted a quick, completely unscientific survey of some of Mr Blackwell's peers – five middle-class, middle-aged white guys.

Sure enough, one hadn't read a book at all in the last 12 months. Another two moved a little uncomfortably before admitting they "probably didn't read as much as they should".

It's a similar story worldwide. Women are more likely to be avid readers, more likely to read daily, and likely to have read more books in the past year than men.

Why is that? Reading habits are often formed in childhood, and so adult men are likely continuing habits (or lack thereof) that began early.

If fathers are less likely to read, so are their sons. In fact, research suggests fathers are less likely to read to their sons than to their daughters. And generally, boys are more likely to choose gaming or sports over reading as a hobby than girls, and less likely to say they enjoy reading.

Why that should change (according to a man of some literary standing...) I asked Mr Blackwell for five reasons why guys should read at least one book a year and here's (roughly) what he had to say:

1. You're an athlete and your mind is a major organ. Put at least as much time into developing your mind as you do looking after your body. "But I barely have enough time to get to the gym," you say. Bah! If you're any kind of sportsman you know that recovery is as important to high performance as training, so use some of that downtime to read a book instead of watching another game of cricket or looking at Reddit.

2. Appeal to the love of your life with interesting information. Don't show up to dinner with boring stories of what happened at the office or a watered down version of an already flimsy news article you read online. Read a few pages of a book and then deliver with quiet, gentle modesty the gift of new knowledge and insights.

3. Stretch your comprehension skills. Related to the above, spend some time with the information you've just read, let it simmer in your own noggin and explain it to someone else to help you properly understand what you've just been told. The ability to interpret and explain new information in your own words sharpens the tools in your intellectual toolkit.

4. Be more interesting. You might think of yourself as pretty interesting and charming but let's be honest, if most of us ran into Barack Obama, Bear Grylls or Nigel Slater at the pub, we'd probably struggle to keep up our side of the bargain for very long before their eyes started glazing over. Biographies and memoirs are an excellent way to spend time with impressive human beings without the social pressure or the improbability of bumping into them at The White Swan.

5. Feel like a Marvel superhero. While your mates blast on about sports or Reacher (the Amazon Prime version) watch them stand slack-jawed as you bring an ounce of intellectual perspective to the conversation based on something you read in an actual book. Keep it brief and humble for added impact.

Like me, Mr Blackwell is a non-fiction fan and that's reflected in his thoughts. So, for men more inclined to fiction, here's some advice put in a way that only a poet could. Te Awhi Rito Reading Ambassador Ben Brown says:

"Our superpower is not language alone (however mighty). Our superpower is the application of imagination to the process of story, whereby we

are able to envisage anything our mind is able to conjure. Brains only improve by exposure to the unfamiliar terrain of a story it has yet to process.

"To you blokes who've never read an 'actual' book in your life, treat your brain, discover our superpower and read at least one book that will reveal to you something you've never ever known. If you have a son, read it to him as well."



ARTISTIC MORALITY AND BANNED BOOKS

A favourite question among scholars is whether art or literature can or should be separated from the artist or author who created it. Plato's Republic is the foundational book for this line of study.

Put another way, is it okay to enjoy the artistic output of someone we know has done bad things? Or even, can we support artists who've been accused of something objectionable or offensive?

In 2021, Featherston Booktown took on this question at their event, 'Do Artists' Morals Matter?'. They based the session on the recent revelation that poet James K Baxter had admitted in letters that he raped his wife. This provoked outrage and calls at the time for Baxter's work to be removed from library and bookstore shelves.

Never the types to shy away from a difficult topic, Featherston Booktown will this year extend the discussion to banned books.

On June 11th they'll host an event marking 100 years since the publication of Ulysses, James Joyce's widely banned novel. In 1950, New Zealand joined England, the US and other countries in prohibiting Ulysses for its sexually explicit content. Napier Customs Officer Henry Foster protested its sale, and even went as far as saying the book,

"seems to be one of the dirtiest I have seen, written by a mental defective."

What do you think? When it comes to art and artists does anything go? Does the debate still remain valid in this age of easy and anonymous online access to content and ideas that span the moral spectrum?

Five banned books that might surprise you:

- Lewis Carroll's Alice's Adventures in Wonderland was banned in parts of China for portraying animals acting on the same level as human beings. The censor considered this an insult to humans!
- Frankenstein by Mary Shelley was banned in South Africa for containing obscene materials.
- Aldos Huxley's dystopian classic Brave New World was banned in Australia for five years on anti-religion and anti-family grounds.
- The Second Sex by Simone de Beauvoir was banned in Spain for advocating feminism.
- The Grapes of Wrath by our hero John Steinbeck was temporarily banned in California, and many other parts of the US, for its unflattering picture of the state's residents.



CHOOSING BOOKS **FOR OTHERS**

Of course I'm biased, but I truly believe that books make the best gifts.

They're the gift of knowledge, growth, insight, inspiration, escape and entertainment.

There's a book for every occasion, every relationship, every situation; they're easy to wrap and most look really fantastic before and after unwrapping.

But choosing a book for someone else can be quite the challenge.

What if they've already read it? What if they don't like it? What if (*gasp*) they aren't much of a reader?

I'll let that last one slide because I believe everyone can become a reader when presented with the right book.

But how to select such a volume?

At the Bookshop we offer a corporate gifting service. Businesses (or individuals) can buy books for their clients, and we will wrap, hand write a card, pack, and dispatch the book for them. Perfect for holiday reminders, as an onboarding gift service, or as a thank you at the end of a big job.

All you have to do is select which title to send, so in service of that goal, we've rounded up a few tips for choosing the perfect book for someone else — whether that someone is a friend, a colleague, a business associate, or a family member.

