

2007
永安百貨
一百周年

100

Wing On Department Stores
Celebrating 100 Years of Retailing

WING ON 永安百貨

WING ON 永安 Plus

香港 1907 HONG KONG







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Wing On Department Stores
Celebrating 100 Years of Retailing

WING ON 永安百貨

wing on
永安 Plus

The Wing On Department Stores (Hong Kong) Limited
is a subsidiary of Wing On Company International Limited (stock code: 289)
which is listed on the Hong Kong Stock Exchange

Registered Office: 7th Floor, Wing On Centre, 211 Des Voeux Road Central, Hong Kong.

Sheung Wan Main Store : Wing On Centre, 211 Des Voeux Road Central, Hong Kong
上環總店 : 香港德輔道中211號永安中心

wing on *Plus* (Nathan Road) : Wing On Kowloon Centre, 345 Nathan Road, Kowloon
彌敦道店 : 九龍彌敦道345號永安九龍中心

Taikoo Shing Store : Cityplaza, Units 074 & 144, 18 Taikoo Shing Road, Hong Kong
太古城店 : 香港太古城道18號太古城中心074及144號鋪

wing on *Plus* (Tsim Sha Tsui East) : Wing On Plaza, 62 Mody Road, Tsim Sha Tsui East, Kowloon
尖東店 : 九龍尖沙咀東部麼地道62號永安廣場

Discovery Bay Store : Shop 114, Block C, Discovery Bay Plaza, Discovery Bay, Lantau Island
愉景灣店 : 大嶼山愉景灣愉景灣廣場C座114號鋪

Website 網址: www.wingonet.com

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CONTENTS 目錄

| | |
|--------------------------|----|
| Preface 序文 | 7 |
| Introduction 緒言 | 9 |
| A Modest Beginning 永安的開始 | 11 |
| A Century In Review 百年回顧 | 27 |
| Wing On Today 今日永安 | 85 |

PREFACE

It gives me great pleasure to introduce this centenary publication to you to commemorate the founding of our Wing On department stores business in 1907. Wing On owes its beginning to the foresight, wisdom and hard work of the founding Kwok brothers: my granduncle, James Gock Lock and my grandfather, Philip Gock Chin, at the turn of the 20th century. As a third generation "Wing On" Kwok family member, I am proud and honoured to share with you 100 years of our retail experience in this book. I also take this opportunity to pay special tribute to all our colleagues and staff, past and present, whose contribution and devotion to the business have helped us achieve our first century. Most importantly, I would like to thank all our customers who have patronized our stores over the years. Without their loyal support, we would not be here today celebrating our first 100 years of retailing. We look forward to your continued support and shall always be ready to make your shopping experience at Wing On a happy and rewarding one.

Karl C. Kwok

Chairman

Wing On Company International Limited

Hong Kong

2007

序文

永

安百貨創辦於一九零七年，欣逢今年為公司成立一百周年。為慶祝這個重要時刻，本人謹藉著這本圖文並茂的百周年紀念特刊與閣下分享「永安」百載所走過的日子。

「永安」於二十世紀初，由郭氏兄弟，即本人的伯祖父郭樂先生及祖父郭泉先生，憑著遠見、智慧及奮鬥精神而創立。作為「永安」郭氏家族的第三代後人，本人深感自豪及榮幸。

藉此喜慶時刻，本人謹向與「永安」一起努力的同事和員工所作出的貢獻和忠誠服務，使公司業務得以邁進新紀元，表示衷心感謝。

本人更藉此向一直以來支持「永安」的顧客致以萬二分謝意。沒有顧客們的忠心支持，就沒有今天共同分享一百周年的喜悅。

衷心希望大家繼續支持「永安」，讓我們繼續為大家帶來愉快和稱心的購物體驗。

主席

郭志樑

永安國際有限公司

二零零七年

香港

INTRODUCTION

Originally known as the Wing On Company when founded in 1907, Wing On Department Stores offers the convenience of one-stop shopping complemented by friendly customer service for the entire family. A wide range of quality merchandise is sourced regionally and from overseas. Having served at least five generations of shoppers in the past 100 years, Wing On has become a household name. We are always conscious of the ever changing needs of our customers from generation to generation and are constantly striving to improve our merchandise selections and the tools of our trade. At the onset of the computer age in the 1970s, Wing On was one of the first major department store chains to install and use computerised systems to handle merchandise management, inventory control and sales processing with the point-of-sale (POS) system. Wing On was also one of the first retailers to join cyberspace e-commerce with the introduction of our NETshop in the 1990s. Moving into the future, Wing On will continue to provide and cater to the 21st century shopping needs of our discerning customers for generations to come.

Lester C.H. Kwok, J.P.

Chairman

The Wing On Department Stores (Hong Kong) Limited

Hong Kong

2007

緒言

成

立於一九零七年之永安公司，亦即現今的永安百貨，一向為顧客提供方便的一站式購物服務，並由世界各地搜羅各式各樣優質貨品以供顧客選購。在過去的一百年，永安至少已為五代顧客服務，可說是家傳戶曉的百貨公司。為迎合不同時代顧客之需要，永安在不斷發掘更多新穎商品之餘，更同時為配合社會的進步，優先採用先進科技來提升永安的服務質素。在電腦時代的開端，永安早於一九七零年代已率先採用電腦處理零售業務，並成為香港百貨業最早使用銷售點終端機電腦系統的先驅。更在一九九零年代，網上購物的萌芽期，永安已建立網上購物平台Wing On NETshop，為傳統零售業打開營銷手法的新一頁，為顧客提供更快捷方便的網上購物服務。展望將來，永安會繼續本著以客為先的宗旨，努力提供優質的商品及高質素的服務，來迎合二十一世紀精明顧客的購物需要。

主席

郭志桁 太平紳士

永安百貨有限公司

二零零七年

香港

A MODEST BEGINNING



An artist's impression of Chuk Sau Yuen, the Kwok family's native village in Zhongshan, Guangdong Province, circa 1870
畫家筆下之一八七零年代廣東省中山縣竹秀園村 - 郭氏家族祖居



永安的開始

A MODEST BEGINNING

郭樂



Mr. James Gocklock
創辦人郭樂先生
(1872-1956)

郭泉



Mr. Philip Gockchin
創辦人郭泉先生
(1876-1966)

Exciting tales of vast fortunes to be made and new worlds to be pioneered spread through a wearied China in the late 19th century. There had been the fabled "Gold Mountain" of California in the 1840s and, by 1890, a "New Gold Mountain" was being whispered, far to the south in Australia. For one eighteen-year-old farm lad in Guangdong Province, the lure was irresistible.

Gock Lock watched frustratingly that year as another surge of flood waters destroyed his family's rice crops. There would be another lean year ahead for him and his four brothers and for their native village. He had heard, probably from teahouse talk, that one could get a cheap steamer ticket to the "New Gold Mountain" for \$280. He borrowed the money from his father and set off for Hong Kong where he bought ship passage to Melbourne.

Reality in Australia was far different from the glowing promises he had heard. Melbourne was then an unfriendly place for work-hungry Chinese immigrants. He trekked north to Sydney where he had heard one could work on garden farms outside the city. There he encountered fellow villagers from his home county in China who were operating vegetable farms for the markets of Sydney. They gave him a job.

Field labour was hard and the soil not as fertile as the alluvial earth of his native Zhongshan county. He had to get up at three in the morning to head for the vegetable patches where he worked unceasingly until after nightfall. But his friends paid him 12.5 shillings a day which he carefully saved. Tough-minded, energetic and enterprising, young Gock Lock was ready within three years to venture on his own.

It was nothing big, hardly the "Gold Mountain" of his dreams. He went to the Sydney market where he purchased a barrow from which to hawk fruits and vegetables. He was in his element; a free entrepreneur. From then on, the world came to Gock Lock.

He quickly revealed his skill for business by making a trip to Fiji where he arranged to purchase bananas. Soon he was a successful fruit wholesaler in Sydney. By 1897, five years after he had left farm work, he was ready to open his own store. He had previously been involved with a village friend in a store called Hop Lee Company, but he was determined to go into his own retail venture. His friends loaned him funds and with his own savings, he established his first grocery on a capital of £1,400.



The house at Chuk Sau Yuen
竹秀園故居

A MODEST BEGINNING

For a name he judiciously chose "Wing On", meaning "perpetual peace". That name was to become famous throughout the Far East even though the company has known little of the peace its title proclaims.

For the next ten years the Sydney store grew slowly while Gock Lock learned the entrepreneurial skills for which he became famous.

His younger brother, Gock Chin, also decided to leave home to seek his fortune across the seas. At the age of 15 he sailed to Hawaii. There he had the luck to land a job as a helper in a lawyer's office and, later, to work in the British Consulate. With an adroit mind, he learned both English and Hawaiian, and something of the importance of commercial law.

After three years, he went back to China where it was suggested he might go to Sydney to help with his elder brother's business. He bought a share in the Wing On store and bent his efforts toward making the business a success. The two brothers formed a close collaboration which lasted throughout their lives and into their children's and their children's children.

Their personalities were different, yet complementary, Gock Lock was tough, hard-driving; a man of undisputed talent as an enterprising businessman. Gock Chin was soft-spoken, calm, a brilliant administrator. Gock Lock adventured and discovered startling ideas; Gock Chin made these ideas work.

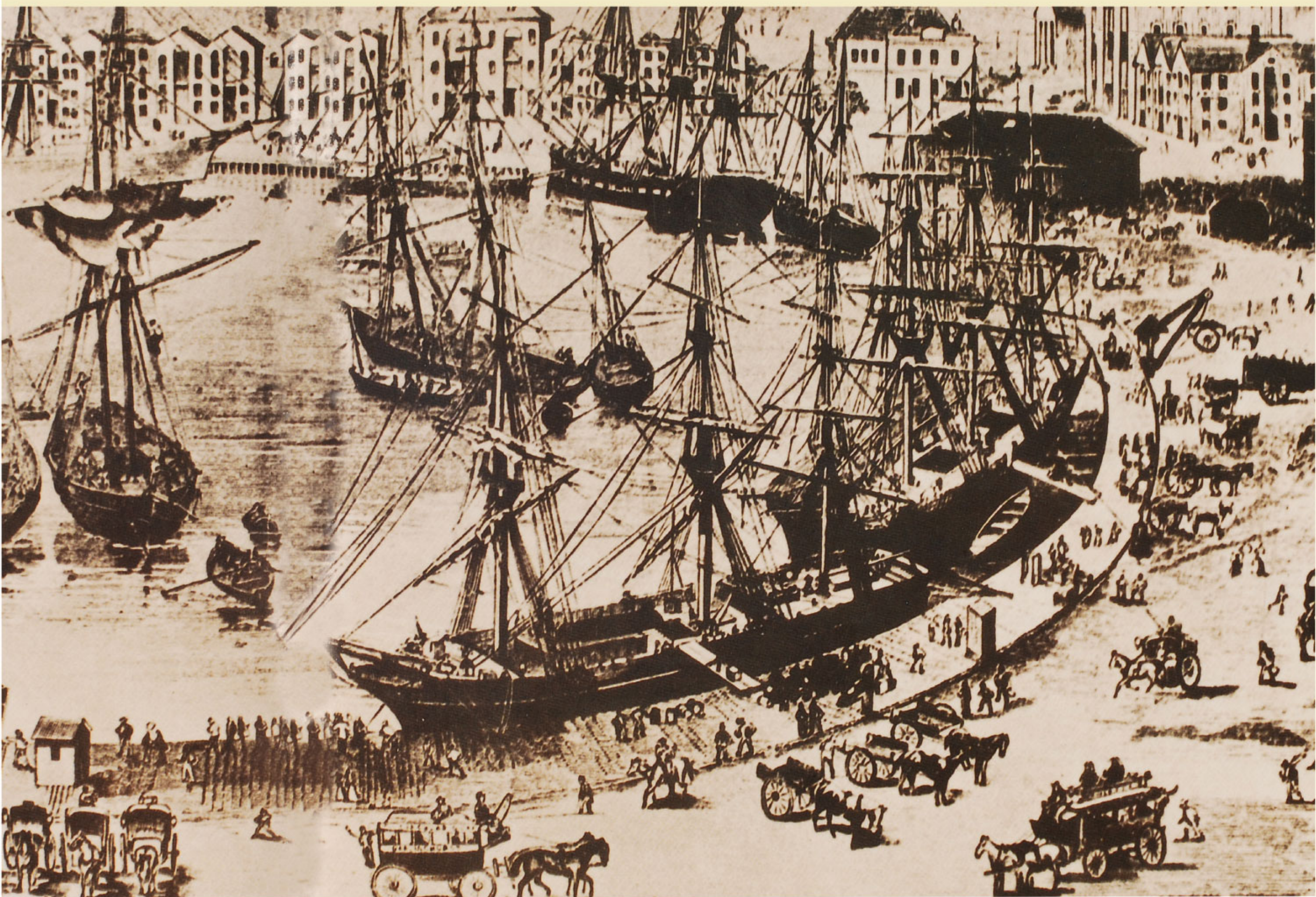
The complete story of the Gock brothers Australian ventures is now almost lost in history, but several important developments can be traced.

Both brothers were converted to Christianity, reportedly by an evangelical Chinese pastor who also taught them English. This new faith was to make a deep impression on their lives and to provide them with a moral underpinning which became a vital characteristic of all their dealings, both private and public. They became ardent churchmen and committed much of their resources in both money and personal effort to good works.



The Wing On Company Limited in Sydney in the early days
早期於澳洲雪梨開設之永安公司

永安的開始



Sydney harbour and the waterfront district, circa 1890
郭氏兄弟創業之發源地 — 一八九零年代澳洲雪梨海港碼頭區

A MODEST BEGINNING

On Sundays, their employees could attend church prayer meetings in the store, a practice that continued for many years until the numbers became too many to accommodate within the limited store space available.

The brothers became knowledgeable about English commercial law and practice in addition to learning English as a second language. This was to stand them in good stead when they returned to found their empire in the then British Colony of Hong Kong and later in Shanghai.

And importantly both brothers became exposed to a new kind of commercial spirit; the optimistic, expansion-oriented, self-assuredness of pioneering. The contrast evident between the torn, dispirited environment of China during the last days of the decadent Manchu dynasty and the sparkling rambunctiousness of young Australia was as night and day.

Chinese merchants had long been known as great businessmen. They were thrifty, cautious, astute, some even describe them as cunning and devious. But they were seldom adventurous.

Life in Imperial China was too perilous to throw caution to the wind, or risk too heavily. But add to this natural conservatism just the right spark of pioneering, of realization of opportunity, and the result is astounding modern business acumen.

It was just this combination which miraculously came together in Gock Lock and his brother Gock Chin. They took Christian baptismal names, becoming James Gock Lock and Philip Gock Chin. (The family name was translated Gock on immigration documents. Later when sons began to enter English schools in Canton and Hong Kong, the Cantonese dialect was anglicized as Kwok by teachers, and thus became the accepted spelling retained to this day. In Putonghua, the transliteration is Guo.)

Both brothers possessed a sense of business and personal integrity. One story is that when James Gock Lock was inadvertently handed a bag of £1,000 in gold coins instead of £500 he had ordered at a bank, he returned it immediately, explaining the error to the banker. Henceforth, he had no trouble getting credit or service from that bank.

永安的開始



Wing On in Hong Kong 1920s
一九二零年代之永安公司外貌

A MODEST BEGINNING

The word of Wing On on any contract has never been doubted. The brothers handed down this basic precept of commercial life to their sons. When other companies were defaulting or hedging because of wars or exceptional losses, Wing On paid its debts, its employees and those who entrusted money to its safe-keeping.

After ten years in Sydney, the two brothers decided to return closer to their home. China was in turmoil but winds of revolution were blowing strong and it was felt only a matter of time before the old Manchu Dynasty would fall and a new Republican China emerge. It did happen, in 1911, but turmoil did not subside.

The nearest safe place to their Guangdong home for a business was Hong Kong, then enjoying a period of prosperity as the primary South China colony and naval base of the British Empire. The two brothers found a small store location on Queen's Road Central, No. 167. With \$160,000 from their own savings and investments from friends and fellow villagers, they opened Wing On on August 28, 1907.

Within three years, the company, expanded to provide not only groceries but all manner of general provisions, was ready to move to larger premises on Des Voeux Road. Another \$440,000 went into the new location. In those days property along that end of Victoria town on the Island was not considered prime, occupied largely by rows of small, non-descript Chinese shops. But that conception proved erroneous. Within a decade the premises was worth a solid \$2,000,000, a great sum in those days.

With shrewd insight, the brothers picked up an additional 40,000 square feet of land in ten plots between 207-235 Des Voeux Road and 104-118 Connaught Road on the waterfront. They enlarged their store, established an informal savings deposit and banking department, opened a general insurance company in 1915, built adjacent godowns for themselves and other merchants, and increased their property holdings.

By 1925 Wing On was the major Chinese department store in Hong Kong. It even boasted an adjoining hotel, the Great Eastern, where businessmen and customers travelling to and from China could find friendly and secure accommodation.

As China opened up during the early Republican years, new business opportunities appeared - and Wing On followed. James Gock Lock established a Wing On store in Shanghai in 1917 which soon spread the fame of Wing On through the Yangtze river valley and into Central China.

By 1940 Wing On had expanded into textile mills business in Shanghai and developed financial services in Hong Kong. Wing On's presence in the region was firmly established.

