

The business J.E. Cummings, The Value House continued as before, under the management of Mr W. Heyworth.

THANKS.

I wish to tender sincere thanks to the many Customers in Matamata and District for the very loyal support accorded me during the past 17 years that I have been in business in Matamata and to advise them that I am leaving on an extended holiday.

In my absence MR. W. HEYWORTH will act as Manager of the Business, which will be carried on as heretofore, and Customers, old and new, may rest assured that they will receive the same courtesy and attention which it has always been my aim to give.

Again thanking you.

J. E. CUMMINGS, DRAPER.
The Value House, MATAMATA.

Matamata Record 5th August
1937

The town was not bereft of news of the trip.

Mr. and Mrs. J. E. Cummings, of Matamata, are at present holidaying in Paris, and will return to England for Christmas. Early in the New Year they will leave on a comprehensive motor tour of Europe, returning in April to set out on a tour of England, Scotland and Ireland; and then will visit the Norwegian Fiords.

Matamata Record 9th Dec 1937

While in London J.E. Cummings gave away his wife's daughter, and they held the reception at the Alexandra Hotel, Hyde Park Corner.

Wedding Bells

MORLEY—WILLIS

Trudy (Dr. Gertrude Aphra) Willis, daughter of Mrs. J. E. Cummings, of Matamata, was married to Dr. Malcolm Lionel Robert Morley, at the Chelsea Old Church, London, on November 20. Trudy is the only daughter of Mrs. Willis, who was married to Mr. J. E. Cummings, of Matamata, a few months ago. Dr. Morley, who went Home some two years ago to pass examinations, is the younger son of Mr. A. E. Morley, of Westport. The bride was given away by Mr. J. E. Cummings, and Dr. Mary Watson, of Masterton, was bridesmaid.

Matamata Record 17 Dec 1937

A little over 6 months into the trip his manager Mr Heyworth has moved to Hastings. This must have been irritating! He was succeeded by R. White

Brief Mention

Mr. W. Heyworth, manager of J. E. Cummings' drapery establishment, Matamata, left on Saturday for Hastings, where he will join the firm of Harards, dress fabric specialists.

Matamata Record, 9th May 1938

In addition Beatrice Cummings' mother died. She was 85. Perhaps it was expected.

But then they were off to Ireland for a few months.

Latest news of Mr. and Mrs. J. E. Cummings, of Matamata, is that they are spending a few months in Ireland, visiting Dublin, Belfast and Limerick among other places.

Matamata Record 19 Sep 1938

Leading up to what is now known as World War 2, J.E. Cummings was posting home newspapers. (Matamata Record 28 Nov 1938)

But not until October 1939 is there any indication of them planning their return. Securing passage was not easy.

BRIEF MENTION

Word was received this morning that Mr. and Mrs. J. E. Cummings, of Matamata, intended leaving London later this month. At the time of writing war had not been declared.

Matamata Record 2 Oct 1939

IN LONDON

MATAMATA RESIDENTS

Looking for War Work

In a letter written on October 23 to a representative of this paper, Mr. J. E. Cummings, of Matamata, who has been touring for two years, stated that he had had great trouble in arranging passages for himself and his wife, but had at last been successful and they expected to arrive in Matamata before Christmas.

Mr. Cummings stated that he had had dinner with Dr. J. T. and Mrs. Laurenson in London on a night in October. The doctor and his wife had arrived from Scotland. They had been booked to return to New Zealand, but had cancelled their passages as the doctor was looking for war work "for the duration."

Mr. Cummings had also spent an enjoyable time with Mr. "Bill" Baddeley (companion of Matamata and Okoroire deep sea fishermen), who had been on a visit.

Matamata Record 23 Nov 1939

They did indeed make it home just in time for Christmas. Having left Southampton on November 5th 1939. First stop New York.

Mr. and Mrs. J. E. Cummings, who have been touring for over two years, are expected in Matamata on Saturday.