THINK ABOUT WHAT'S GOING ON IN THEIR LIFE

For every life event, there's a book to complement it. She's getting married; he's taken up cycling; they're starting a new company.

Whether you choose non-fiction full of appropriate advice or fiction exploring similar themes, the message is that you're paying attention and want to support what's going on in their life.

EXPAND ON KNOWN FAVOURITES

If you know a little something about the types of books they enjoy, you can use that as a jumping off point to select a gift.

Do they love a particular genre? Choose a new release in delicious hardback (picking a new book helps avoid the trap that they may have already read it).

Do they have a favourite author? Find a lesser-known work, a signed copy, or their most popular work in a beautiful edition.

Are they passionate about a particular artist or musician? Chances are there's a biography that will suit.

If they love horror films, true-crime podcasts, or cooking shows, you can select a book that will complement their screen time.

At the Bookshop we also love connecting the dots – so bring us a few clues about your recipient and we'll be happy to make you some recommendations.

CONSIDER THEIR AESTHETIC

If your gift recipient loves beautiful things, we think there is nothing quite so beautiful as a book. Even if they're not an avid reader, a beautiful book can be a welcome gift.

Whether they're house proud or perfecting their Zoom background in hopes of getting a 10/10 from Room Rater, a beautiful book can be a true objet d'art. Scroll their social media for hints and inspiration.

COMMEMORATE SOMETHING YOU'VE DONE TOGETHER

Think of things you've done with the person, places you've travelled together, experiences you've enjoyed together or work you've completed as a partnership.

For example, if you travelled somewhere together, consider a book of beautiful photography, interesting stories, or fantastic recipes from the region.

Attended a concert or show together? See if there's a book by or about the artist.

Love drinking wine and dissecting work projects after-hours? There are books for that, too.

IF ALL ELSE FAILS, CHOOSE SOMETHING YOU LOVE

While your sister-in-law or favourite vendor may not have the same taste in novels as you, they're still sure to appreciate a thoughtful gift. Sometimes it's enough to say, "I loved this book and I hope you'll enjoy it too." Whether they do or not is beside the point; it's the gesture that counts.

And, of course, the book lovers at *Mrs. Blackwell's Village Books* are happy to make suggestions and offer advice. Visit in person, fill in our webform or telephone for recommendations.



Mr Matthews will help you find the perfect book to gift to someone you love.

DELIGHT BY THE BOWLFUL

Soups and slow-cooked meals are among winter's greatest pleasures – from their tantalising house-filling aroma to their ability to feed the masses or provide reheated sustenance day after day.

The Bookshop has new soupy titles rolling in all season but a three of our favourites available right now are Soupology (\$33.90), Soup, Broth, Bread (\$50.90) and Slow Cooking (\$48.90).



MATARIKI - A TIME FOR LOOKING UP!

South Wairarapa's clear (hopefully!) winter skies are perfect for stargazing and celebrating Aotearoa's newest public holiday – Matariki. Learn about the Māori lunar calendar and the wonders of the night sky with these popular titles.



1 \$35.90

Matariki:
The Star of the Year



2 \$39.90

The Secret
Life of Stars



3 \$16.90

The Solar System:
A Ladybird Book



4 \$40.90

Stargazing for
Beginners

PENGUINS. BIG DEAL.

A group of swimming penguins is called a raft. A group of walking penguins is called a waddle (yes!). A collection of penguins just hanging, chilling, sharing sardine recipes and swapping scary leopard seal stories is called a colony or rookery. A collection of popular Penguin Classics with great discounts attached is called a wicked good deal!

Until the end of June, you can stock up from the Bookshop's extensive (50+) range of Penguin titles and if you buy two you'll get 10% off, buy three you'll get 15% off and buy four or more you'll get 20% off. Most titles are less than \$15.

You can claim these deals online too. Just use the codes 2PENGUIN, 3PENGUIN or 4PENGUIN at checkout.

"Gakker!". Apparently that's the sound a happy penguin makes.



PRETTY STINK GAME



You've probably all played Bingo at some stage. But has it ever involved matching animal species to their, um, leavings? If it has, and you weren't in possession of Poo Bingo at the time, well, you're ahead of the pack...

We have it on good authority from Mrs Gee that Poo Bingo is suitable and great fun for young and old.

Poo Bingo is part of a celebrated set of family games that combine traditional Bingo with learning about the world around us.

So why did we focus on poo?
It's called Attention Marketing, darlings!



www.villagebookshop.co.nz

Bingo

ALL THE DUKEBOX HITS!

ON SUBSCRIPTION! DIRECT TO YOUR DOOR!

DESIGNED FOR THE GENTLEMAN CHAMPION

Get four boxed selections (one every three months) of superior quality Duke Cannon gentlemen's grooming products and occasional surprises, delivered to your door, on one easy annual subscription.

Products chosen personally by Mr A. Blackwell, self-appointed guru of hygiene maintenance and odour warfare.

- Great gift!
- Each box includes a Big Ass Brick of Soap, a Solid Cologne, new releases from the Duke Cannon collection and the occasional surprise – valued at over \$60!
- Includes free copy of Blackwell Bugle (est. retail value \$49.90)
- Includes Mr. Blackwell's top dating tips. Listen to the man. He married well above his station.



“CYCLING LIFESTYLE MERCHANTS”
**BLACKWELL
AND SONS** ESTD 1943

Blackwell and Sons Limited
110 Main Street Greytown
Open 10am – 4pm daily
www.blackwellandsons.nz
All enquiries call Shane: 027 558 5503

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ESTD. 1991

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