永安的開始



Wing On in Shanghai 1920s
一九二零年代之上海永安公司外貌

A MODEST BEGINNING



A painting of Wing On in Shanghai 1930s
一九三零年代之上海永安的油畫

十

九世紀末期，不少有關在海外探險致富之傳奇故事，在當時貧弱之中國社會中，已家傳戶曉。一八四零年，有在美國加利福尼亞州發現金山之傳說，一八九零年，又有在澳洲南部墨爾本發現新金山之報導，此等消息，曾鼓舞一十八歲之廣東農村青年——郭樂之雄心壯志，抑且對其為難以抗拒之誘惑。

當年，郭樂目睹家鄉洪水再度成災，農作物盡受摧毀，無限沮喪。郭氏五昆仲，深知此又是艱苦之一年矣！郭樂偶在茶亭之間談中，聞悉二百八十元即可買獲一張廉價船票，前往澳洲新金山，於是向乃父借獲此項船費，乃抱一顆雄心，半肩行李，毅然隻身先往香港，然後再從香港轉往澳洲墨爾本。惟澳洲並非如其所聞之充滿希望及大有前途，而墨爾本對中國移民而言，亦非友善，結果，郭樂北往雪梨，在市郊農場，找尋工作，在此期間，適與一同鄉邂逅，彼等乃開設一供應蔬果與雪梨市場之小型農莊，郭樂於此遂得一枝之棲。

澳洲土壤，不如中國廣東中山縣之肥沃，因之工作備極艱苦，郭氏每日凌晨三時，即到田間工作，胼手胝足，直至夜幕低垂，然後回家。當時每日工資僅為十二先令半，郭氏將其縝密積存，不及三年，已頗為可觀。滿充勁力，懷抱雄心，及有實業家頭腦之青年人郭樂，已準備創立自己之事業，不再作「掘金」之夢想。爰在雪梨市場購得手推車一輛，販賣水果菜蔬，其「獨立企業家」之願望，於焉開始。由於對人以誠以信，律己克儉克勤，而其事業亦從此扶搖直上。

稍後，郭氏前往菲芝群島，向當地僑商採購香蕉，以經營得法，誠信能孚，不久，即成為雪梨市極為成功之水果批發商。在離開農場工作五年後，即一八九七年，郭氏曾與同鄉合辦「合利」商店。繼而郭氏決定獨資創業，以其積蓄，益以友人之貸款，僅以一千四百英鎊之資金，成立第一間雛型商店，命名「永安」。

「永安」之名，寓意於永遠安寧。厥後業務發展之過程，雖非一如其名之永遠安寧，然「永安」二字，則漸名聞於遠東矣。其後十年，業務進展雖云緩慢，然郭氏在此期間，累積經驗，熟諳貿易技巧，使其後來艱辛創立之事業，得以日益發煌，蜚聲海外。

郭樂之弟郭泉，由於家鄉窮困，及乃兄遠涉重洋，勤苦創業之感召，年方十五，亦決定離家前往夏威夷，謀求發展。在該地初任律師助手。旋在英國領事館工作，由於天賦敏慧，不久即諳習英語，夏威夷語，與及重要之商業法律。三年後，郭泉重返家園，徇家人之建議前往雪梨，勸助乃兄發展業務。乃加入為「永安」股東，殫精竭力，共同擴展業務。伯仲二人，終生通力合作。此種精神，若子若孫，至今奉承弗替。

郭氏兄弟，個性雖有不同，然能彼此相輔相成，立功立業。郭樂耐勞，勤懇而富有貿易天才；郭泉則忠誠和易，頭腦冷靜，實事求是，勇於實踐。郭樂富於冒險性，常有驚人之見解，而郭泉則能將其理想付諸實現，誠難兄難弟，相得益彰也。彼兄弟在澳洲奮鬥之故事，雖已成歷史陳跡，然尚有數事，至今仍為人所津津樂道者。

A MODEST BEGINNING



郭氏兄弟嘗從一中國牧師學習英語，繼而受洗，信奉基督，而此種宗教信仰，不但深深銘刻其生命之中，且成為其立身行事之精神指導。彼等俱為虔誠之教徒，凡屬榮神益人之善舉，無論在出力或輸財方面，均有重大之貢獻。

郭氏兄弟，熟諳英國商業法律，此對其日後在英國殖民地之香港與上海之租界，創立事業，有極大之助力。其尤要者，郭氏兄弟早歲所曾接觸者，為一嶄新之商業社會，藉此養成雄心萬丈，無比自信之創業精神，充滿朝氣，幹勁十足。夫以充滿朝氣而又年青之澳洲，與在沒落滿清統治下積弱百年之中國相較，自然成一強烈之對比。

永安的開始



No. 2 Mill, The Wing On Textile Manufacturing Co., Ltd in Shanghai 1930s
一九三零年代上海永安紡織有限公司第二廠

中國商人，向以節儉勤謹，及精明幹練稱著，每貽外國人以誤會，認為彼等乃屬狡詐之徒及不擇手段者，然此實外國人之未能明瞭中國商人之作風而已。惟中國人極少有冒險精神，蓋生長於帝國時代之中國人，皆在苟且偷安之環境下生活，不願冒險犯難，以招致生命財產之損失。倘有人在適當環境之下，在保守中參以冒險精神，謹慎處理，在創業經營方面，不斷把握機會，則其事業之成就，自然嶄然出眾。郭氏兄弟具備上述種種條件，其能達致日後之輝煌成就，自非倖致。彼等受洗之英文名字，稱為詹姆士郭樂，及菲臘郭泉，(彼等之姓氏，在移民証件上譯為GOCK，在普通話譯音中則為GUO，其子弟就讀於廣州或香港之學校時，則依照廣東音譯為KWOK，一直沿用至今。)

A MODEST BEGINNING

郭氏兄弟，均有正直忠實之性格，富於商業道德。據稱，郭樂壯年之時，曾在澳洲某銀行提取五百金鎊，銀行職員誤付與一千金鎊，郭氏立將多付之數退還與銀行，從此，郭氏在該銀行享有良好之信用。

「永安」名號，在任何合約上，從未發生疑問與膠輻，郭氏兄弟將其處世之寶貴箴言傳授其子孫，別家公司，輒因戰爭或其他意外事故之發生，即往往終止或拖慢履行其合約，然「永安」在任何環境下，對合約上之承諾皆遵守履行，永不背約。永安良好商譽之能蜚聲中外，實非徒託空言。

居留雪梨十年後，郭氏兄弟決定返回較近故鄉之地方，謀求發展。當時中國正處於大動亂時代，革命運動，積極進行，滿清政府之失敗，及新中國之誕生，指日可待。香港乃距離廣東中山縣最近之商港，且屬英國之殖民地及海軍基地，不受中國動亂之影響，可自由安全發展商業。郭氏兄弟以其積蓄，加以朋友、鄉親之投資，共得資本一十六萬元，於一九零七年八月，在皇后大道中一百六十七號，開設「永安」公司，經營百貨業務。



永安的開始



經歷短促三年時間，永安公司業務，迅速發展，郭氏兄弟，以四十四萬元購得德輔道中新址，以擴展業務。其時上環一帶，多為小規模之中國商店，不受重視，然此觀念殊屬錯誤，蓋永安公司之新店址於十年之間，地價已上升至二百萬元，在當時而言，此實為極龐大之數目。

郭氏兄弟，以敏銳之目光，再購入鄰近海傍之德輔道中二百零七號至二百三十五號，與及干諾道中一百零四號至一百一十八號合共四萬平方尺之物業，繼續擴展業務，附設儲蓄存款部門。一九一五年，復附設水火保險部門，繼而又興建貨倉及增購物業，一九二五年，「永安」已成為香港華人創辦之最大商業機構。繼而開辦大東酒店，往來中國與香港間之仕商或出入國門之華僑，皆以此為舒適安樂之居停。

在中國推翻滿清，建立民主政制後，各種新興企業開始萌芽，「永安」不甘後人，郭樂兄弟以其卓越之遠見，即在上海設立永安公司。不久，「永安」之名，迅即傳揚至長江流域及華中一帶。

在一九四零年，永安之業務更擴展至上海紡織業及於香港成立金融業務。永安當年可稱根基穩固矣。

Wing On in Shanghai 1930s
一九三零年代之上海永安公司外貌

A CENTURY IN REVIEW



The Original Store on Queen's Road Central Hong Kong 1907
一九零七年位於皇后大道中之永安公司



百年回顧

A CENTURY IN REVIEW

香港永安公司
WING ON CO.
IMPORTERS, EXPORTERS and GENERAL MERCHANTS.
Gents' Outfitters.
MERCERY, DRAPERY, HATS, BOOTS & SHOES.
SILKS & FOREIGN GOODS OF EVERY DESCRIPTION.

香港 永安公司
 價不二重無欺
 本公司親自選辦紗羅綢緞全球洋貨正頭五洲食品鐘錶首飾傢私什物玻璃磁銅鐵器玩意物件學校用品接辦中西衣服男女革履手巾遮扇帽襪棉毛毯被上海花素靴鞋等件精美均備批發格外相宜送蒙 士商賜顧請移玉步到德輔道中門牌第貳百零九號貳百零壹拾壹號貳百壹拾貳號直達康諾道壹百零七號一百零八號惠臨是荷
 香港永安公司謹告

GROCERIES, SILVER WARE, SEWING MACHINES, RATTAN WARE, IRONMONGERY, CHINA GLASS, & CROCKERY WARE, FURNITURE &c., JEWELLERY, TOBACCO, CIGARS & CIGARETTES, WATCHES & CLOCKS.

HONG KONG.

Telephone - 198.

Poster designed in U.K. 1910s

一九一零年代於英國印製之彩色廣告

Advertisements in early days
早期之廣告

香港 永安有限公司

號壹四中康 部購郵 號式七中德
壹四號至壹零 部購郵 式七號至二零
四 至 零 五 至 零 道

THE WING ON CO., LTD.
MAIL ORDER DEPT.

207-225, Des Voeux Rd., C. HONGKONG 104-114, Connaught Rd., C.

章程畧列

香港為舶來貨品及南中國土產出入之總
匯萬貨蒐集無美不備凡價皆廉本公司向
來選辦環球貨品輸出中華國產久已馳名
中外特為利便遠方顧客購辦貨品起見特
設此部舉凡郵政通達之處均可利用郵遞
直接向本公司採辦貨品

(一) 將貨品詳細臚列說明連同貨價寄

下當妥為辦理如有樣本夾來更妥

空函訂購恕不應命

(二) 寄欸須由銀行或郵局滙寄滙單另

交郵掛號寄發

(三) 付貨郵資稅餉貴客自理另印有詳

章函索即奉

The Mail Order Department is specially organized to facilitate purchases of goods of any description from us through the medium of post.

Patrons residing outside of Hongkong are requested to take advantage of this organization.

All orders must be accompanied with cash. Drafts, money orders or postal orders, must be made payable to The Wing On Co., Ltd., Hongkong.

All postage, duty, freight or transportation charges will be paid by the purchasers.

No order is too small nor too big

No place is too far away if there is postal service.

Printed Forms and Particulars will be sent on application.



A CENTURY IN REVIEW

香港
永 安 公 司
THE WING ON CO., LTD., HONGKONG.
總代理

AGENTS FOR

THE CONKLIN PEN CO.,
Ohio, U.S.A.
PENS. PENCILS. SETS.

ELBSCHLOSS BEER (Pilsener Art)
Elbschloss Brauerei,
Hamburg, Germany.

KULMBACKER BEER (Dark & White)

OLD PARR (Scotch Whisky)

GLEN MAR (Scotch Whisky)

KING'S LIQUEUR (Scotch Whisky)

ROYAL EDINBURGH (Scotch Whisky)

KING WILLIAM IV V.O.P. (Scotch Whisky)

DUFF'S (Scotch Whisky)

FUNDADOR BRANDY

PEDRO DOMEQ BRANDY

DELAMAIN BRANDY

FROMMIE FRERES BRANDY

Morgan & Co., CHOICE PORT (25 years Old)

PEDRO DOMEQ SHERRIES (5 kinds)

CLUB SHERRY

Squibb VITAVOSE (without chocolate)

HOBLIN (Health-Vigor-Vitality giving Tablet)

Advertisements in early days
早期之廣告



The hall decked out for 25th anniversary celebration
慶祝廿五周年紀念用之禮堂



The Wing On 25th anniversary commemorative book
永安慶祝廿五周年之紀念錄

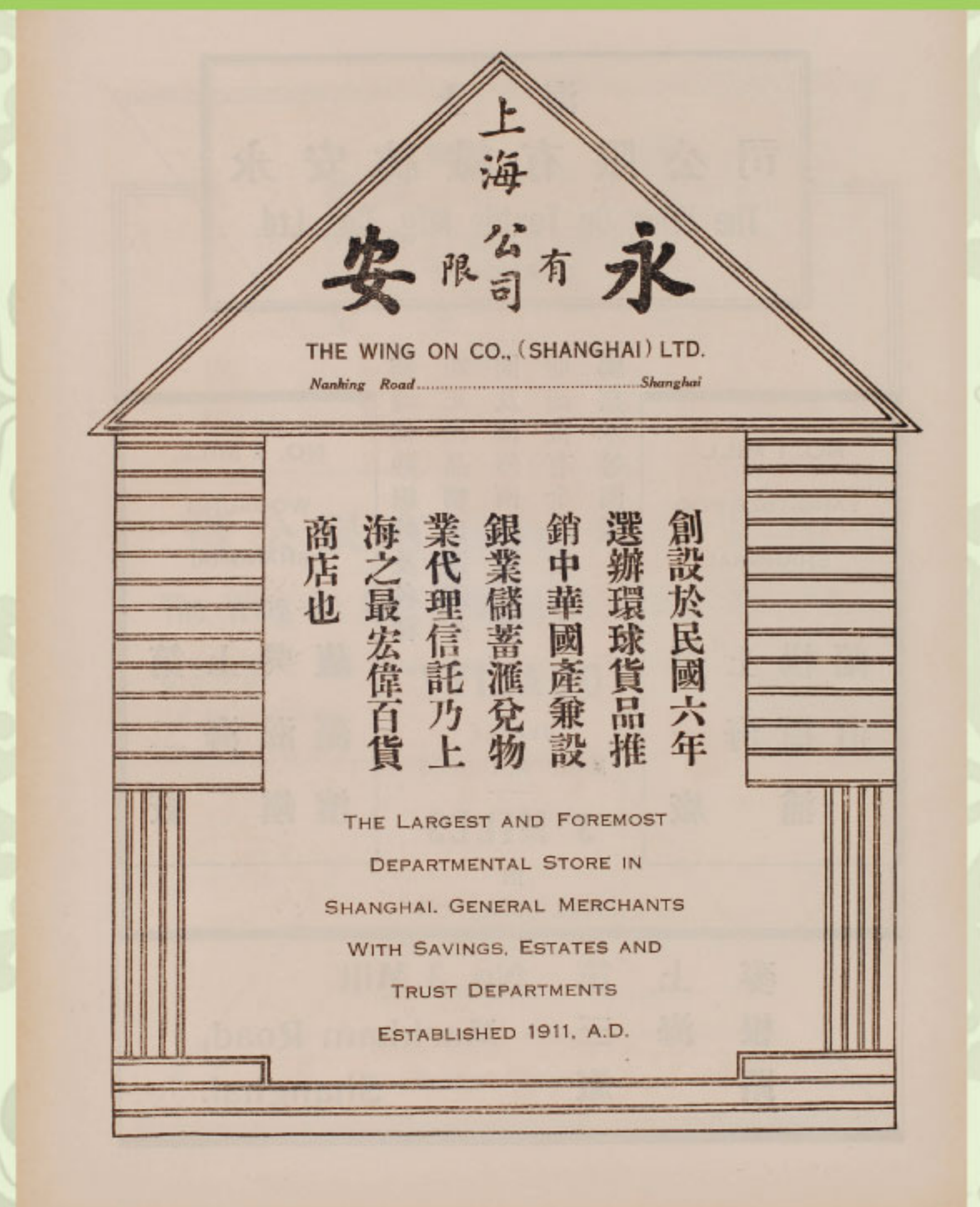


Wing On celebrated its 25th anniversary
永安慶祝廿五周年紀念時的熱鬧情況

百年回顧



Advertisements in early days
早期之廣告



Gift box in early days
早期之禮物盒



A CENTURY IN REVIEW



Advertisements in early days
早期之廣告



Annual reports 1910s
一九一零年代之永安公司年報

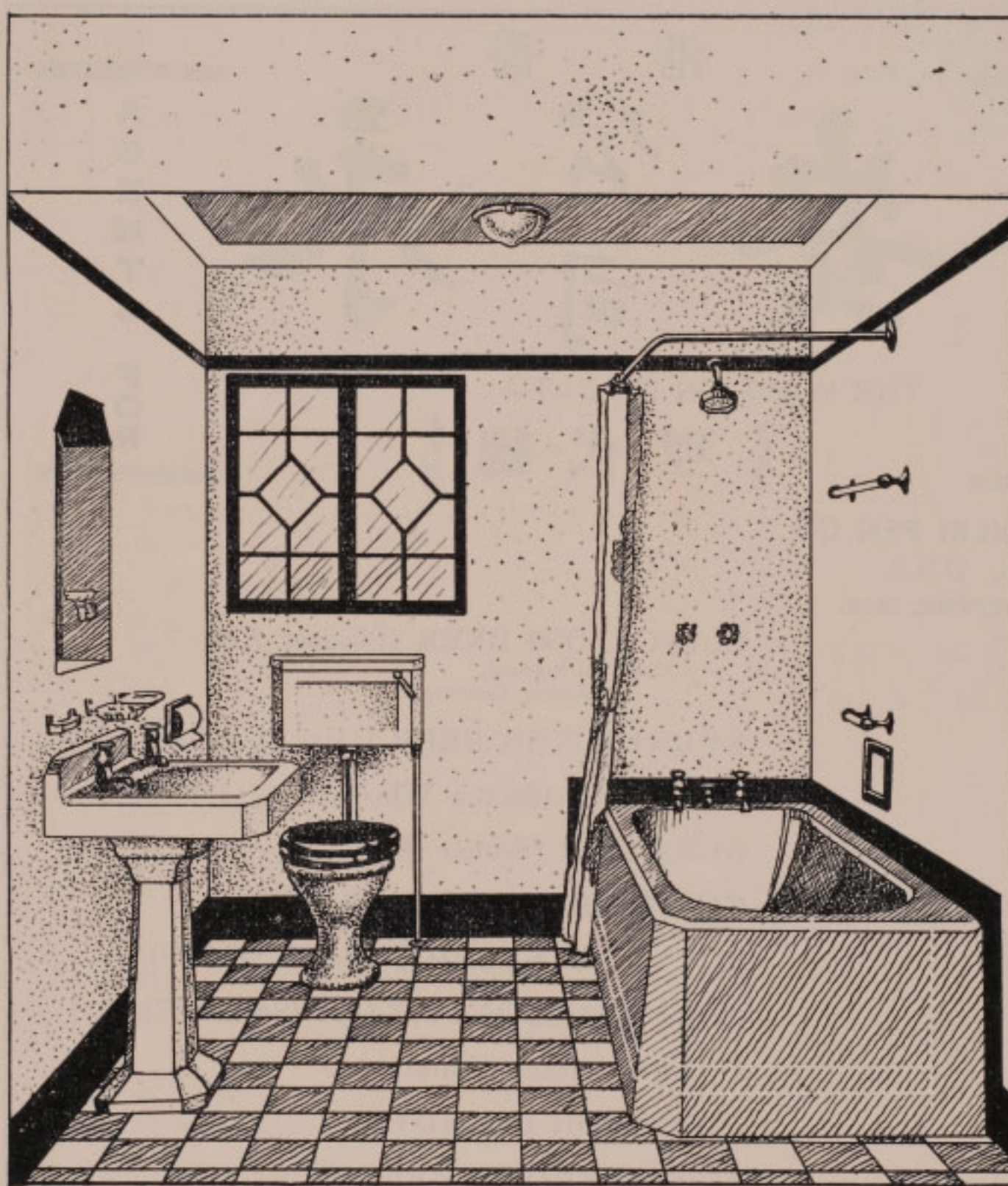


Staff badges in early days
早期之職員襟章

百年回顧

以上年結各數概經弟等照所存之數簿單據及按揭
單件互相校對核算無訛又經查詢該經手人員自揭
明此年結對照所得之說及稽查各數部人員均稱
按此年結對照所得之說及稽查各數部人員均稱
國內辰五年全生意正式詳列各數部人員均稱

支出六毫
除支花紅一仙
毫外實溢上利銀四萬四千六百九拾八元八毫九仙
存沽永安燕梳公司股溢上利銀四萬四千六百九拾八元八毫九仙
是年總共五毫正
一毫三仙溢上利銀四萬四千六百九拾八元八毫九仙
二毫三仙溢上利銀四萬四千六百九拾八元八毫九仙



衛生潔具
美備精良

SANITARY WARE
COMPLETE STOCKS
CARRIED.