Matamata Record 21 Dec 1939

Several long but interesting descriptions of their amazing travels can be read in the Matamata Record. 25 Jan 1940, 30 Jan 1940, 5 Feb 1940 (opinions of Germany & Hitler) & 12 Feb 1940. The last describes a close up encounter with the Duke of Windsor on the golf course at Cannes.

TOURING THE WORLD

MATAMATA RESIDENTS' TRIP

Through the British Isles

An account of his world tour was given to a representative of this paper by Mr. J. E. Cummings, who returned recently after spending two and a half years touring Europe with his wife.

In their own car Mr. and Mrs. Cummings visited England, Scotland, Ireland, Wales, France, Italy, Germany, Switzerland, Belgium, Luxembourg, Holland, Denmark, Sweden and Norway.

Matamata Record 25 Jan 1940

It is only a couple of months before he is again donating a trophy. This time for the Matamata Swimming Club's Centennial Carnival.

In April he was awarded life membership of the Matamata Rugby Sub-Union.

The Matamata Record of 10 June 1940 reports on a Mock Court. His fine of £2 was the largest and suggests the length of the honeymoon had not gone without comment!

**J. E. Cummings, endeavouring to
create a record for honeymoons, £2.**

At the July 1940 Meeting of the Matamata Borough Council, (the first in the new chambers). Mr J.E. Cummings submitted a plan of a proposed subdivision of a section on the corner of Jellicoe Road. And in 1942 he offered to plant Cherry Trees on his street frontage.

TO BUILDERS.

Residence in Matamata. Tenders are invited for the above, and will be received until Tuesday 16th July. Lowest or any tender not necessarily accepted.

Plans, etc., may be obtained at the Office of J. E. CUMMINGS, Esq., MATAMATA, or at the Office of G. E. DOWNER, A.N.Z.I.A., Reg. Architect, 11, Ferry Bldg., AUCKLAND.

Matamata Record 11 July 1940

Resident's Gift

Mr. J. E. Cummings, Jellicoe Road, Matamata, wrote offering to plant his street frontage with flowering cherries. The writer stated that 20 trees would be sufficient at a spacing of 10 feet. He would plant these, but if the council had any fencing material it would be appreciated.

On the motion of Crs. J. Pohlen and J. Tims it was decided to write and thank Mr. Cummings and to approve of the planting of the trees, which the donor would maintain, but to regret that the council had no material on hand.

The engineer stated that he had approved the line on which the trees were to be planted.

Matamata Record 21 Sep 1942

He later paid for more Cherry trees to be planted along Firth Street.

BRIEF MENTION

Arbor Day was celebrated in Matamata on Wednesday, when some of the cherry trees donated by Mr. J. E. Cummings to the town were planted with due ceremony in Firth Street. Short speeches were made, and trees were planted by the Mayor (Mr. A. E. Wrigley), Mr. J. E. Cummings, the principal of the Matamata District High School (Mr. H. Fawcett, M.A.), and also by some of the senior pupils.

Matamata Record 5th August 1943

MEMORIAL TREES

FIRTH STREET
A CHERRY AVENUE

Gift From Mr. J. E. Cummings

An offer to donate sufficient trees to form a cherry avenue extending from Bedford Park railway crossing down Firth Street past the High School to the southern boundary of the borough was made by Mr J. E. Cummings to a recent meeting of the Matamata Borough Council.

In making the gift Mr. Cummings stated that if accepted he would like the borough to take it as a personal appreciation of those boys and girls who had left the town and district to give their services in this war, both at home and overseas.

The Mayor commented that he thought it was a very generous and acceptable gift.

The gift was accepted with thanks.

At a later stage in the meeting the foreman said the trees were what was known as standard trees, with a head on top and not bushy from the base like those already planted. It was Mr Cummings' wish to plant both sides of the street.

The planting arrangements were left with the foreman.

