

1. What nationality was the founder of Woolworths?

A. Canadian B. British C. Irish **D. American** Frank Woolworth was born in Rodman, New York in 1852.

2. What was the firm's maximum price in Britain until World War II?

A. One penny B. Threepence **C. Sixpence** D. One pound. **Nothing over sixpence was the chain's motto.**

3. What colour was most associated with Woolworths?

A. Black **B. Red** C. Green D. Blue **The chain used a red background or red lettering for all 100 years.**

4. Where did Frank Woolworth build a skyscraper that was the world's tallest building?

A. New York B. London C. Tokyo D. Peking. **The Woolworth Building opened in 1913 in Broadway Place. It still stands today and is still distinctive in the skyline.**

5. Which ONE of these ranges was never stocked by Woolworths' stores around the world?

A. **I-pads** B. Pictures costing over £10,000 C. Motor Cars and Mopeds D. Adolf Hitler Tea Sets **These hadn't been invented when the main store chains closed!**

6. Which one of these characters was not used to advertise the Woolworths brand?

A. Woolly and Worth B. Keith C. Homer Simpson **D. Ronald McDonald** (Woolworths launched the Simpsons Movie and dressed the larger store fronts with Donuts. Keith the Alien was a hit in the late 1990s.)

7. What was the largest number of Woolworth stores that trade at the same time around the world?

A. Forty B. Four hundred **C. Four thousand** D. Forty thousand **(Over 2200 in the USA/Canada, 1200 in Britain and 500 in Germany as well as chains in Mexico, Cuba and Spain in the 1960s)**

8. In what year did a British Woolworths store take over £1 million in a single week for the first time?

A. 1912 B. 1982 **C. 2002** D. 2008. **Thurrock Lakeside was the first, followed by Big W Edinburgh.**

9. What relation was the heiress Barbara Hutton (known as the 'Million Dollar Baby') to Frank Woolworth?

A. Wife B. Mother C. Daughter **D. Granddaughter** **During her lifetime Babs spent the equivalent of £5 billion today and died with under £500 in the bank. It didn't bring her much happiness.**

10. British Chancellor of the Exchequer (and later Prime Minister) Gordon Brown told the House of Commons that Woolworths was the first company to be allowed to name a national asset in 1940. What was it?

A. A building B. A double-decker bus **C. An aeroplane** D. A railway train **Two Spitfires for the RAF called 'Nix Over Six Primus' and 'Nix Over Six Secundus', schoolboy Latin for 'nothing over sixpence'. The firm's Chairman was working for the Air Ministry at the time and pulled strings to get the names through.**

11. How much did the chain sell 9 carat gold rings for? **The Bullseye Rings were a twentieth of the cheapest price elsewhere and were an overnight sensation. They contained the minimum possible amount of gold, but were hallmarked for sale in Britain.**

A. 3d (pence) (UK) 5 cents (USA) **B: 6d (UK) 10 cents (USA)** C. 10 shillings (UK) \$1 (US) D. £1 (UK) \$2 (USA)

12. Which was the chain's busiest season in both Britain and America?

A. Easter B. Back to School C. Thanksgiving **D. Christmas** **The US company was nicknamed 'America's Christmas Store' and the 'Golden Quarter' running up to the big day contributed all of the chain's profit in the UK.**

13. When did the last store close?

A. 1997 B. 2008 C. 2009 **D. There are still stores open.** **The former British subsidiary stores in Harare, Zimbabwe and Kingston, Jamaica (which were sold to local management in 1984/5) continue to trade, looking remarkably similar to how they did when they opened in the late 1950s.**

14. What did the British Company call the weigh-out sweets department?

A. Candy B. Sweet Treats **C. Pic'n'Mix** D. Wonderful Woolworths **Despite an outsourcing deal with Candy King in 2004/5 the pic'n'mix name was retained. It was the British company's most famous range.**

15. Which chain of shoe stops was founded by Woolworth and is run today by the original parent company?

A. Clark's B. Start-Rite **C. Footlocker** D. Streets Ahead. **The American F. W. Woolworth Co. was renamed Venator Inc. in the 1990s and changed its name again to Footlocker Inc. to reflect its most successful brand-name. It trades more than 4,000 shops under a variety of names. Meanwhile when Kingfisher bought Woolworths in 1982 they didn't want Footlocker and left the brand name and the handful of stores with the parent company when they took over the other British assets.**

16. Which James Bond star appeared on Knitting Patterns for Woolworths at the start of his career?

A. Sean Connery B. George Lazenby C. Timothy Dalton **D. Roger Moore.** **The man with the golden eyebrows started out as a male model, and sports a number of 'cardies' in sixpenny patterns from the Sixties. In some he appears alongside another big name star – the Gurka's Champion and Absolutely Fabulous Joanna Lumley. Strange old world!**

17. Which screen legend appeared in a Woolworths TV commercial in 2008?

A. Tom Cruise B. Michael J. Fox **C. Jackie Chan** D. George Clooney. **In the spoof Kung Fu commercial Chan has great dialogue including the words "You naked" before hitting Woolly "right in me Jackie Chans"! Critics complained at the cost of getting such a big name, but sales of WorthIt! Clothing and around the store rocketed when the adverts went out, making it easily pay its way.**

18. Which part of the British Woolworths survives today?

A. The Big Red Book B. The High Street shops **C. The woolworths.co.uk website.** D. The Pic'N'Mix Counter

Shop Direct bought the brand name and took it on-line in the Spring of 2009, putting paid to efforts by some of the chain's former Directors to relaunch the High Street stores. Maybe one day they will re-open the stores, perhaps as a franchise.

19. In which decade did the Woolworths stores first record cash profits for the year of over £100m?

A. The 1950s B. The 1960s C. The 1970s **D. The 1990s.** **Profits exceeded £100m in 1998 and 1999 before restructuring took place as part of the demerger from Kingfisher.**

20. In November of which year did the chain make its largest ever single day's sales?

A. 1938 B. 1978 C. 1998 **D. 2008.** **Ironically news of the chain going into Administration prompted huge numbers of people to visit the stores as frantic efforts were made to secure new funding. At the time the counters were well stocked with Christmas items, many of which sold at full price, generating the biggest ever day's sales.**