Advertisements in early days
早期之廣告



The share certificate issued by Shanghai Wing On in 1941.
一九四一年的上海永安股份有限公司股票

A CENTURY IN REVIEW



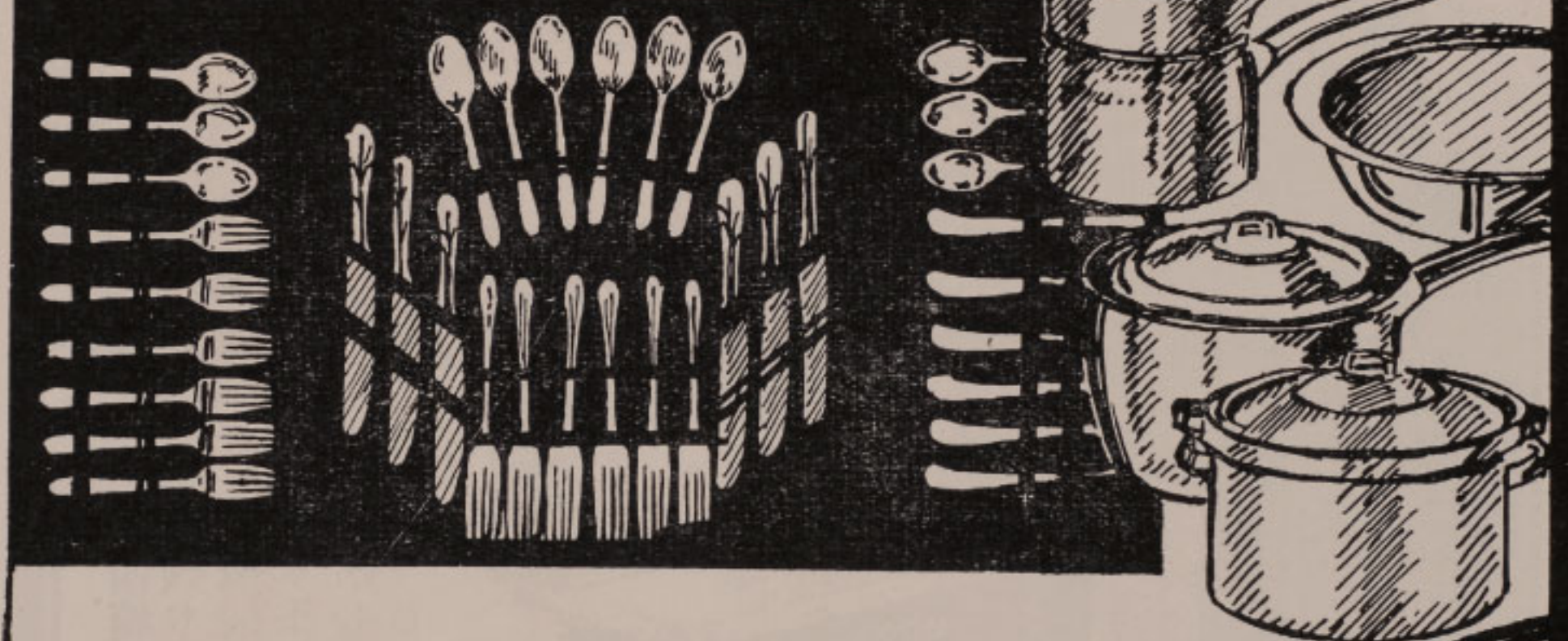
文房用品
中西書籍

EVERYTHING
IN
STATIONERY

總代理
江奇蓮
墨水筆
活動筆
鉛筆
SOLE AGENTS FOR:—
CONKLIN
PENS. PENCILS. SETS

TRAVELLING
AND
HOUSEHOLD
UTENSILS

居家旅行
五金器用



HARDWARE
OF
ALL DESCRIPTIONS




名廠鐘鏢

WATCHES
AND
CLOCKS

精欸玉珠金
緻式石寶銀

貨直接
精選
良辦

Jewellery
A
Speciality



保暖水壺
各式蒐集

**THERMAL
FLASKS**
ALL BRANDS—PATTERNS

名望攝
廠遠影
精顯用
品微具

Photo Supplies
Telescopes
and
Microscopes



Advertisements in early days
早期之廣告

百年回顧

Assorted gift wrapping paper 1970s
一九七零年代的禮品花紙



Italian Week at Wing On 1971
一九七一年「意大利週」



W.C.M. PHOTO, SATURDAY, NOVEMBER 14, 1970 — 9

DECORATE NOW FOR CHRISTMAS AND NEW YEAR. WHILE SAVINGS ARE GREAT WITH THE BEST FROM NORWAY AND OTHER COUNTRIES NOW GATHERED AT WING ON FOR YOUR SELECTION.

THE LAMINGO
GENUINE LEATHER 4-PIECE SET \$110.00
original price tag \$12,600
ROSEWOOD FINISH
Design: Sven Ivar Dyvise n.s.l.

THE NOBLO
adjustable chair with backrest \$850.
original price tag \$985.

THE BONUS SET
modern upholstery \$5,500.
original price tag \$6,150.

AND MANY, MANY OTHER DESIGNS OF TV CHAIRS, DINING SETS, BEDS, TABLES, GARDEN SETS AND FURNISHING FABRICS. ALL AT PRE-CHRISTMAS REDUCED PRICES.

CABRET BY COMAG OF BELGIUM at 15% off

WING ON
Furnishing Salon, 1st Floor, Mainstore

WESTNORFIA Norway
COMAG Belgium
1970 LONDON

S.C.H. Post 14 Nov 1970

Advertisement - South China Morning Post 14 November 1970
廣告 - 南華早報 一九七零年十一月十四日



Gift certificates 1970s
一九七零年代的永安禮券

A CENTURY IN REVIEW

Welcoming the Princess are
Mrs. Angela Chan, Mr. Gockchin
and Mr. Lambert Kwok
郭泉先生、郭琳弼先生及
陳郭惠珍女士親自歡迎
瑪嘉烈公主



Page 12, The STAR, Singapore, Friday, August 28, 1970.

THE STAR, Singapore, Friday, August 28, 1970, Page 13.

OUR GREAT SALE

29th

30th

LAST 4 DAYS

28th

31st

SO DON'T MISS IT!

WING ON

MAIN • CUSTUMER PARK
CENTRAL • YAU MATI

Staff badges 1960s
一九六零年代的職員襟章



1963-1967



1967-1970

Advertisement - The Star 28 August 1970
報紙廣告 一九七零年八月二十八日

百年回顧



HRH Princess Margaret and Lord Snowdon at the Yaumati Store in 1966
一九六六年英國瑪嘉烈公主與夫婿訪問永安

THE STAR, Hongkong, Friday, August 21, 1970, Page 11.

our Great Sale goes on and now orientated to **BACK-TO-SCHOOL** supplies

WING ON
a store you can trust

Books & Stationery Mainstore Only.

THE STAR, HONGKONG, THURSDAY, MAY 1, 1969.

母親節

MOTHER

MOTHER'S DAY
MAY 11, 1969.

ONLY 10 DAYS FROM TODAY. REMEMBER HER.
REVERE HER. REMEMBER HER WITH GIFTS.
SPECIAL MOTHER'S DAY OFFERS FROM CANDY TO FURNISHINGS
NOW IN WING ON STORES FOR YOU TO CHOOSE.

WING ON

Advertisement - The Star 1 May 1969
報紙廣告 一九六九年五月一日

Advertisement - The Star 21 August 1970
報紙廣告 一九七零年八月二十一日

A CENTURY IN REVIEW



French Festival at Wing On 1971
一九七一年「法國節」



1971-1974



Shopping bags 1970s
一九七零年代的
永安購物袋



1970-1971



Staff badges 1970s
一九七零年代的職員襟章



1974-1978





Australia at Wing On 1971
一九七一年「永安澳洲貨展」



永安公司・澳洲貨展

AUSTRALIA AT WING ON

Closes on 26th March, 1971

To all our friends and customers who have seen our Australian goods exhibits and/or patronized us, we say thank you.

The exhibits are coming to a close on the scheduled date, March 26th, 1971. But it is not the end: It's only the beginning. Year round Australia's best will always be introduced and carried at our stores to meet our customers' demands.

Thanks again to you all.



WING ON

HONG KONG'S LARGEST DEPARTMENT STORE FOR EVERYONE



MAIN • CLAUDEWAY BAY
CENTRAL • YAU MATI

A CENTURY IN REVIEW

Advertisement - South China Morning Post 5 July 1972
廣告 - 南華早報 一九七二年七月五日

WEDNESDAY, JULY 5, 1972 SOUTH CHINA MORNING POST

~~INFLATION~~ ~~DEVALUATION~~ REVALUATION !

AT
WING ON'S
STORE-WIDE
SUMMER SALE

SEE THESE FANTASTIC SAVINGS AT :

| MEN'S DEPT. : | |
|--|--|
| SPORT SHIRTS JAYSON MCGREGOR PURITAN JANTZEN 15% TO 50% OFF | DRESS SHIRTS VAN HEUSEN WHITMONT COUNTRY CLUB CLECO CAREER CLUB JAYSON 15% TO 50% OFF |
| KNITTED SPORTSHIRTS PURITAN MR. DUKE 30% TO 50% OFF | SWIMWEAR JANTZEN CATALINA BANGER MCGREGOR SPEEDO 15% TO 50% OFF |
| MUNINGWEAR LEONARDO STRASSI 15% TO 50% OFF | |
| MARCEL HANES YVICOULT DON JUAN 30% OFF | |

GIFTS
 ITALIAN FIGURES
COPPER WARES
NORWEGIAN GLASSWARES
NORWEGIAN WOODEN ITEMS
50% OFF

MEN'S SHOES
 FLORIDA (ITALY)
VANNI (ITALY)
WEYENBERG (U.S.A.)
CHARLES HORRELL (U.K.)
30% OFF

LADIES' SHOES
 DOMANI (ITALY)
JOHN SMITH (U.K.)
50% OFF

SAVE FROM 20% TO 50% ➡

ON WORLD RENOWNED IMPORTED DRESSES FROM OUR LADIES' WEAR DEPARTMENT AND BOUTIQUE AT SUCH FANTASTIC SAVINGS YOU'LL WANT MORE THAN ONE.

AND MANY OTHER BARGAINS ! HONG KONG'S LARGEST DEPARTMENT STORE FOR EVERYONE

First time in Hong Kong! A multi-label Beauty Demonstration now held in Wing On's all 4 stores. 17 world famous cosmetics beauty demonstrations simultaneously under one roof! You can try anyone you like. Or you can try one a day. This multi goes on until end of August. And free gifts too.

DuBARRY
 Helena Rubinstein
 OUTDOOR GIRL
 CORYSE SALOME
 REVLOON
 MERLE NORMAN

Christian Dior
L'Esprit Arden
 MAX FACTOR
 ORLANE
Coty
 PIAS

MARY QUANT
 LANCASTER
 SHISEIDO
Estee Lauder
 Kanebo

WING ON where the great sale is now on with unbelievable discounts

Advertisement - The Star 12 August 1972
報紙廣告 一九七二年八月十二日

Newspaper Advertisement
25 August 1972
廣告 - 星報
一九七二年八月二十五日

五期星 日五十二月八年二九一七 廣告 頁一第 報星

清潔運動 由本身起!

最新北歐英美出產之浴室、廚廁
用具及配件與各種清潔劑應有
盡有請到...

永安公司

潔具部

Newspaper Advertisement 19 August 1972
廣告 - 星報 一九七二年八月十九日

今天不回家!?

為甚麼他昨天沒有回家今天又不回家?莫非是他有(外寓)?不,不可能的。
莫非是家裡的飯菜燒得不好?不是的。那麼,為甚麼?
我!我明白了,家裡的椅椅都不行,一天辛苦的他,回來坐得不舒服吧。

趕快去參觀永安的來路新傢俬售展他們有很多
好的傢俬聽說平的貴的都有,我去挑選適合的吧。
這回,他回家了,天天一早就回家了。

永安公司舉行來路傢俬售展

總店 · 油蔴地分店 · 中區分店

WHY WING ON ?

YOU CAN BUY THINGS FROM MANY STORES, AND MANY OF THEM HAVE SALES, SO WHY GO WING ON ?

6 SIMPLE REASONS WHY.



No one but no one in Hongkong can offer you larger variety of things than Wing On. It is the largest. Many hundred thousands of items for you to choose from and under one roof. Little as a small screw from the comprehensive Hardware Dept. to finest things fit for a king from the exquisite Gift Shoppe. Things you don't find elsewhere likely can be in Wing On.



Wing On stores are not confined to cater to only people of one particular income level. It's a part of the Hongkong Community. It serves all, everyone. You can go in just for an ice cream in the Grocery Dept. or in Diamond-7. You can browse around and pick up a magazine in the Book Shop. Or you can select a fine set of furniture from the Scandanavian collections. Or you can pick up the fashion wear you like from the Boutique, Wearing Apparels Depts., or Diamond-7. Or you can just look around. Make yourself at home there.



4 stores are located at places most convenient to you: Mainstore at 213 Des Voeux Rd. Central, Central Branch at 26 Des Voeux Rd. Central, Causeway Bay Branch at 482 Hennessy Rd. and for Kowloon, the biggest one yet, Yaumati Branch at 361 Nathan Rd.



All merchandise in Wing On are genuine to place of origin. Clearly marked. No fakes. No slur of quality. And prices are always steady and reasonable. No manipulative or discriminative prices.



Wing On always tries best to serve you to your satisfaction. And many other facilities for you, too. Easy for you to open an account. Deliveries not only locally but also out-of-town, and international at bare cost. You can buy many items interdepartmentally and make only one payment. The blue girls of Customers Service will take care of you.



A GREAT SALE at Wing On is a straight forward one. Straight discounts from the attached original price tags. Look for the red-letter cards in each department. They show the discounts given for the relative merchandise during the GREAT SALE. There are a few, very few, items presently under manufacturers' "controlled" prices and for these, a red-letter card saying no discounts. Other than this little exception, all merchandise in the GREAT SALE bear discounts from 5% to 50%.

WING ON



MAIN • CAUSEWAY BAY •
CENTRAL • YAUMATI

STORE - WIDE GREAT SALE FROM JULY FIRST STORE - WIDE GREAT SALE

A CENTURY IN REVIEW

Maybe it's a mistake to look too far ahead. But Christmas is only next month. Cocksure.

And bull or bear, gifts for many will have to be given.

Hedge now. Hedge. It's cheaper to buy preseason than to rush in season. And there are Bonus Coupons with every buy from \$5 up. Now

WING ON

Advertisement - South China Morning Post
4 November 1972
廣告 - 南華早報 一九七二年十一月四日

Advertisement - The Star 12 July 1972
報紙廣告 一九七二年七月十二日

THE STAR, Hongkong, Wednesday, July 12, 1972, Page 15.



SOME GREAT IDEAS FOR SUMMER FUN!

WING ON BRINGS THE BEST OF CAMPING, SWIMMING, HIKING, FISHING, BARBECUE AND ALL SORTS OF OUTDOOR ACTIVITIES IN GREAT SAVINGS:

| | |
|-----------------------------|---------------------------------|
| FINS (JAPAN).....60%OFF | PICNIC SET (ENGLAND).....40%OFF |
| MASK (JAPAN).....40%OFF | JAYSON, MCGREGOR, |
| SURF BOARD (U.S.A.) 50%OFF | PURITAN, JANTZEN |
| PUMP (ENGLAND).....60%OFF | MEN'S SWIM WEAR.....50%OFF |
| AIR CHAIR (HUNGARY) 40%OFF | JANTZEN, CATALINA, BENDER |
| CAMPING SET (FRANCE) 40%OFF | RIBAND SWIM SUITS.....50%OFF |

AND MANY, MANY OTHER SUMMER TIME BARGAINS AT OUR SUMMER SALE!

WING ON
Hong Kong's Largest Department Store for Everyone



Advertisement - Femina June 1975
雜誌廣告 一九七五年六月

Advertisement - Sing Tao Daily 20 December 1973
廣告 - 星島日報 一九七三年十二月二十日

1973

距離聖誕尚有五日
快盼到永安
買定禮物先!

DEC 星期四 THU

華麗灯饰，
灯饰止添光彩

永安公司電器部各種名廠
吊燈、檯燈、壁燈、落地燈、
款式精美，現在新到日本
富士牌光暗格燈，實用大方，
為家中添光添彩，請到本
電器部。

星島日報



AMERICAN FORTNIGHT



永安美國週

十月十五日迄廿八日

介紹最新最好之美國貨品，
包括男女衣飾，藝術品，家
庭用具，鞋襪，食品，瓷器
五金，電器，燈飾，化粧品
潔具及其他。

永安公司

全港最大之百貨公司

香港總店：香港德輔道中213號
中區分店：香港德輔道中26號
銅鑼灣分店：香港軒尼詩道482號
油蔴地分店：九龍彌敦道361號

As advertised in

Reader's Digest

讀者文摘

American Fortnight at Wing On 1973
一九七三年「美國週」



百年回顧



OUR BRIDAL REGISTRY!

For the convenience of friends, and to avoid duplication, register your favorite gifts at our Bridal Registry at the Customer Service Counter.

Tell your family and friends to buy gifts according to your list.



頁六第 日十初月九年丑癸曆農 報日



六十多年的信譽...

香港消費者都已認識永安貨色的優良品質與相宜價格，是可以全心信賴的。永安在數十年不斷進步中，保持自己的優良傳統，同時亦廣求社會人士的意見。惠顧永安，正如探訪一個相交多年的可靠摯友。常言說：衣服是新的，好朋友是舊的好。

永安公司



Advertisement - Kung Sheung Daily News 5 October 1973
廣告 - 工商日報 一九七三年十月五日

SUNDAY POST HERALD, APRIL 1, 1973 - 5



Your life-long sleeping partner is your bed!