Matamata Record 31 May 1943

Dan Hay must have been glad to have his deep sea fishing partner back!

DEEP-SEA FISHING

MATAMATA PARTY

Exciting Trip Enjoyed

A party of Matamata deep-sea fishermen had a most-successful trip to Mayor Island last week when they landed seven striped marlin and two mako shark. The party comprised Messrs. N. L. Higginson, J. H. Hawes, J. E. Cummings and D. N. Hay, and the average weight of seven marlin was over 300lb. The sharks weighed 250lb and 175lb respectively.

Matamata Record 3 March 1941

Unsurprisingly J.E.C is actively involved in the Matamata Emergency Precautions Scheme (Wartime civil defence).

E.P.S. CONTROLLERS

MONTHLY MEETING

Much Detailed Discussion

The monthly meeting of controllers under the Matamata Emergency Precautions Scheme was attended on Thursday by the following: Mr. J. Buchanan (chief controller), Mr. C. C. Vincent (deputy controller), Miss E. V. Bell (W.W.S.A.), Messrs. J. Raethel (Law and Order), A. R. Charlton (Transport), C. D. Molesworth (Works and Services), G. Stewart (Fire), A. E. Wrigley (Lighting), B. C. Taylor (Supply), J. E. Cummings (Accommodation and Evacuation), Dr. J. T. Mackereth and Mr. R. Reid (Medical) and Mr. G. G. Griffiths (Information and Publicity).

Matamata Record 19 Jan 1942

The same year, they get around his apparent reluctance to be President of the Rugby union by making him Patron

In 1947, deliberations began with the aim of building a War Memorial Community Centre. By now you will not be surprised to find J.E. Cummings was on that committee, but he did put in an apology for a meeting. Again he had been ill.

Three prominent residents of Matamata have been overcome by serious illness recently. Mr. J. E. Cummings is slowly recovering after several weeks in hospital, while Mr. H. E. Schofield was rushed to hospital on Saturday and operated upon for internal trouble. Mr. J. Pohlen was taken ill this week and also had to be taken to hospital. All three are now progressing as favourably as can be expected.

Matamata Record 26 June 1947

CONCERT AND FASHION PARADE.

MATAMATA TOWN HALL.

TUESDAY 7TH OCTOBER.

Sponsored by J. E. Cummings.

**GROSS TAKINGS TO
R.S.A.
"FOOD FOR BRITAIN FUND."**

Leading Local Artists, including
"CAVE SISTERS," of 2YA.

Assisted By—

REG. MORGAN, PHIL. SHONE.
DUD. WRATHALL
(Radio Personalities of 1ZB).

Admission: 3/-.

Tickets obtainable at—

J. E. Cummings. C. E. Barry.
Miss D. Egan. Manly Milk Bar.
Carla Milk Bar.

The Record of 1 July 1948 and subsequent issues published a Matamata Directory "Who's Who in the District". J.E. Cummings was a Justice of the Peace.

DRESSMAKING !

WE HAVE PLEASURE IN ANNOUNCING THAT
MISS M. L. B. BECK

WILL COMMENCE DRESSMAKING AT OUR PREMISES AS FROM THE

1st MARCH

Only materials purchased from
J. E. CUMMINGS LTD.
will be made up.

ALL INTERVIEWS TO BE CONDUCTED AT WORKROOM DURING
BUSINESS HOURS ONLY

J. E. Cummings Ltd.

ARAWA ST.

PHONE 3.

Matamata Record, 21 February 1949

In November 1949, the Jay Cee (Matamata Junior Chamber of Commerce) conducted the first spring gardening competition. There were 39 entries, "all of a very high standard".

"The heavily handicapped garden of Mr and Mrs J.E. Cummings was in the opinion of the judges, one of the most outstanding of its kind they had ever seen.