The largest collection of good and modern beds for you to choose is in our Furniture Department of Mainstore, Central and Yaumati. Suit every budget. Supplies from U. S. A., Scandinavia, Europe, Hong Kong and others.

And, of course, we stock beddings to fit. Covers. Sheets. Pillows. Quilts. Blankets, etc.

WING ON

"a few are soldouts awaiting new shipments, and we shall be pleased to take advance orders from you so that yours can be delivered to your home immediately upon arrival."

Advertisement - Sunday Post 1 April 1973
報紙廣告 一九七三年四月一日



拜年新衫拜年鞋

爸爸，我們要新衫過年。
爸爸，我要新鞋過年。
爸爸，我一定要條牛仔褲。
媽咪，我地幾時去永安呀。
媽咪，不如我倆都去買衫買鞋吧。

買新衫，新鞋過年，請到永安，男裝部，女裝部，青年世界部，嬰兒部。

歐美名廠恤衫，毛衫，成衣，套裝，名廠皮鞋，男裝，女裝，童裝，價格最公道，有絲質財神錦旗奉送，有利是包奉送，優待証亦可通用。

永安

油蔴地分店十週年紀念 特別減價

全面性由本月廿五日起

講平價，最平係永安
講貨靚，最靚係永安
講款式，最多係永安
講種類，最多係永安

總店及其他分店，也舉行特別減價，以助慶惠顧請早。

永安公司

Newspaper Advertisement 27 March 1973
廣告 - 星報 一九七三年三月二十七日

Advertisement - Kung Sheung Daily News 24 January 1973
廣告 - 工商日報 一九七三年一月二十四日

A CENTURY IN REVIEW



Advertisement - The Star
18 June 1975
報紙廣告
一九七五年六月十八日

Co-organized the "Beach Girl"
with RTVS in 1973
一九七三年與麗的電視合辦
第一屆「沙灘小姐」競選



Advertisement - South China Morning Post
19 September 1974
廣告 - 南華早報 一九七四年九月十九日



Shopping bags 1970s
一九七零年代的
永安購物袋



Advertisement - Femina December 1975
雜誌廣告 一九七五年十二月



拆樓大清貨



歷史悠久之永安公司總店，即將改建為一座新型之廿九層高永安公司大廈。為免搬運貨物之麻煩，特將全部貨品一律減至最低價發售。

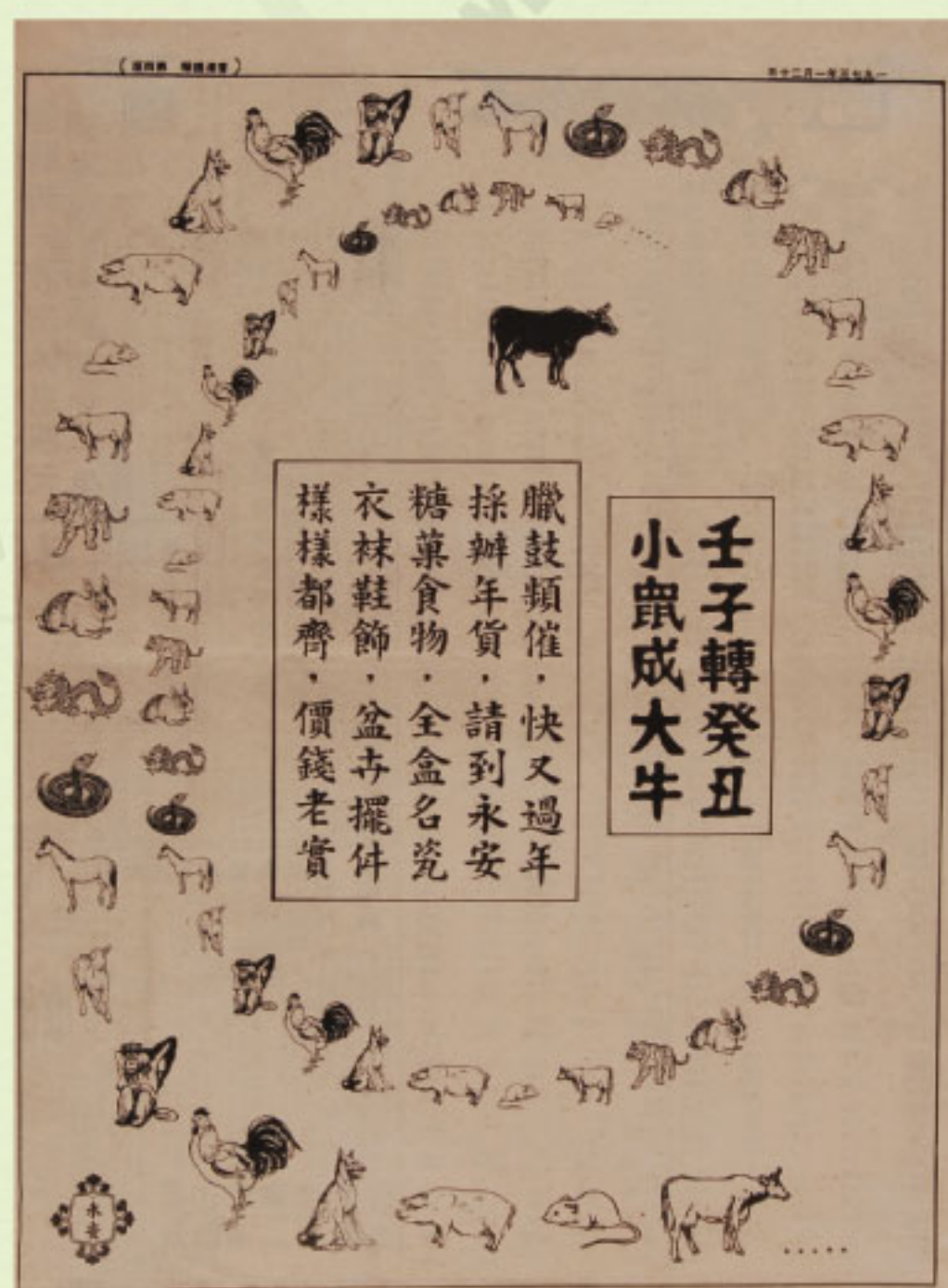
機會難逢，選購從速

永安公司

香港總店



Newspaper Advertisement 3 September 1973
廣告 - 星報 一九七三年九月三日



Newspaper Advertisement 20 January 1973
廣告 - 香港鏡報 一九七三年一月二十日

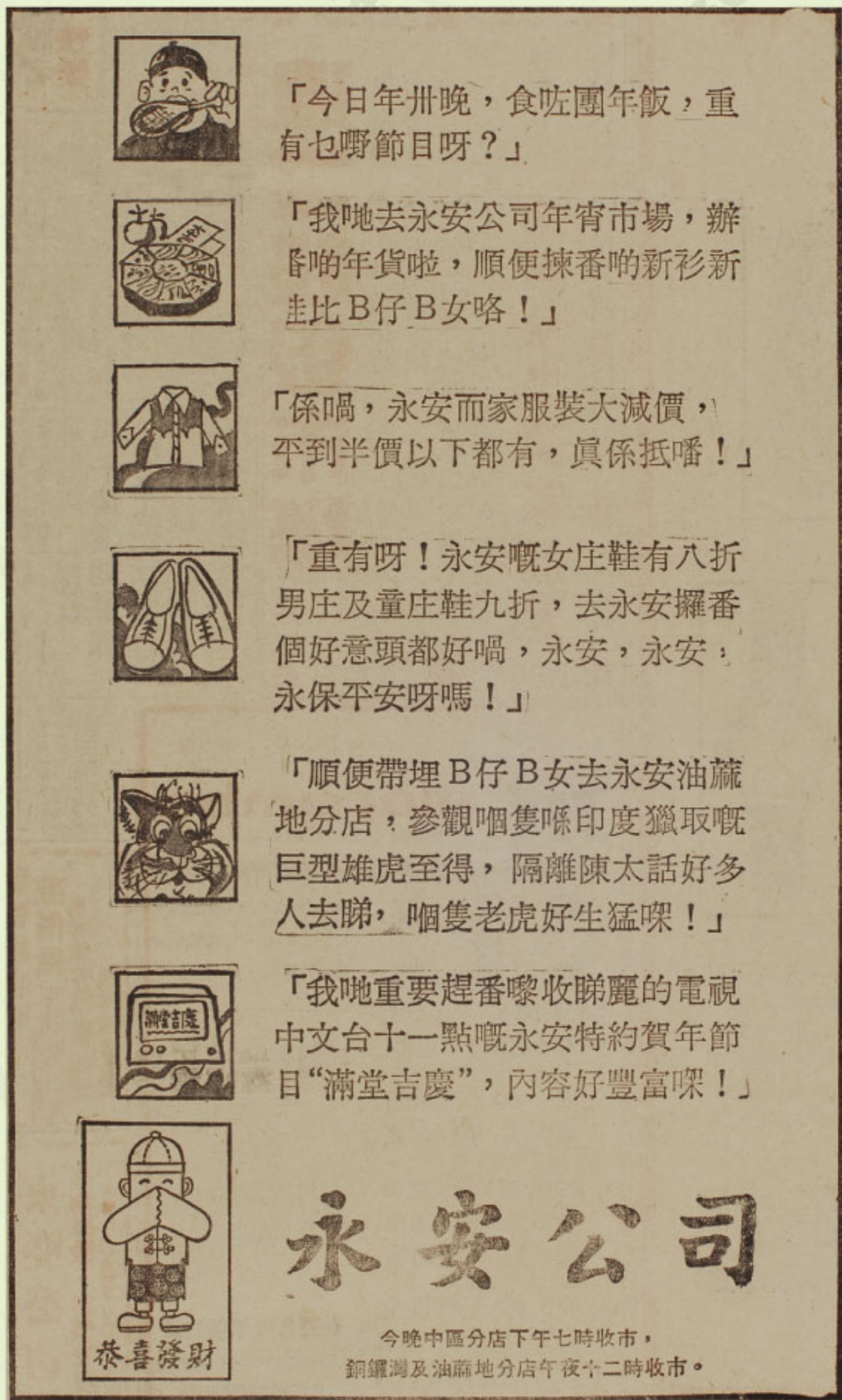
Advertisement - The Star 12 June 1975
報紙廣告 一九七五年六月十二日



百年回顧



British Week at Wing On 1975
一九七五年「英國週」



First generation computers for retail management at Wing On 1974
一九七四年，永安率先採用電腦系統，加強競爭力

Advertisement - Ming Pao 22 January 1974
廣告 - 明報 一九七四年一月二十二日

A CENTURY IN REVIEW



Advertisement - Sing Pao 9 February 1975
廣告 - 成報 一九七五年二月九日



Advertisement - Hong Kong Standard 28 February 1976
廣告 - 英文虎報 一九七六年二月二十八日



Advertisement - South China Morning Post 10 May 1976
廣告 - 南華早報 一九七六年五月十日



Staff card 1978-1980
一九七八年至一九八零年
的職員證



Staff uniform 1978
一九七八年的售貨員制服



Advertisement - Hong Kong Standard 24 April 1978
廣告 - 英文虎報 一九七八年四月二十四日

六月十九日
偉大的父親節

打火機 \$22.00至\$700.00
特價八折 (超級市場)

名貴恤衫 \$45.00至\$250.00
大量貨品特價八折 (男裝部)

秋高干邑威蘭地 每支\$65.00
(超級市場)

領帶 \$12.00至\$120.00
特價八折 (男裝部)

皮錶 \$22.00至\$600.00
特價八折 (男裝部)

意大利水晶玻璃威士忌酒杯
每打\$45.00至\$110.00
特價八折 (酒廊部)

名貴酒類六龍酒牌
\$180.00
特價八折

輝金酒牌六龍
\$180.00
特價八折

包皮酒牌
\$85.00
特價八折 (酒廊部)

剃鬚刀 \$50.00至\$200.00
特價八折 (五金部)

意大利、英國、法國西裝
每套\$535.00至\$600.00
特價八折 (男裝部)

意大利威蘭地酒牌
每打\$254.00
(酒廊部、青年世界)

皮帶 \$25.00至\$225.00
特價八折 (男裝部)

高爾夫球袋 \$60.00至\$200.00
特價八折 (五金部)

鋼錶 \$25.00至\$27.50
鋼錶 \$125.00至\$225.00
特價九折 (酒廊部)

皮鞋 \$65.00至\$225.00
特價八折 (男裝部)

銀手錶上用品
每對\$310.00至\$650.00
特價八折 (五金部)

男裝男女仕美用品
特價八折 (化妝品部)

西裝衣料 \$65.00至\$150.00
特價八折 (男裝部)

袖口鈕 \$29.50至\$129.00
特價八折 (男裝部)

公文袋 \$115.00至\$205.00
特價八折 (行李部)

男裝 \$10.00至\$35.00
特價八折 (五金部)

永安公司

Advertisement - Express News 18 June 1977
廣告 - 快報 一九七七年六月十八日

EASTER PARADE OF FASHIONS
APRIL 5-15

MANY NEW ARRIVALS
AND MANY SPECIALS

WING ON
MEN'S & LADIES' DEPT.

Advertisement - The Star
14 April 1977
報紙廣告
一九七七年四月十四日

'look at me'
here's the way I put together my new Summer wardrobe of tailored fashion from Italy

romimerefalli MEN'S SUIT

100% VISCOSE \$535.—
colours: gold, white

95% VISCOSE, 5% SILK \$585.—
colours: white, beige, brown

45% VISCOSE, 40% POLYESTER, 15% LINEN \$595.—
colours: brown, blue

60% VISCOSE, 20% SILK, 20% LINEN \$600.—
colours: beige, tan

WING ON
70th ANNIVERSARY
SPECIAL SALE AND LUCKY DRAW

Advertisement - Hong Kong Standard 17 May 1977
廣告 - 英文虎報 一九七七年五月十七日

Easter Special

Shop at Wing On during our Easter Special and get gift vouchers worth 20% of your purchase, minimum purchase \$50. For further information come to **WING ON**

GROCERY AND SPECIALLY PRICED ITEMS EXCLUDED

Advertisement - The Star 20 March 1975
報紙廣告 一九七五年三月二十日

TAKE OUR VALUES TO HEART

HAPPY SAVINGS & HAPPY VALENTINE'S DAY
FEBRUARY 14, 1976

THE WING ON CO., LTD.
HONG KONG'S LARGEST DEPARTMENT STORE

Advertisement - Femina February 1976
雜誌廣告 一九七六年二月

GOLF IS A FUN GAME. ADD TO YOUR ENJOYMENT WITH EQUIPMENT AND SPORTS WEAR FROM WING ON.

WING ON
DISTRIBUTOR OF ROYAL GOLF PRODUCTS

Advertisement - Programme Book of Hong Kong Golf Open 1976
廣告 - 一九七六年香港區高爾夫球大賽場刊

A CENTURY IN REVIEW



Promotional brochures 1970s
一九七零年代的推廣活動宣傳冊子



Advertisement - South China Morning Post 29 August 1979
廣告 - 南華早報 一九七九年八月二十九日



Advertisement - Sing Tao Wan Pao 21 October 1978
廣告 - 星島晚報 一九七八年十月二十一日



Advertisement - The Star 8 September 1977
報紙廣告 一九七七年九月八日



Advertisement - Sing Tao Wan Pao 31 March 1979
廣告 - 星島晚報 一九七九年三月三十一日



Advertisement - The Star 10 August 1979
報紙廣告 一九七九年八月十日



Advertisement - South China Morning Post 18 October 1978
廣告 - 南華早報 一九七八年十月十八日

夢寐以求，最理想的百貨公司



遠在天邊，近在眼前

永安公司總行

十月廿三日隆重開幕
下午一時開始營業

地址：香港上環德輔道中211號，永安中心

Advertisement - Sing Tao Wan Pao 7 December 1978
廣告 - 星島晚報 一九七八年十二月七日

A CENTURY IN REVIEW

WING ON CHINESE ALMANAC CALENDAR



1977



1978



1979



1980



1985



1986



1987



1988



1993



1994



1995



1996



2001



2002



2003



2004

百年回顧

永安通勝年曆



1981



1982



1983



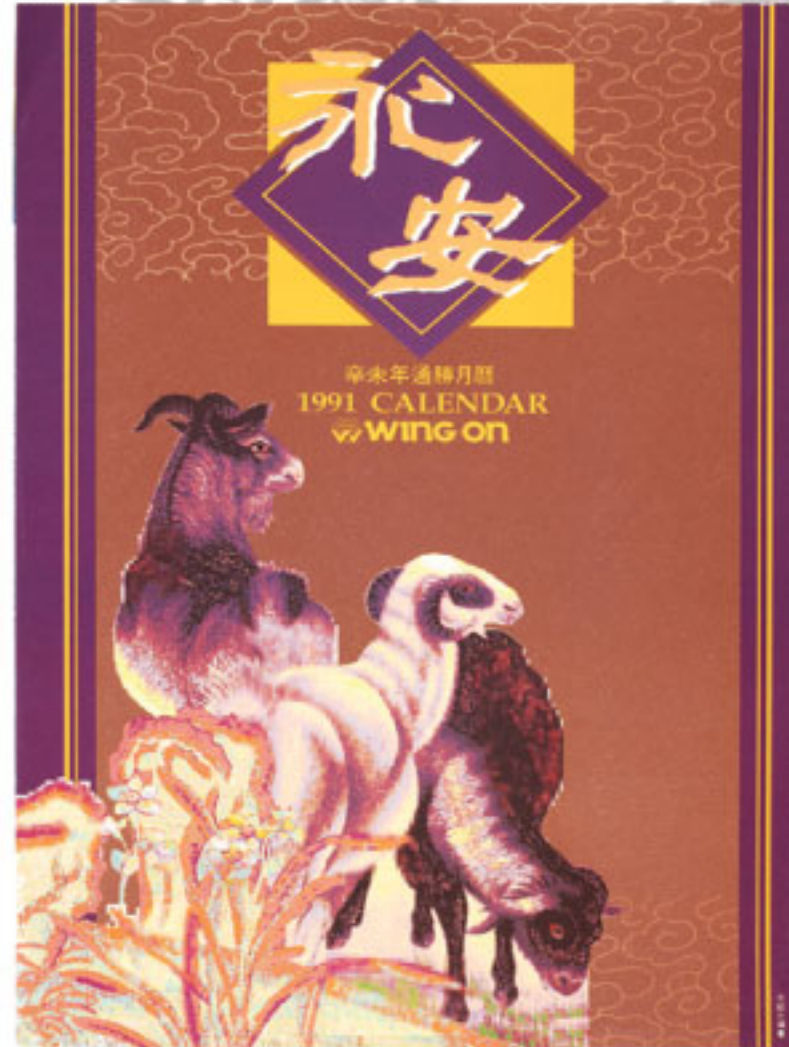
1984



1989



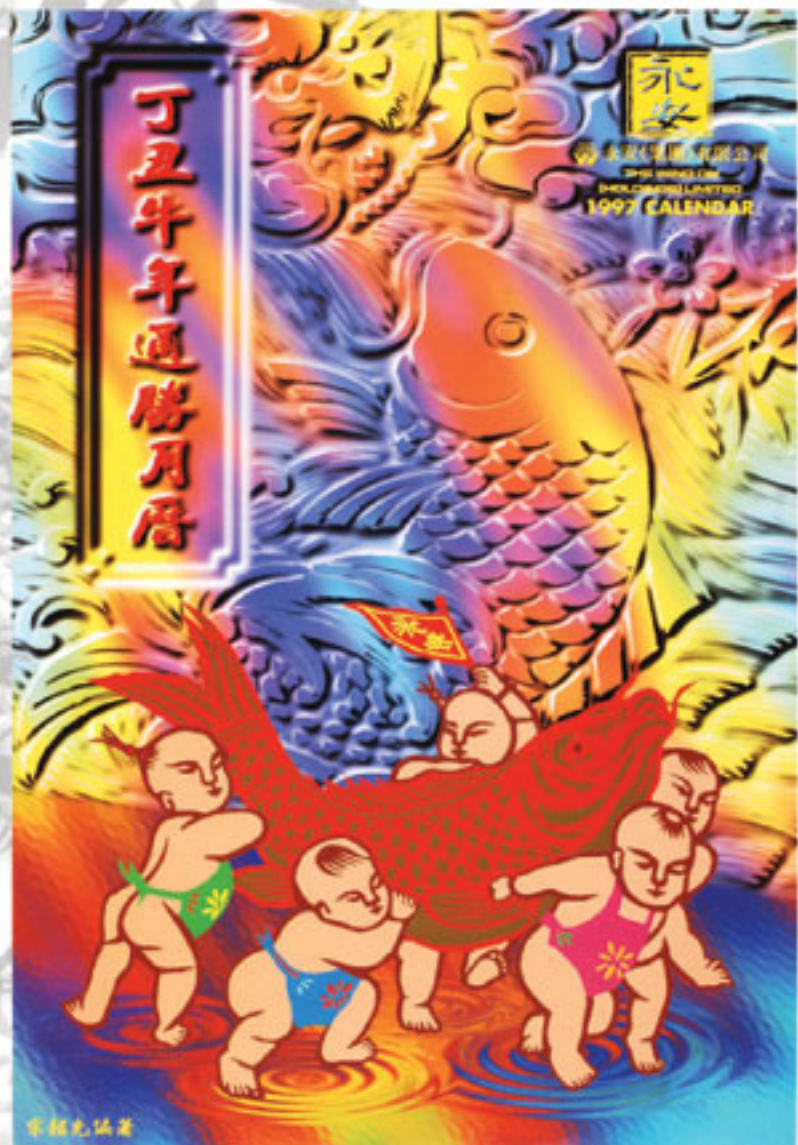
1990



1991



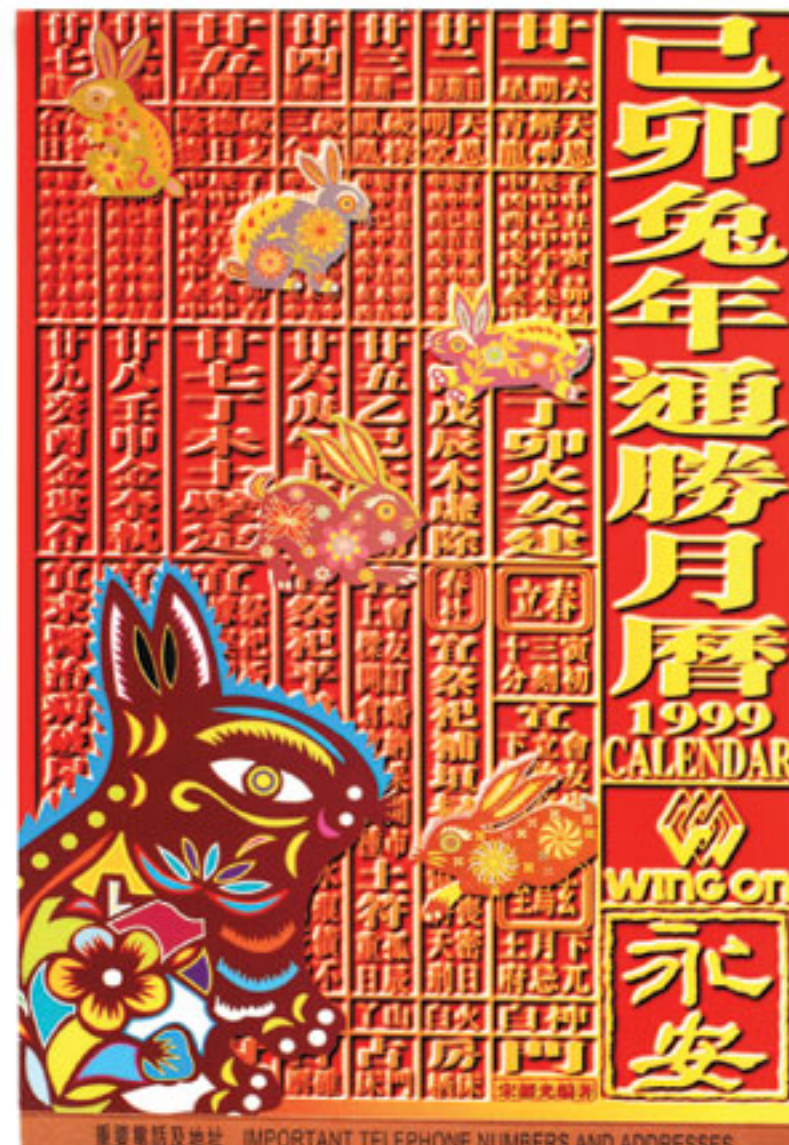
1992



1997



1998



1999



2000



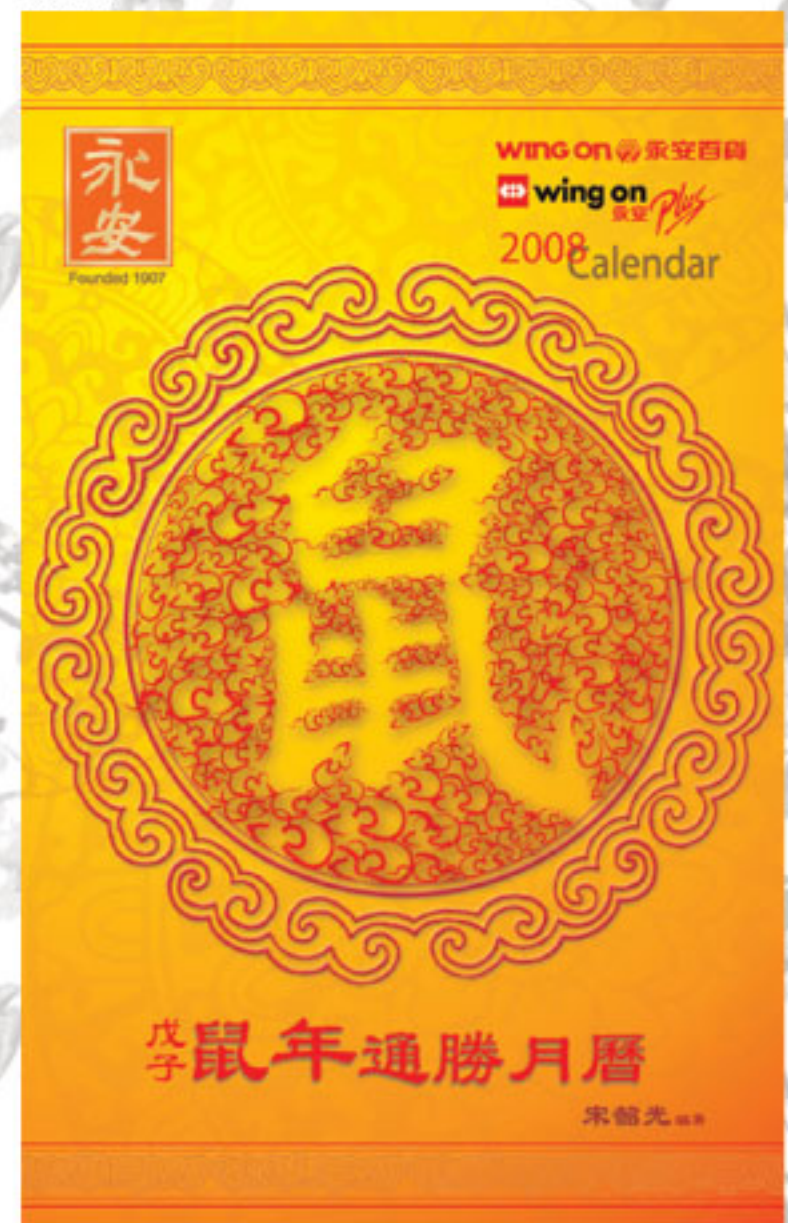
2005



2006



2007



2008


A CENTURY IN REVIEW

稚兒心事 微細如塵
物輕情重 恰表孝心



母親節，購物表心意
永安公司為您提供最豐富的選擇

母親節酬賓期間，凡購物每張票滿\$250或以上，
於下列部門：女裝部、手袋部、鞋部、
化粧品、首飾部及油蔴地分店化妝部，
可獲贈價值\$35旅行袋一個，送完即止。

 永安公司

Advertisement - Ming Pao 6 May 1980
廣告 - 明報 一九八零年五月六日



Advertisement - South China Morning Post 20 August 1981
廣告 - 南華早報 一九八一年八月二十日



Staff uniform 1980
一九八零年的售貨員制服

Advertisement - Wah Kiu Yat Po 30 March 1980
廣告 - 華僑日報 一九八零年三月三十日



Shopping bag 1980s
一九八零年代的永安購物袋



Advertisement - Ming Pao 22 November 1980
廣告 - 明報 一九八零年十一月二十二日

Dear Jane,
How are you? Children's Day is here again.
To celebrate this day, Wing On is introducing many
Children's Day Specials, from Mar. 28 to Apr. 5, there are
many children's items available at special discounts.
Papa has promised to take me there for Children's Day
gifts. How about you?
Billy

**Don't forget
Children's
Day
and the Children's
Day Specials at
Wing On**

| | ORIGINAL | SALE |
|---|-----------------|-----------------|
| SHOES | | |
| "Jumping-Jacks" shoes from England | | Less 20% |
| HOSIERY | | |
| All children's hosiery and handkerchief | | Less 20% |
| NURSERYLAND | | |
| L/S dresses from U.S. and Europe | | Less 30% |
| "Buster Brown" T-shirts from U.S. | | Less 30% |
| S/S T-shirts from Japan | \$22.50 | \$15.00 |
| Short pants sets from Japan | \$39.50 | \$28.00 |
| STATIONERY | | |
| All school bags, pencil cases, drawing tools, children's sketch books and story books | | Less 20% |
| Children's handbags | | Less 30% |
| Saving boxes | \$13.00 | \$ 9.50 |
| Stationery sets | \$14.00-\$20.00 | \$11.00-\$15.00 |
| Colour sets | \$12.00-\$16.00 | \$ 9.00-\$12.00 |
| TOYS | | |
| All toys | | Less 20% |
| CHILDREN'S | | |
| "Mavis" S/S T-shirts from Italy | \$56.50-\$69.50 | \$39.00 |
| "Maor" T-shirts from Italy | \$44.50-\$69.50 | \$39.00 |
| "Donmoor" S/S terry cloth T-shirts from U.S. | \$42.50-\$47.50 | \$29.00 |

Free candies for every purchase of \$40 or more in the above six departments.

WING ON

Advertisement - South China Morning Post 2 April 1981
廣告 - 南華早報 一九八一年四月二日

Advertisement - Sing Pao 1 April 1982
廣告 - 成報 一九八二年四月一日

甜絲絲的兒童節禮物

由三月廿七至四月四日，
凡於下列各部門購買每發票
滿五十元以上，
可到糖果部換取禮物一份。

嬰兒用品部
日本嬰兒抱毯 原價 \$185 特價 \$115
冷氣襪 29.5 19
套裝及襪套 至52.5 至25

鞋部
"K" 童裝原鞋 特價七折

玩具部
手風琴 原價 \$115 特價 \$55
音樂玩具 67.5 28
電動自轉機 45 25

文房部
畫具、筆及各種顏色 一律八折

巾襪部
襪子及手帕 一律六至八折

童裝部
童裝T恤 特價 \$9.5 至 \$29

糖果部
有禮物送

永安公司

Staff uniform 1981
一九八一年的售貨員制服



新春
姿夏

欲覓車前路
春泥不可行
停蹲級石下
相伴待新晴

永安公司新到大批春夏新裝，線條明朗，顏色鮮艷，春意盎然。

永安公司

Advertisement - Kung Sheung Daily News 14 May 1980
廣告 - 工商日報 一九八零年五月十四日

A CENTURY IN REVIEW



Advertisement - South China Morning Post 3 April 1981
廣告 - 南華早報 一九八一年四月三日

Advertisement - Sing Tao Wan Pao
3 October 1982
廣告 - 星島晚報 一九八二年十月三日

Advertisement - Sing Tao Wan Pao 3 April 1981
廣告 - 星島晚報 一九八一年四月三日



Discover America Festival, Lifestyle U.S.A. and
Hawaiian Fortnight at Wing On 1983
一九八三年「美國用品介紹週」、「美式
生活在永安」及「夏威夷雙週」



Advertisement - South China Morning Post 2 January 1982
廣告 - 南華早報 一九八二年一月二日



地址：九龍尖沙咀東...
營業時間：星期一至星期日每...



百年回顧



臨門

尖沙咀分店開幕

萬元獎

每發票滿 \$50 或以上
長，多買多送。
每發票滿 \$100 或
品，送完即止。

分店

部座地道62號永安廣場
日早上十時三十分至晚上七時正

安公司



*A Bride's
Dream
Come True*

A Free service for Brides-to-be and
A Free gift from Wing On

Register your gift preferences with Wing
On's bridal registry and make yourself
and your friends happy. Avoid
duplicates and unwanted gifts. For
details, inquire at the Customers' Service
Counter at any Wing On Dept. Store.