The following year they are travelling to England again. This time they flew, it "only" took four days. But travelled back to Australia by boat, then flew back to New Zealand from Australia

Matamata Record, 8th June 1950

Matamata Record 2 Nov. 1950

FROM MATAMATA TO LONDON

NEWS OF MR AND MRS J. E. CUMMINGS

In an airmail letter from London Mr J. E. Cummings writes to Mr Roy White to say he and Mrs Cummings had "quite settled down to London life" after a few weeks of getting about the city.

The air trip to London, which took only four days, was well worth while, writes Mr Cummings. There was not a cloud in the sky and brilliant sunshine all the way from Auckland to London. They travelled at 10,000 to 15,000 feet above sea level all the way, except that in order to cross the Swiss Alps their plane went up to 18,500 feet. Even then it seemed that the plane was perilously close to the snow-covered

slopes a few thousand feet below. "It was a sight I shall not forget for a long time," Mr Cummings says.

There were overnight stops at Singapore, Karachi and Cairo, and stops for refueling at Sydney, Darwin, Calcutta and Rome.

While the plane was at the Rome airport its passengers did a three hours' sight-seeing trip of the city. Rome was crowded for Holy Year.

From London Mr and Mrs Cummings plan to make a motor tour of the Continent. They have taken delivery of a car, and have booked seats for the famous Passion Play at the village of Oberammergau in Bavaria on July 18.

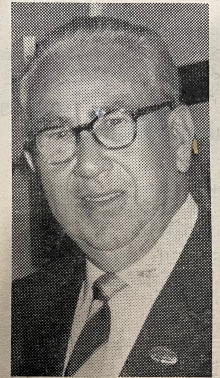
Mr Cummings concludes by saying he was going to the cricket match, M.C.C. v. West Indies, at Lord's.

John Edward Cummings died on the 10th March 1964, and was buried in the Matamata Cemetery.

989 John Edward, husb. of Beatrice Ethel CUMMINGS, d.10 March 1964. Also his w. Beatrice Ethel, d.19 August 1968.

These Cummings had no children. In his will he left all to his wife, other than £500 to each of his surviving sisters. Annie Philpott & Elizabeth Davies.

Large Funeral For Matamata Businessman



Under sunshine and showers and with a wealth of eulogy from all who attended, the funeral of Mr J. E. Cummings, who died suddenly on Tuesday, took place yesterday morning.

After a service at his home in Firth Street, conducted by Father D. V. Silk, a large cortege left for Matamata Lawn Cemetery. It passed by his business house in Arawa Street of which he had been so proud for so many years.

Father Silk conducted the graveside service and Mr A. G. Findlater, J.P., spoke with feeling the Returned Soldiers Association burial oration.

Mr Cummings served in the infantry with the First N.Z.E.F. during the First World War.

President of the Matamata R.S.A., Mr P. W. Gibson and Mr J. E. Davidson, a life member, were in charge of a strong representation of First and Second War men at the graveside.

Pallbearers were close friends and comrades in

arms of Mr Cummings. They were:—

Messrs D. N. Hay and B. F. Scherer (Matamata Club), C. P. Quinlan and R. Hastings (R.S.A.) and W. W. Knutz and A. D. Molesworth (Matamata Rugby Sub-Union).

Mr Cummings was born in Waikino, near Waihi, and came to Matamata in 1910.

Co-founder of the Matamata firm of J. E. Cummings Ltd., Mr Cummings was prominent in Matamata business circles for over 50 years.

With his sister, Miss Milly

Cummings, he founded the business in September, 1910.

Keenly interested in all sport, Mr Cummings was elected to the management committee of the Matamata Sub-Union in May, 1912.

After 31 years' service to Matamata rugby, he was elected a sub-union life member in 1940.

He was secretary of Matamata Rugby Sub-Union from 1920 to 1924 and president from 1925 to 1937.

Mr Cummings was associated with the Bowler brothers of Peria in the forming of the Bedford Park Trust Board.



This photograph taken in 1960, 50 years after the founding of the business.