wing on

Bridal Registry
wing on

Advertisement - Hong Kong
Standard 23 June 1983
廣告 - 英文虎報
一九八三年六月二十三日



**Winter
Clearance
Sale**

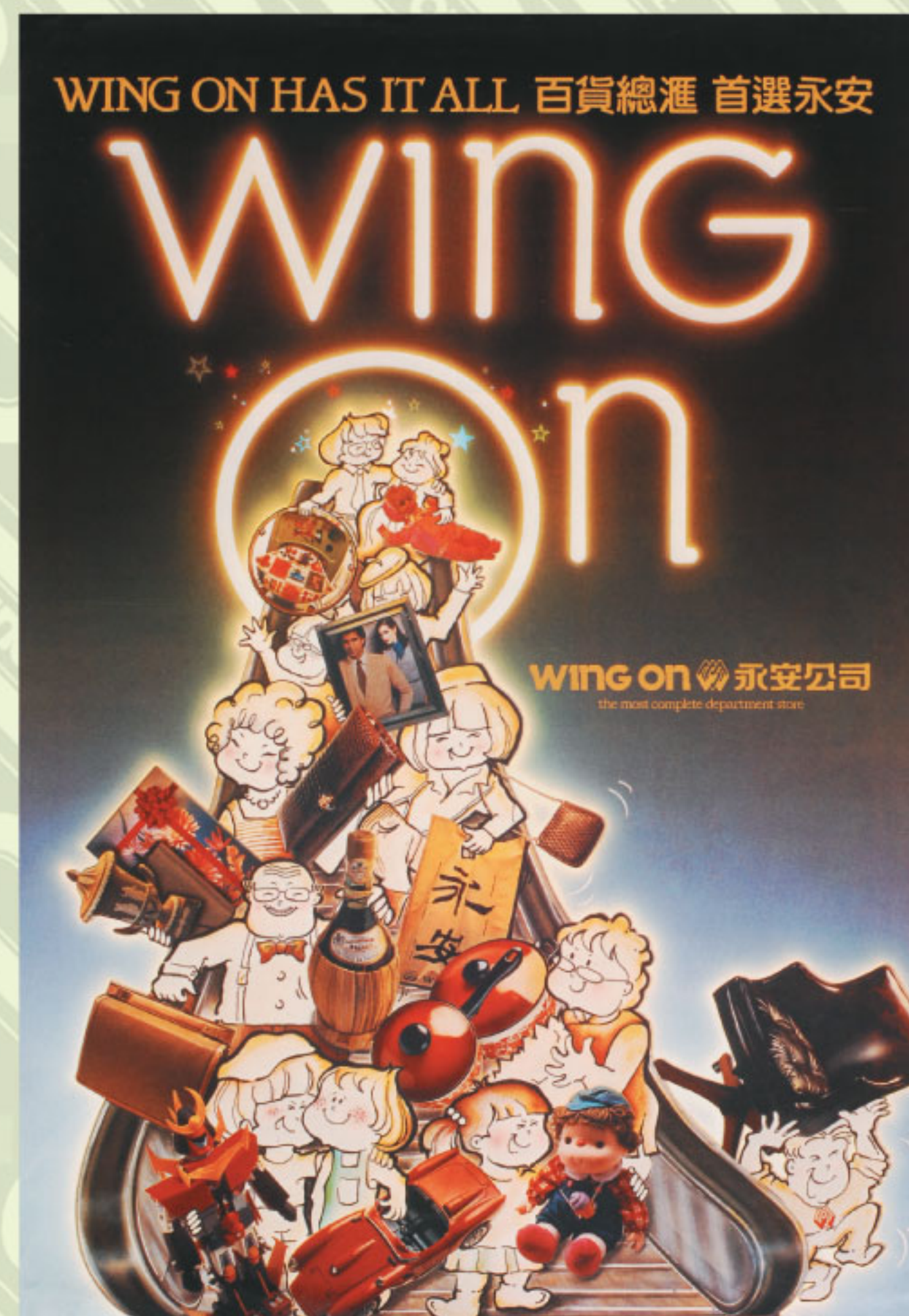
Save up to 50%

wing on

Advertisement - South China Morning Post
12 January 1982
廣告 - 南華早報 一九八二年一月十二日



Advertisement - KCRC Supplement 1983
廣告 - 九廣鐵路特刊一九八三年



WING ON HAS IT ALL 百貨總滙 首選永安

**WING
on**

wing on 永安公司
the most complete department store

A CENTURY IN REVIEW



Advertisement - Oriental Daily News 7 May 1983
廣告 - 東方日報 一九八三年五月七日

Advertisement - Wah Kiu Yat Po 10 December 1983
廣告 - 華僑日報 一九八三年十二月十日



Staff uniform 1983
一九八三年的售貨員制服



Advertisement - South China Morning Post 11 July 1983
廣告 - 南華早報 一九八三年七月十一日

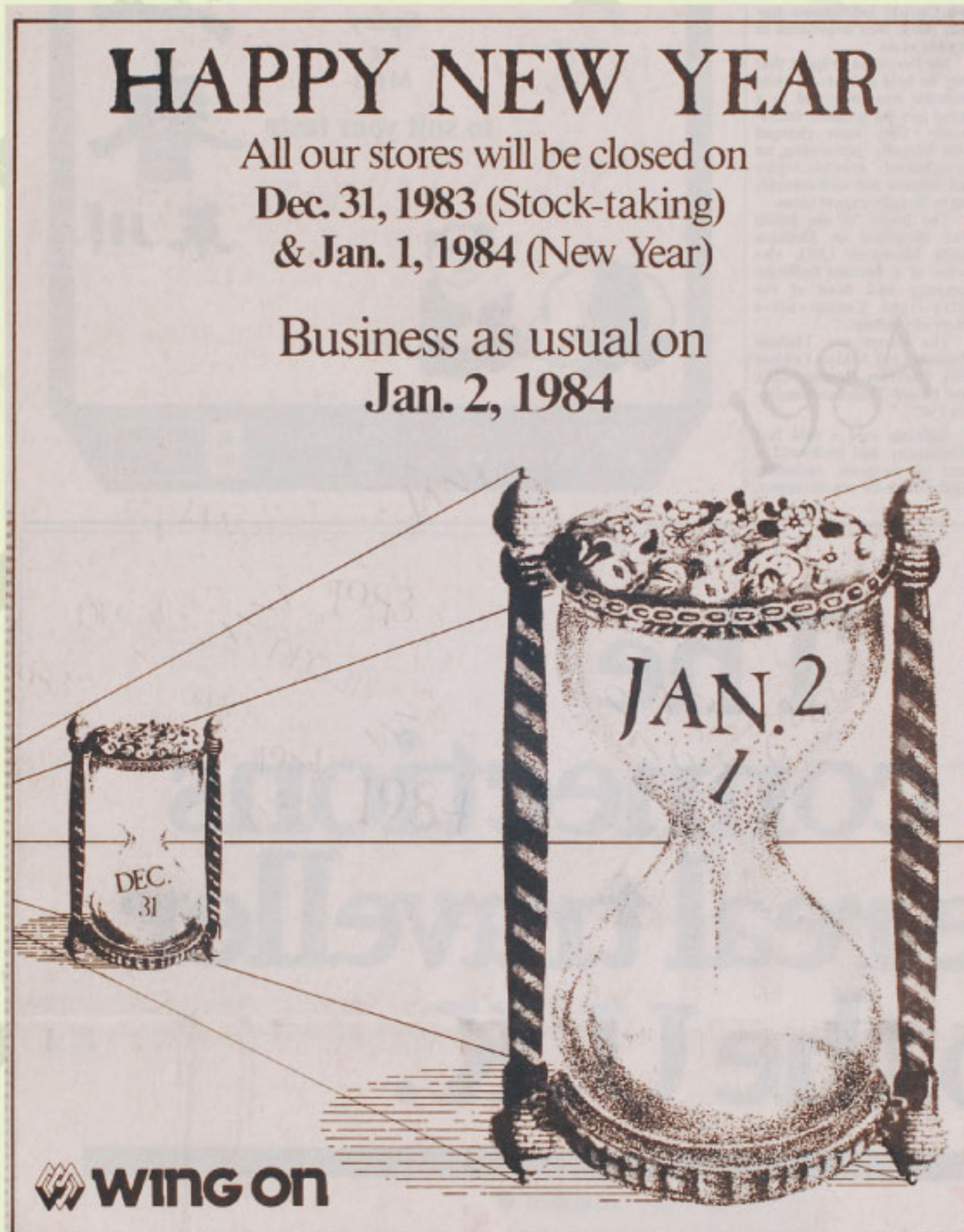


Staff card 1980-1990
一九八零年至一九九零年的職員證



百年回顧

Advertisement - Sing Tao Wan Pao 1 January 1984
廣告 - 星島晚報 一九八四年一月一日



Staff uniform 1983
一九八三年的售貨員制服



Summer Fashion Show 1984
一九八四年夏日時裝表演



Gift certificates 1980s
一九八零年代的永安禮券



Advertisement - South China Morning Post 30 December 1982
廣告 - 南華早報 一九八二年十二月三十日

A CENTURY IN REVIEW



Promotional brochures 1980s
一九八零年代的推廣活動宣傳冊子

Advertisement - Hong Kong Standard 14 December 1984
廣告 - 英文虎報 一九八四年十二月十四日

Staff uniform 1984
一九八四年的售貨員制服



Miss World at Wing On during Britain Today 1984
一九八四年「今日英國」舉行時，當年之「世界小姐」訪問永安



Britain Today at Wing On 1984
一九八四年「今日英國」





HRH The Duke of Kent cutting the ribbon to open the Britain Today promotion in 1984
一九八四年根德公爵蒞臨永安主持「今日英國」剪綵儀式

神秘特賣

逢星期二、三、四在各店舉行

逢星期二、三、四，
本公司各店分別在不同時間及部門推出不同貨品特賣，
利用店內播音即時通知在場顧客。
每次特賣貨品均超值特平，但數量有限，
售完即止。

永安公司

Advertisement - Sing Tao Wan Pao 13 March 1984
廣告 - 星島晚報 一九八四年三月十三日



BRITAIN TODAY



the most complete department store
WING ON



夏季清貨大減價

最低減至半價

永安公司

Newspaper Advertisement 1 August 1984
廣告 - 美商周報 一九八四年八月一日

A CENTURY IN REVIEW



Advertisement - Economic Journal 1 November 1984
廣告 - 信報 一九八四年十一月一日



Advertisement - Oriental Daily News 7 January 1984
廣告 - 東方日報 一九八四年一月七日



Advertisement - Oriental Daily News 1 April 1984
廣告 - 東方日報 一九八四年四月一日



Shopping bag 1980s
一九八零年代的永安購物袋



Window displays 1980s
一九八零年代的櫥窗佈置





Advertisement - Wah Kiu Yat Po 13 June 1985
廣告 - 華僑日報 一九八五年六月十三日

Staff uniform 1985
一九八五年的售貨員制服



Advertisement - South China Morning Post 24 March 1985
廣告 - 南華早報 一九八五年三月二十四日



Advertisement - South China Morning Post
18 May 1986
廣告 - 南華早報
一九八六年五月十八日

Staff uniform 1984
一九八四年的售貨員制服



Shopping bags 1980s
一九八零年代的永安購物袋

A CENTURY IN REVIEW

JUNE 18
PAMPER FATHER ON HIS DAY



FREE GIFT with purchase from June 10 - 18.
(Please see in-store posters for details.)



wing on

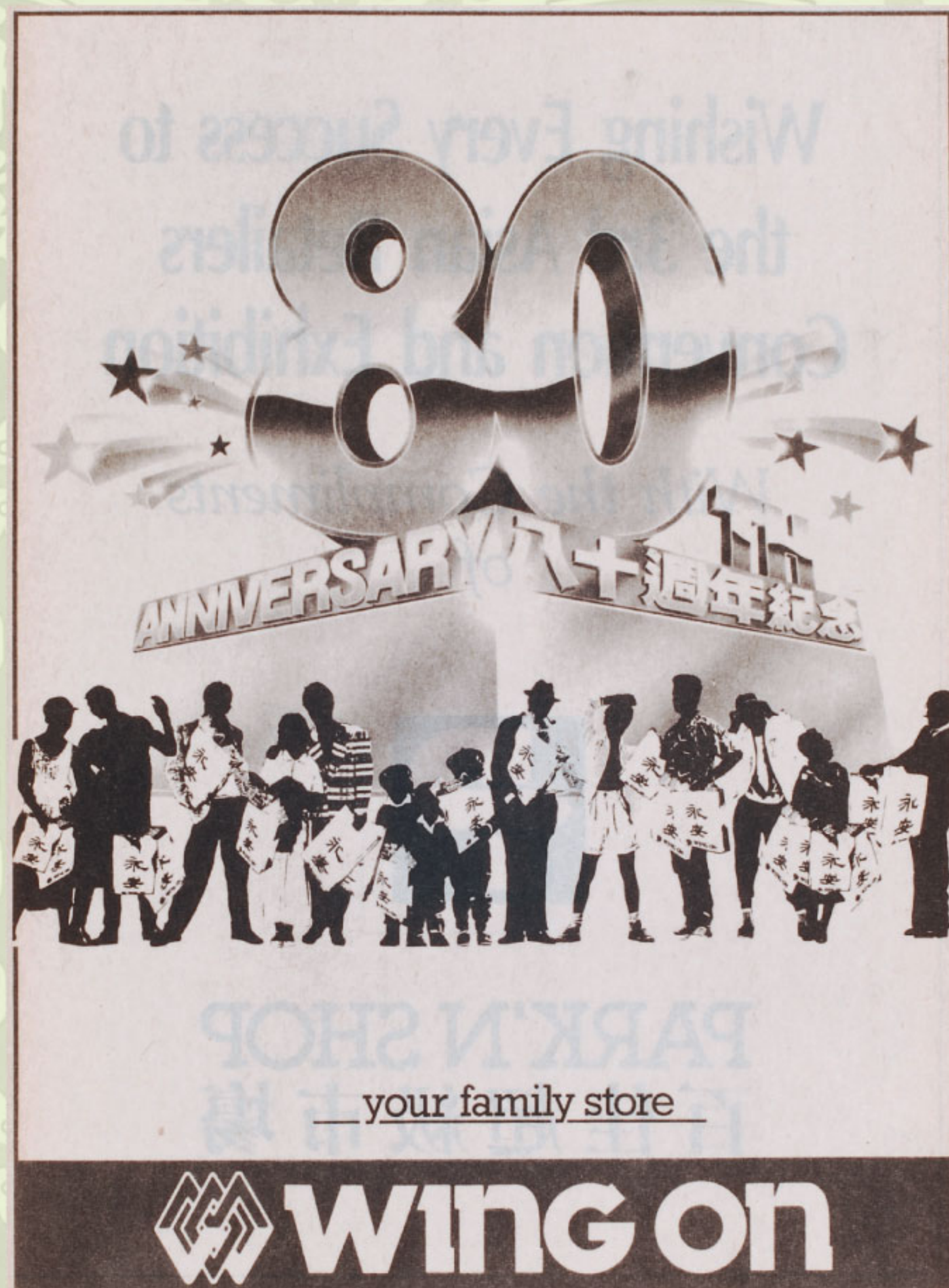
Advertisement - TVOE Times 10 June 1989
雜誌廣告 一九八九年六月十日



星期五
嬰兒部
玻璃部



Staff uniform 1987
一九八七年的售貨員制服



Advertisement - Tin Tin Daily News 31 July 1987
廣告 - 天天日報 一九八七年七月三十一日

百年回顧



The first TV commercial of "Wing On Weekend Special" 1980s
一九八零年代「永安周末特賣」第一輯電視廣告



Magazine Advertisement 19 July 1989
廣告 - 清新周刊 一九八九年七月十九日



Staff uniform 1988
一九八八年的售貨員制服

A CENTURY IN REVIEW



Advertisement - TV Week 12 December 1990
廣告 - 電視週刊 一九九零年十二月十二日



Shopping bag 1990s
一九九零年代的永安購物袋



Advertisement - Affairs Weekly 19 October 1990
雜誌廣告 一九九零年十月十九日



Advertisement - Ming Pao Weekly 14 October 1990
廣告 - 明報周刊 一九九零年十月十四日

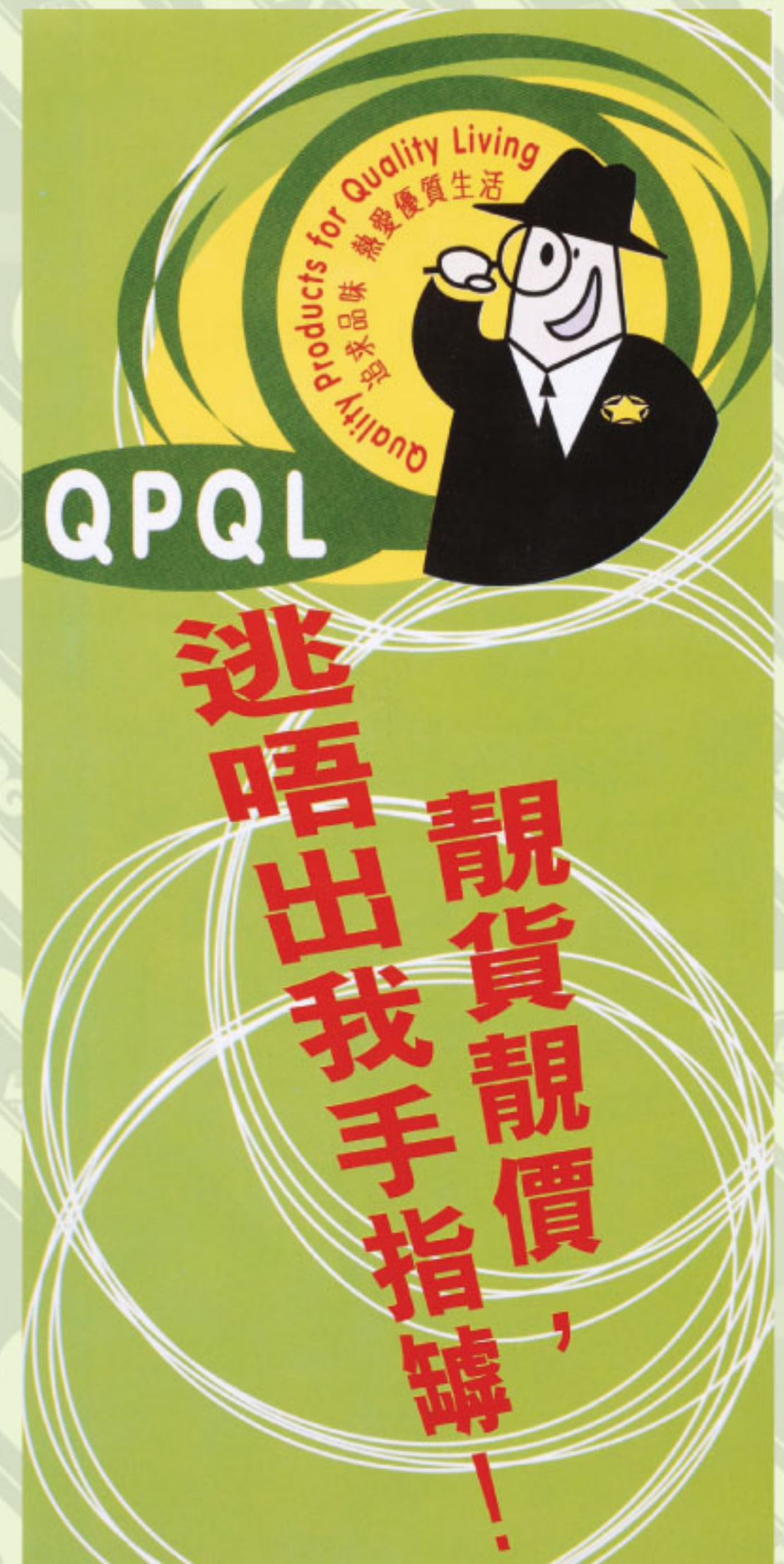


Staff uniform 1990s
一九九零年代的售貨員制服

百年回顧



Promotional brochures 1990s
一九九零年代的推廣活動宣傳冊子



Advertisement - Express News 5 June 1994
廣告 - 快報 一九九四年六月五日



Advertisement - Oriental Sunday 29 May 1994
廣告 - 東方新地 一九九四年五月二十九日

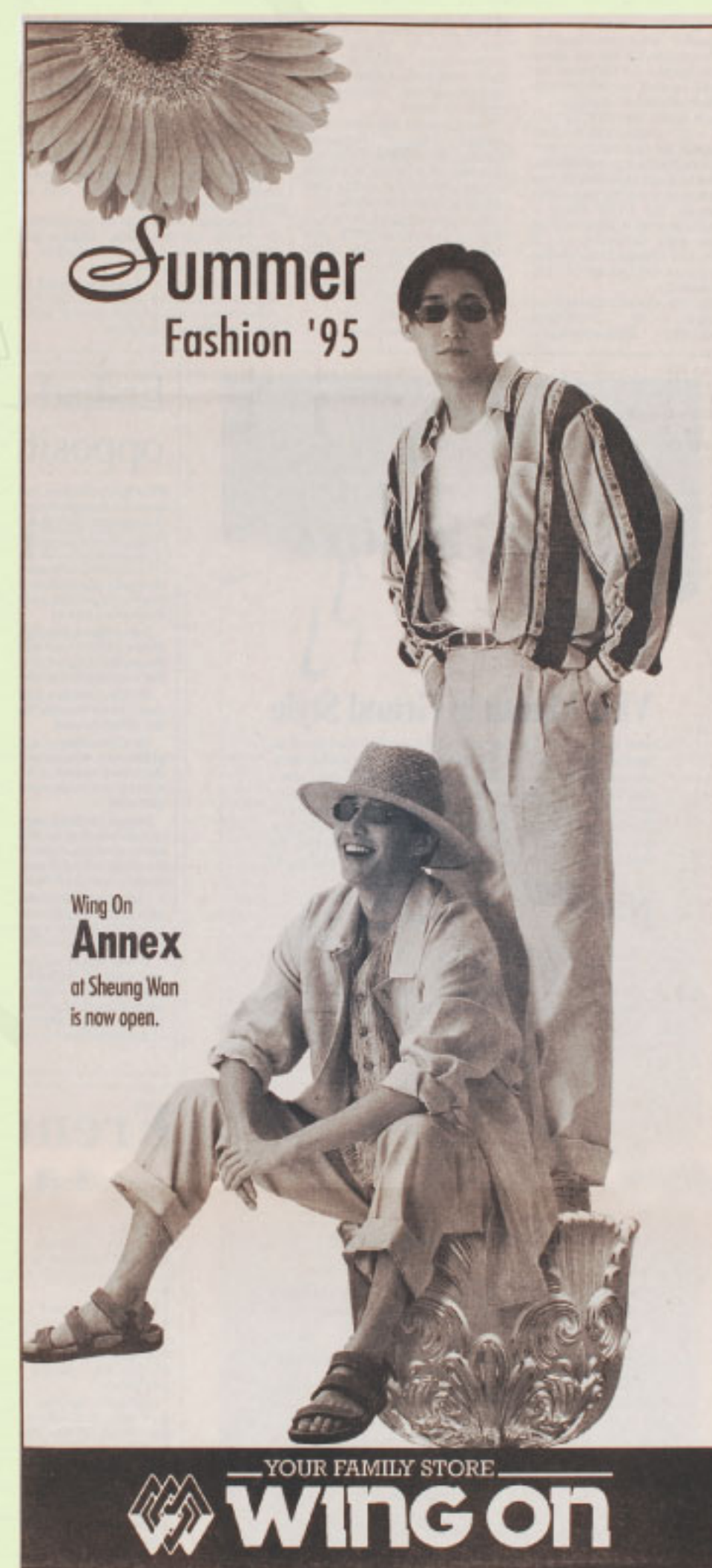
A CENTURY IN REVIEW



Advertisement - Easy Finder 14 December 1995
廣告 - 壹本便利 一九九五年十二月十四日



Advertisement - Hong Kong Standard 15 December 1995
廣告 - 英文虎報 一九九五年十二月十五日



Advertisement - Hong Kong Standard 9 May 1995
廣告 - 英文虎報 一九九五年五月九日



Window displays 1990s
一九九零年代的櫥窗佈置



百年回顧

Advertisement - Oriental Sunday 12 May 1996
廣告 - 東方新地 一九九六年五月十二日



Miss France was invited to the opening ceremony of French Festival 1995
一九九五年法國小姐應邀出席「法國風華在永安」開幕典禮

Staff uniform 1994
一九九四年的售貨員制服



Advertisement - ELLE November 1997
雜誌廣告 一九九七年十一月



A CENTURY IN REVIEW

聖誕星光在永安
There is no Christmas Sparkles like Wing On Christmas

丁丑年通勝月曆

「永安通勝月曆」
贈送 288 元現金紅利

超值換購
意大利 **Concerto** 高級水晶酒具及精品

聖誕迎
百萬巨獎 Million Dollar Christmas Lucky Draw
送出總值一百萬元永安購物禮券
可獨得特別大獎十萬元永安購物禮券
超過二百五十個獎項
多重中獎機會

YOUR FAMILY STORE
Wing on 永安百貨

Advertisement - Ming Pao Weekly 15 December 1996
廣告 - 明報周刊 一九九六年十二月十五日



TV commercial 1998
一九九八年的電視廣告



Window displays 1990s
一九九零年代的櫥窗佈置

春夏新色
Summer Fashion '95

商業森林中，上環
永安別館
帶給您：法國庭園式
的悠閒；
和一如遨遊購物
的情趣。

永安百貨

Advertisement - Easy Finder 12 May 1995
廣告 - 壹本便利 一九九五年五月十二日

Advertisement - Oriental Sunday 14 May 1995
廣告 - 東方新地 一九九五年五月十四日

春夏新色
Summer Fashion '95

商業森林中，上環
永安別館
帶給您：法國庭園式
的悠閒；
和一如遨遊購物
的情趣。

永安百貨

百年回顧



聖誕星光在永安
There is no Christmas sparkles like Wing On Christmas

永安有您心 齊齊獻愛心
與黎明攜手支持
聯合國兒童基金會
共同對抗每年虐殺中國十萬名
新生嬰兒的「破傷風症」
現已推出

永安有您心月曆 每個30元
附黎明精美彩照，限量發行。

永安有您心禮券 每套1,000元
附「黎明有心有Fun」生日派對入場券，限量發行。

主辦機構 Organizer: Hong Kong Committee For **unicef** United Nations Children's Fund 香港聯合國兒童基金會
主要贊助商 Main Sponsor: **永安百貨** PolyGram
協辦機構 Co-organizer: 黎明家族 LEON FAMILY
全力支持機構 Supporting Groups: PACIAWOOD

超值換購
意大利 Concerto
高級水晶酒具及精品

購物送
「永安通勝月曆」
贈送 288 元現金紅利

聖誕
百萬巨獎迎
Million Dollar
Christmas Lucky Draw

送出總值一百萬元永安購物禮券
可獨得特別大獎十萬元永安購物禮券
超過二百五十個獎項
多重中獎機會

YOUR FAMILY STORE
Wing On 永安百貨

Advertisement - Ming Pao Weekly 15 December 1996
廣告 - 明報周刊 一九九六年十二月十五日

手上產品，如何促銷？



永安百貨可為您提供多元化的銷售網絡，俾您手上產品更廣範地接觸不同顧客層面，閣下可自選：

- 任何一間分店
- 面積
- 長期或短期
- 自行推銷或寄銷

極富彈性的銷售網絡
不斷助您增加客源

查詢請電市場業務部：

2318 2480

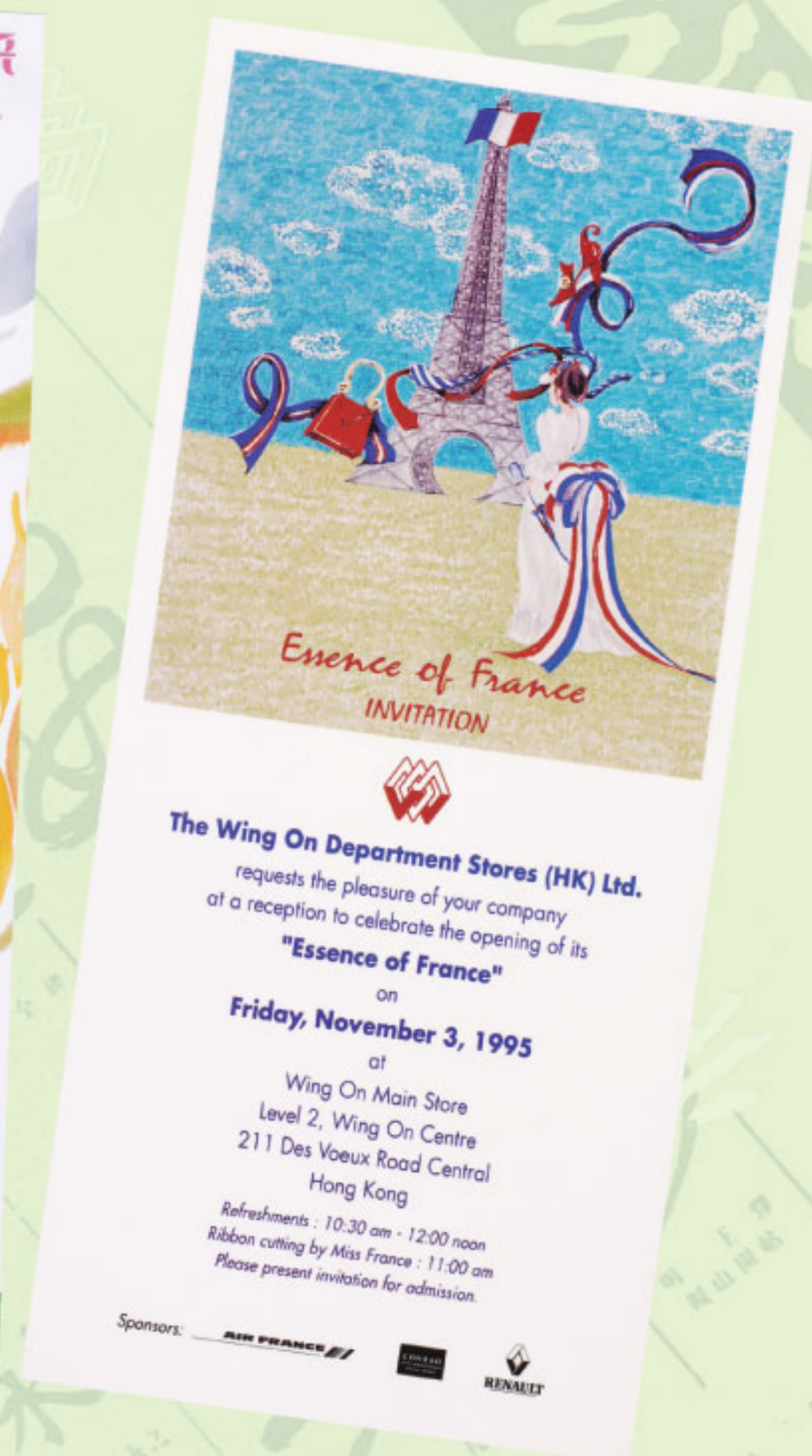
上環總店 • 中國 • 太古城 • 香港仔 • 尖沙咀 • 美孚 • 九龍灣 • 黃埔 • 愉景灣

Advertisement -
Hong Kong Economic
Times 19 August 1998
廣告 - 經濟日報
一九九八年八月十九日

Wing On 永安百貨

A CENTURY IN REVIEW

Promotional brochures 1990s
一九九零年代的推廣活動宣傳冊子



Staff uniform 1994
一九九四年的售貨員制服



Advertisement - Next Magazine 21 October 1999
廣告 - 壹周刊 一九九九年十月二十一日

農曆三月廿八日 - 「生意易實發」

\$300,000

永安禮券即日大放送

《大吉》

宜

抽狂行
勁購永
獎物安

五月十三日 - 「永安百貨大吉購物日」·成

為慶祝永安百貨九龍灣及太古城分店開業週年慶典，特舉行「二重奏」大抽獎，由即日起至五月十三日，凡在本公司各分店購物滿\$250，即可參加抽獎。抽獎日期為五月十三日（農曆三月廿八日）大吉之日，本公司決定將「二重奏」大抽獎獎金提高，將\$300,000永安禮券即日全數送出，萬勿錯過！

「二重奏」大抽獎
顧客只需惠顧滿\$250，即可進入第一重抽獎，贏取現金券、折扣券或精美禮品，人人有份，永不落空；惠顧滿\$1,000，更可進入第二重抽獎，有機會贏取精美禮品、足金金元寶或總值\$300,000永安禮券。

抽獎地點：太古城分店、九龍灣分店、1999年5月13日。

May 13 - Your Lucky Day
Good for Shopping in Wing On and Grasp your Chance
The response for the "Two-Tier Lucky Draw", which celebrates the 2nd anniversary of the Kowloon Bay & Tsim Sha Tsui stores is so overwhelming that we have decided to increase the prize pool from \$250,000 to \$300,000. The lucky draw will be held on May 13, 1999, at 11:00 am. The prize pool will be \$300,000 Wing On Gift Certificates. Come and grasp the chance! It's so easy to win TWO TIERS!

Two-Tier Lucky Draw
The purchase of \$250 customers will enter the first tier lucky draw and get free gifts with response or discount coupon. For purchase of \$1,000, you will enter the second tier draw and might win special gifts, 99% GIFT IN \$300,000 or total value of \$300,000 Wing On Gift Certificates.

*The specific details of the draw will be published on May 13, 1999.

Wing On Stores
Kowloon Bay: Tel: 2777-0000 / Fax: 2777-0001 / 2777-0002 / 2777-0003 / 2777-0004 / 2777-0005 / 2777-0006 / 2777-0007 / 2777-0008 / 2777-0009 / 2777-0010 / 2777-0011 / 2777-0012 / 2777-0013 / 2777-0014 / 2777-0015 / 2777-0016 / 2777-0017 / 2777-0018 / 2777-0019 / 2777-0020 / 2777-0021 / 2777-0022 / 2777-0023 / 2777-0024 / 2777-0025 / 2777-0026 / 2777-0027 / 2777-0028 / 2777-0029 / 2777-0030 / 2777-0031 / 2777-0032 / 2777-0033 / 2777-0034 / 2777-0035 / 2777-0036 / 2777-0037 / 2777-0038 / 2777-0039 / 2777-0040 / 2777-0041 / 2777-0042 / 2777-0043 / 2777-0044 / 2777-0045 / 2777-0046 / 2777-0047 / 2777-0048 / 2777-0049 / 2777-0050 / 2777-0051 / 2777-0052 / 2777-0053 / 2777-0054 / 2777-0055 / 2777-0056 / 2777-0057 / 2777-0058 / 2777-0059 / 2777-0060 / 2777-0061 / 2777-0062 / 2777-0063 / 2777-0064 / 2777-0065 / 2777-0066 / 2777-0067 / 2777-0068 / 2777-0069 / 2777-0070 / 2777-0071 / 2777-0072 / 2777-0073 / 2777-0074 / 2777-0075 / 2777-0076 / 2777-0077 / 2777-0078 / 2777-0079 / 2777-0080 / 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2777-0579 / 2777-0580 / 2777-0581 / 2777-0582 / 2777-0583 / 2777-0584 / 2777-0585 / 2777-0586 / 2777-0587 / 2777-0588 / 2777-0589 / 2777-0590 / 2777-0591 / 2777-0592 / 2777-0593 / 2777-0594 / 2777-0595 / 2777-0596 / 2777-0597 / 2777-0598 / 2777-0599 / 2777-0600 / 2777-0601 / 2777-0602 / 2777-0603 / 2777-0604 / 2777-0605 / 2777-0606 / 2777-0607 / 2777-0608 / 2777-0609 / 2777-0610 / 2777-0611 / 2777-0612 / 2777-0613 / 2777-0614 / 2777-0615 / 2777-0616 / 2777-0617 / 2777-0618 / 2777-0619 / 2777-0620 / 2777-0621 / 2777-0622 / 2777-0623 / 2777-0624 / 2777-0625 / 2777-0626 / 2777-0627 / 2777-0628 / 2777-0629 / 2777-0630 / 2777-0631 / 2777-0632 / 2777-0633 / 2777-0634 / 2777-0635 / 2777-0636 / 2777-0637 / 2777-0638 / 2777-0639 / 2777-0640 / 2777-0641 / 2777-0642 / 2777-0643 / 2777-0644 / 2777-0645 / 2777-0646 / 2777-0647 / 2777-0648 / 2777-0649 / 2777-0650 / 2777-0651 / 2777-0652 / 2777-0653 / 2777-0654 / 2777-0655 / 2777-0656 / 2777-0657 / 2777-0658 / 2777-0659 / 2777-0660 / 2777-0661 / 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2777-0745 / 2777-0746 / 2777-0747 / 2777-0748 / 2777-0749 / 2777-0750 / 2777-0751 / 2777-0752 / 2777-0753 / 2777-0754 / 2777-0755 / 2777-0756 / 2777-0757 / 2777-0758 / 2777-0759 / 2777-0760 / 2777-0761 / 2777-0762 / 2777-0763 / 2777-0764 / 2777-0765 / 2777-0766 / 2777-0767 / 2777-0768 / 2777-0769 / 2777-0770 / 2777-0771 / 2777-0772 / 2777-0773 / 2777-0774 / 2777-0775 / 2777-0776 / 2777-0777 / 2777-0778 / 2777-0779 / 2777-0780 / 2777-0781 / 2777-0782 / 2777-0783 / 2777-0784 / 2777-0785 / 2777-0786 / 2777-0787 / 2777-0788 / 2777-0789 / 2777-0790 / 2777-0791 / 2777-0792 / 2777-0793 / 2777-0794 / 2777-0795 / 2777-0796 / 2777-0797 / 2777-0798 / 2777-0799 / 2777-0800 / 2777-0801 / 2777-0802 / 2777-0803 / 2777-0804 / 2777-0805 / 2777-0806 / 2777-0807 / 2777-0808 / 2777-0809 / 2777-0810 / 2777-0811 / 2777-0812 / 2777-0813 / 2777-0814 / 2777-0815 / 2777-0816 / 2777-0817 / 2777-0818 / 2777-0819 / 2777-0820 / 2777-0821 / 2777-0822 / 2777-0823 / 2777-0824 / 2777-0825 / 2777-0826 / 2777-0827 / 2777-0828 / 2777-0829 / 2777-0830 / 2777-0831 / 2777-0832 / 2777-0833 / 2777-0834 / 2777-0835 / 2777-0836 / 2777-0837 / 2777-0838 / 2777-0839 / 2777-0840 / 2777-0841 / 2777-0842 / 2777-0843 / 2777-0844 / 2777-0845 / 2777-0846 / 2777-0847 / 2777-0848 / 2777-0849 / 2777-0850 / 2777-0851 / 2777-0852 / 2777-0853 / 2777-0854 / 2777-0855 / 2777-0856 / 2777-0857 / 2777-0858 / 2777-0859 / 2777-0860 / 2777-0861 / 2777-0862 / 2777-0863 / 2777-0864 / 2777-0865 / 2777-0866 / 2777-0867 / 2777-0868 / 2777-0869 / 2777-0870 / 2777-0871 / 2777-0872 / 2777-0873 / 2777-0874 / 2777-0875 / 2777-0876 / 2777-0877 / 2777-0878 / 2777-0879 / 2777-0880 / 2777-0881 / 2777-0882 / 2777-0883 / 2777-0884 / 2777-0885 / 2777-0886 / 2777-0887 / 2777-0888 / 2777-0889 / 2777-0890 / 2777-0891 / 2777-0892 / 2777-0893 / 2777-0894 / 2777-0895 / 2777-0896 / 2777-0897 / 2777-0898 / 2777-0899 / 2777-0900 / 2777-0901 / 2777-0902 / 2777-0903 / 2777-0904 / 2777-0905 / 2777-0906 / 2777-0907 / 2777-0908 / 2777-0909 / 2777-0910 / 2777-0911 / 2777-0912 / 2777-0913 / 2777-0914 / 2777-0915 / 2777-0916 / 2777-0917 / 2777-0918 / 2777-0919 / 2777-0920 / 2777-0921 / 2777-0922 / 2777-0923 / 2777-0924 / 2777-0925 / 2777-0926 / 2777-0927 / 2777-0928 / 2777-0929 / 2777-0930 / 2777-0931 / 2777-0932 / 2777-0933 / 2777-0934 / 2777-0935 / 2777-0936 / 2777-0937 / 2777-0938 / 2777-0939 / 2777-0940 / 2777-0941 / 2777-0942 / 2777-0943 / 2777-0944 / 2777-0945 / 2777-0946 / 2777-0947 / 2777-0948 / 2777-0949 / 2777-0950 / 2777-0951 / 2777-0952 / 2777-0953 / 2777-0954 / 2777-0955 / 2777-0956 / 2777-0957 / 2777-0958 / 2777-0959 / 2777-0960 / 2777-0961 / 2777-0962 / 2777-0963 / 2777-0964 / 2777-0965 / 2777-0966 / 2777-0967 / 2777-0968 / 2777-0969 / 2777-0970 / 2777-0971 / 2777-0972 / 2777-0973 / 2777-0974 / 2777-0975 / 2777-0976 / 2777-0977 / 2777-0978 / 2777-0979 / 2777-0980 / 2777-0981 / 2777-0982 / 2777-0983 / 2777-0984 / 2777-0985 / 2777-0986 / 2777-0987 / 2777-0988 / 2777-0989 / 2777-0990 / 2777-0991 / 2777-0992 / 2777-0993 / 2777-0994 / 2777-0995 / 2777-0996 / 2777-0997 / 2777-0998 / 2777-0999 /

百年回顧



Cashmere Aspiration - CHISSA

- 百分百純茄士咩
- 質優而剪裁細緻
- 簡單配搭，演繹時代浪漫
- 輕薄，柔軟如絲
- 多款多色可供選擇
- 物超所值

全線有售(除中區及愉景灣店)

WING ON 永安百貨

Advertisement - Apple Daily 13 May 1999
廣告 - 蘋果日報 一九九九年五月十三日



Cashmere Aspiration - BARTI

- 百分百純茄士咩
- 質優而剪裁細緻
- 簡單配搭，演繹時代浪漫
- 輕薄，柔軟如絲
- 多款多色可供選擇
- 物超所值

全線有售(除愉景灣店)

WING ON 永安百貨

Advertisement - Ming Pao Weekly 6 November 1999
廣告 - 明報周刊 一九九九年十一月六日



永安專門店「二」不容遲

人人有獎 永不落空 有機會贏得全年免費買鞋或手袋

永安專門店，搜羅各國名牌皮鞋及手袋，款式選擇多，專櫃如 ELLE, ENRICO COVERI, SCHOLL, SAINT JACK, WHY, JOY AND PEACE, MIRABELL 等，都匯聚在專門店之內。

永安專門店於八月二十五日至十月五日舉行一個別開生面的推廣。凡於上述期間在專門店內，同日購買任何貨品兩件或以上，憑當日發票到本店抽獎站即時抽獎，獎品豐富，包括有皮鞋手袋禮券，化粧品套裝，腰包，銀包，化粧袋，自助餐食券，鮮花禮券等等，人人有獎，永不落空。更有機會贏得12張價值\$500禮券，讓你可以每月到永安專門店內購買皮鞋或手袋，靚足一年。

獎品總值超過 \$300,000.00

WING ON 永安百貨

地址：香港上環德輔道中199號(上環總店側) 營業時間：每日上午十時至晚上七時

Advertisement - Oriental Daily News 17 April 1998
廣告 - 東方日報
一九九八年四月十七日

A CENTURY IN REVIEW

wing on 永安 Plus

現已開幕



精彩優惠，慶祝wing on Plus 揭開世紀新一頁

"1 送 1" 超級至激賞
由即日起至7月31日，憑恒生信用卡或聯發信用卡可於wing on Plus享有多重購物優惠；逢星期六，更送你免找數開心賞！

購物送精美紀念瓷杯
由即日起，凡於wing on Plus惠顧滿HK\$300，即可獲贈精美紀念瓷杯乙隻，數量有限，送完即止。

永安入順咭，獎你wing on Plus 免費差額
由即日起至9月30日期間，凡於任何永安百貨以永安入順咭累積差額滿HK\$1,000或以上，即獎你高達差額10%之wing on Plus 免費差額回賞！累積差額越多，「回賞額」越高，讓你隨意於wing on Plus選購電器、家庭用品、潮流服飾等心水貨品。

體驗全新購物享受，請蒞臨 wing on Plus！



九龍彌敦道345號永安九龍中心 電話：2710 6288 E-mail: plus@wingonnet.com Wing On NETshop: http://www.wingonnet.com

Advertisement - Ming Pao Weekly 8 July 2000
廣告 - 明報周刊 二零零零年七月八日




Promotional brochures 2003
二零零三年的推廣活動宣傳冊子

Advertisement - Oriental Sunday 2 December 2000
廣告 - 東方新地 二零零零年十二月二日

wing on 永安 Plus

Christmas Glory

聖誕裝飾?
香水系列?
聖誕禮物?
水晶首飾?

各式聖誕精選，盡在六樓推廣場

九龍彌敦道345號永安九龍中心 電話：2710 6288 E-mail: plus@wingonnet.com Wing On NETshop: http://www.wingonnet.com

Advertisement - Next Magazine 1 June 2000
廣告 - 壹周刊 二零零零年六月一日

父親節

一年慶祝一次，梗係由爹哋話事！

wing on 永安百貨

有禮物收，爹哋一定鍾意。由即日起至6月18日，只要購物滿\$350，即回贈\$100現金券乙張，憑券於指定部門購物滿\$500，即可作現金使用*。一於送份大禮俾爹哋啦！

*詳情請參閱店內海報

大埔店、太古店、北環店、灣仔店、九龍店、黃埔店、橫濱店

二千呎推廣場，定期舉行不同主題推廣，各適其式，保證場場精彩。

即將開幕

百年回顧



The popular Pre-Sale
貴賓購物日



Current assorted gift wrapping paper and shopping bag
現時的禮品花紙及購物袋



Staff uniform 2002
二零零二年的售貨員制服

Golf 永安百貨送哥爾夫球精選禮品優惠成報讀者

wing on 永安 Plus wing on 永安百貨 成報

哥爾夫球要打出水準來，一套「高球武裝」實在不能缺少，所以永安百貨已為你搜羅了一系列的哥爾夫球用品及專門店，讓你整裝待發。Pro Kennex哥爾夫球用品專櫃現已加盟永安九龍灣店，而David Golf亦已正式進駐彌敦道wing on Plus，歡迎熱愛運動的你前來參觀選購。



初學者首選
I- HWA男裝纖維套裝 (4木 + 9 鐵)
4 木：#1, #3, #5 及 #7
9 鐵：#3-9, PW及SW
鐵桿全採用低重心設計，纖維桿身，容易操控。
木桿桿面甜蜜點大，適合初學者使用。
原價：\$5800
超特價：\$2499
*現凡購買I-HWA男裝纖維套裝均可獲贈腳架及推桿，另備女裝以供選購。



PRO KENNEX TI Max
發球桿頭 (305c.c.)，擊球面為鈦金屬，將重量分配於底部，使球桿重心降低，使你有絕佳的擊球感。
原價：HK\$980
特價：HK\$686



憑印花可到九龍灣店 **免費換取**
"PRO KENNEX"
精美高爾夫手套一對，價值 \$75
*限量150個，送完即止。
地址：九龍灣偉業街 33 號 德福廣場 301、401 及 501 號舖
查詢熱線：2798 1888



憑印花可到彌敦道店 **免費換取**
"CANNON GOLF"
精美木桿球套乙個，價值 \$50
*限量150個，送完即止。
地址：九龍彌敦道 345 號永安九龍中心
查詢熱線：2710 6288



"PRO KENNEX"
精美高爾夫手套一對



"CANNON GOLF"
精美木桿球套乙個，

Advertisement - Sing Pao 22 September 2001
廣告 - 成報 二零零一年九月二十二日

A CENTURY IN REVIEW

D2 逢星期二刊出 成報 二〇〇一年九月二十五日 星期二 農曆辛巳年八月初九日

好着數 Feature

煥然一新太古城 牀寢用品送大禮 wing on 永安百貨 追求品味 熱愛優質生活

想替你的睡房換上全新面貌？快來太古城永安百貨吧！太古城店剛作全面大革新，寢室用品部產品一應俱全，各寢具名牌如：雅蘭、睡康寧、卡撒天嬌、雅諾士、天妃、Natural Home、Inside Out、Opal 及 Sinomax，提供不同款式最新寢室產品以供選購。

現永安百貨獨家優惠《成報》讀者，憑印花可免費獲贈咕啞（價值\$50）及枕袋（價值\$159），並可享多項折扣優惠。

即日起至10月2日 你只需憑印花便可 免費取得以下禮品

Opal 專櫃 Today Design 咕啞 價值\$50 數量200份 送完即止

雅蘭全棉印花枕袋一對 價值\$159 數量150份 送完即止

即日起至10月21日 你更可享受有以下產品優惠

Opal 專櫃 Today Design 寢室用品 四折優惠 (只限106花號)

Opal 專櫃 Hallmark 寢室用品 四折優惠 (只限11001花號)

Natural Home 專櫃 2059 Sunflower 雙人被袋、牀笠及枕袋套裝 原價\$710 優惠價\$497 送被芯乙個 (價值\$99) 送完即止

Natural Home 專櫃 2070 得意馬仔單人被袋、牀笠及枕袋套裝 原價\$570 優惠價\$399 送被芯乙個 (價值\$99) 送完即止

天妃牌絲棉被、羽絨被及純綿套裝 原價\$423起 優惠價\$338起

煥然一新大抽獎 即日起至10月21日 顧客只需於太古城店女士服飾部、女裝鞋部或手袋部購物滿HK\$300，即可參加「煥然一新大抽獎」，有機會贏得豐富禮品！

免費 Today Design 咕啞 憑券可免費獲贈 Today Design 咕啞一個。只限使用一次，印花本無效。優惠券不可兌換現金或與其他優惠共同使用。有效期由2001年9月25日起至10月2日止。以上優惠只限於永安百貨太古城店。如有任何爭議，永安百貨保留優惠之最終決定權。查詢：2885 7588 地址：香港太古城18號太古城中心074及144號舖

免費雅蘭全棉印花枕袋 憑券可免費獲贈雅蘭全棉印花枕袋一對。只限使用一次，印花本無效。優惠券不可兌換現金或與其他優惠共同使用。有效期由2001年9月25日起至10月2日止。以上優惠只限於永安百貨太古城店。如有任何爭議，永安百貨保留優惠之最終決定權。查詢：2885 7588 地址：香港太古城18號太古城中心074及144號舖

太古城永安百貨優惠券 憑券可於太古城永安百貨享多項折扣優惠。優惠包括：Opal 專櫃 Today Design 寢室用品 (只限106花號) 及 Hallmark 寢室用品 (只限11001花號) 四折；Natural Home 專櫃 2059 Sunflower 雙人被袋、牀笠及枕袋套裝 優惠價\$497 (原價\$710) 送完即止；Natural Home 專櫃 2070 得意馬仔單人被袋、牀笠及枕袋套裝 優惠價\$399 (原價\$570) 送完即止；天妃牌絲棉被、羽絨被及純綿套裝 優惠價\$338起。只限使用一次，印花本無效。優惠券不可兌換現金或與其他優惠共同使用。有效期由2001年9月25日起至10月21日止。以上優惠只限於永安百貨太古城店。如有任何爭議，永安百貨保留優惠之最終決定權。查詢：2885 7588 地址：香港太古城18號太古城中心074及144號舖

Advertisement - Sing Pao 25 September 2001
廣告 - 成報 二零零一年九月二十五日

Advertisement - Apple Daily 27 September 2002
廣告 - 蘋果日報 二零零二年九月二十七日

秋 Autumn New Arrivals

精彩感覺瀟灑今個秋季，永安Plus早已為您預備了今季最流行的時尚服飾讓您在這個秋天過得更有品味，光芒盡現。

彌敦道345號 • 電話：2710 6288 • www.wingon.com

永安夏日全情 開學大減價 Wing On "Back to School" Hot Summer Sale

四折 低至 Up To 60% OFF

季折 陽光燦爛的

wing on 永安百貨

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Advertisement - Apple Daily 2 August 2002
廣告 - 蘋果日報 二零零二年八月二日

百年回顧



Cooking demonstrations
店內烹飪示範



Current shopping bags
現時的永安購物袋



Advertisement - Oriental Daily News 19 April 2003
廣告 - 東方日報 二零零三年四月十九日



The famous mascot, Miffy, at Wing On 2007
二零零七年人氣公仔Miffy親臨永安



Staff uniform 2002
二零零二年的售貨員制服

百年回顧



Advertisement - Apple Daily 24 September 2004
廣告 - 蘋果日報 二零零四年九月二十四日



Window displays in recent years
近年的櫥窗佈置



Advertisement - South China Morning Post 6 September 2005
廣告 - 南華早報 二零零五年九月六日



Advertisement - Capital October 2005
廣告 - 資本雜誌 二零零五年十月

百年回顧

Advertisement - Jessica May 2006
雜誌廣告 二零零六年五月



Promotional brochure 2004
二零零四年的推廣活動
宣傳冊子

Advertisement - Men's UNO May 2006
雜誌廣告 二零零六年五月



Promotional brochures 2005
二零零五年的推廣活動宣傳冊子



miffy

夏日換購大行動

由即日起至7月26日，凡購物滿HK\$300，憑當日永安百貨發票
即可以優惠價換購miffy禮品。

毛巾套裝
換購價HK\$29.9

浴室鏡
換購價HK\$39.9

浴巾
換購價HK\$39.9

床單連枕套套裝 (單人/雙人)
換購價HK\$99.9/HK\$93.9

全城躍動迎夏日大抽獎

Illustrations: Dick Bruna © copyright Merito Inc. 1993-2007 By Yikimimage Plus Ltd. www.miffy.com

⊕ 中銀信用卡

永安入賬咭

中銀信用卡及永安入賬咭額外優惠

#1

2倍 抽獎機會

#2

送\$30 永安購物券

#3

3倍 積分獎賞

以上尊享額外優惠須以 中銀信用卡 或 永安入賬咭 簽帳方可使用。
優惠1張券抵滿HK\$300；優惠2張券抵滿HK\$500。購物券可於2007年6月25日至8月8日期間使用。

其他 中銀信用卡 簽帳滿HK\$500，方可享此優惠。

有關以上推廣，HK\$30永安購物券及使用條款之詳情，請參閱永安店內海報及購物卡背面之說明。優惠須受有關條款及限制所約束，以上圖片只供參考，數量有限，贈送止。

wing on 永安百貨
wing on plus

2007 永安百貨 百週年
Wing On Department Stores
Celebrating 100 Years of Retailing

您的百貨公司
Your family store

上環總店 香港德輔道中211號永安中心 2852 1888 太古城店 香港太古城道18號太古城中區C-074及144號舖 2885 7588 彌敦道店 九龍彌敦道345號永安九龍中心 2710 6288
大東店 九龍尖沙咀東望德道62號永安廣場 2196 1388 愉景灣店 大嶼山愉景灣廣場C座114號舖 2967 9268

二零零七年六月二十五日

綻放姿采
UNLEASH
Autumn Beauty 2006

2006 活動

wing on 永登百貨

[illegible]

二零零六年九月二十二日

百年回顧



Advertisement - Ming Pao Weekly 21 April 2007
廣告 - 明報周刊 二零零七年四月二十一日



Advertisement - Cosmopolitan May 2007
雜誌廣告
二零零七年五月



TV commercial 2007
二零零七年的電視廣告



Current staff uniform
現時的售貨員制服

A CENTURY IN REVIEW

ZONE

HVD SPORTSWEAR

New Arrival
Spring Summer 2007

Samafitme

Young Martyno

GND GENDIVE

ma'sana

OAKMAN

MSN MASSANA

REPUNT

男裝全新春夏系列現已有售

wing on 永安百貨

2007 永安百貨 100週年
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www.wingonnet.com

Advertisement - Next Magazine 26 April 2007
廣告 - 壹周刊 二零零七年四月二十六日

2007 永安百貨 100週年
Wing On Department Stores
Celebrating 100 Years of Retailing

wing on 永安百貨

RAVISHING

AUTUMN BEAUTY 2007

Promotional brochures 2007
二零零七年的推廣活動宣傳冊子

wing on 永安百貨

2007 永安百貨 100週年
Wing On Department Stores
Celebrating 100 Years of Retailing

親子廚房

想您的仔仔女女成為「小小廚師」嗎？想享受親子煮食樂？快來報名參加太古城店舉行的「親子廚房」，屆時能親臨豐富的大廚將親臨現場教授製作各款可口美食，分別有曲奇、意大利粉、意大利菜香及煎餃。每個參與家庭均可獲贈精美禮品之份。

名額有限，先到先得。參加者請速向專人通知。
報名截止日期：2007年8月13日

小朋友姓名：_____
父/母姓名：_____
日間聯絡電話：_____
地址：_____
電郵地址：_____
永安入賬號碼：_____
(如適用)

活動時間表

| 日期 | 時間 | 內容 |
|------------------|-------------------|-------|
| 2007年8月25日 (星期六) | 11:30am - 12:30pm | 曲奇 |
| | 1:15pm - 2:15pm | 意大利粉 |
| | 3:00pm - 4:00pm | 意大利菜香 |
| | 4:45pm - 5:45pm | 煎餃 |
| 2007年8月26日 (星期日) | 11:30am - 12:30pm | 曲奇 |
| | 1:15pm - 2:15pm | 意大利粉 |
| | 3:00pm - 4:00pm | 意大利菜香 |
| | 4:45pm - 5:45pm | 煎餃 |

註：只限一位小朋友及一位家長

報名方法：
親臨太古城店 (太古城店) 購買任何貨品，憑永安百貨即日發票便可到收銀處索取報名表格。

請填妥以上資料並將表格交至客戶服務部的收票箱。參加者將獲專人通知。

贊助：**MEYER** 美儀、**Rasonic** 樂達

Current staff uniform
現時的售貨員制服

wing on 永安百貨

2007 永安百貨 100週年
Wing On Department Stores
Celebrating 100 Years of Retailing

Mom I Love You 母親節心意推介

推廣日期：由即日起至2007年5月13日

服飾及配飾

- Adrian 高級針織衫 8折 \$138
- Adrian 高級針織衫 8折 \$199
- Adrian 高級針織衫 8折 \$138
- Adrian 高級針織衫 8折 \$199
- Adrian 高級針織衫 8折 \$138
- Adrian 高級針織衫 8折 \$199

化妝護膚

- Shanley 高級護膚品 8折 \$280+\$308
- Shanley 高級護膚品 8折 \$640
- Shanley 高級護膚品 8折 \$401

家居用品

- Shanley 高級家居用品 8折 \$699
- Shanley 高級家居用品 8折 \$259

優質睡衣 內衣推介

推廣日期：由即日起至2007年5月20日

睡衣

- Shanley 高級睡衣 8折 \$89
- Shanley 高級睡衣 8折 \$89
- Shanley 高級睡衣 8折 \$89
- Shanley 高級睡衣 8折 \$89
- Shanley 高級睡衣 8折 \$89
- Shanley 高級睡衣 8折 \$89

內衣及內褲

- Shanley 高級內衣 8折 \$89
- Shanley 高級內衣 8折 \$89
- Shanley 高級內衣 8折 \$89
- Shanley 高級內衣 8折 \$89
- Shanley 高級內衣 8折 \$89
- Shanley 高級內衣 8折 \$89

Advertisement - Apple Daily 11 May 2007
廣告 - 蘋果日報 二零零七年五月十一日



wing on 永安百貨

凡購物每滿HK\$100 日發票可獲抽獎機會

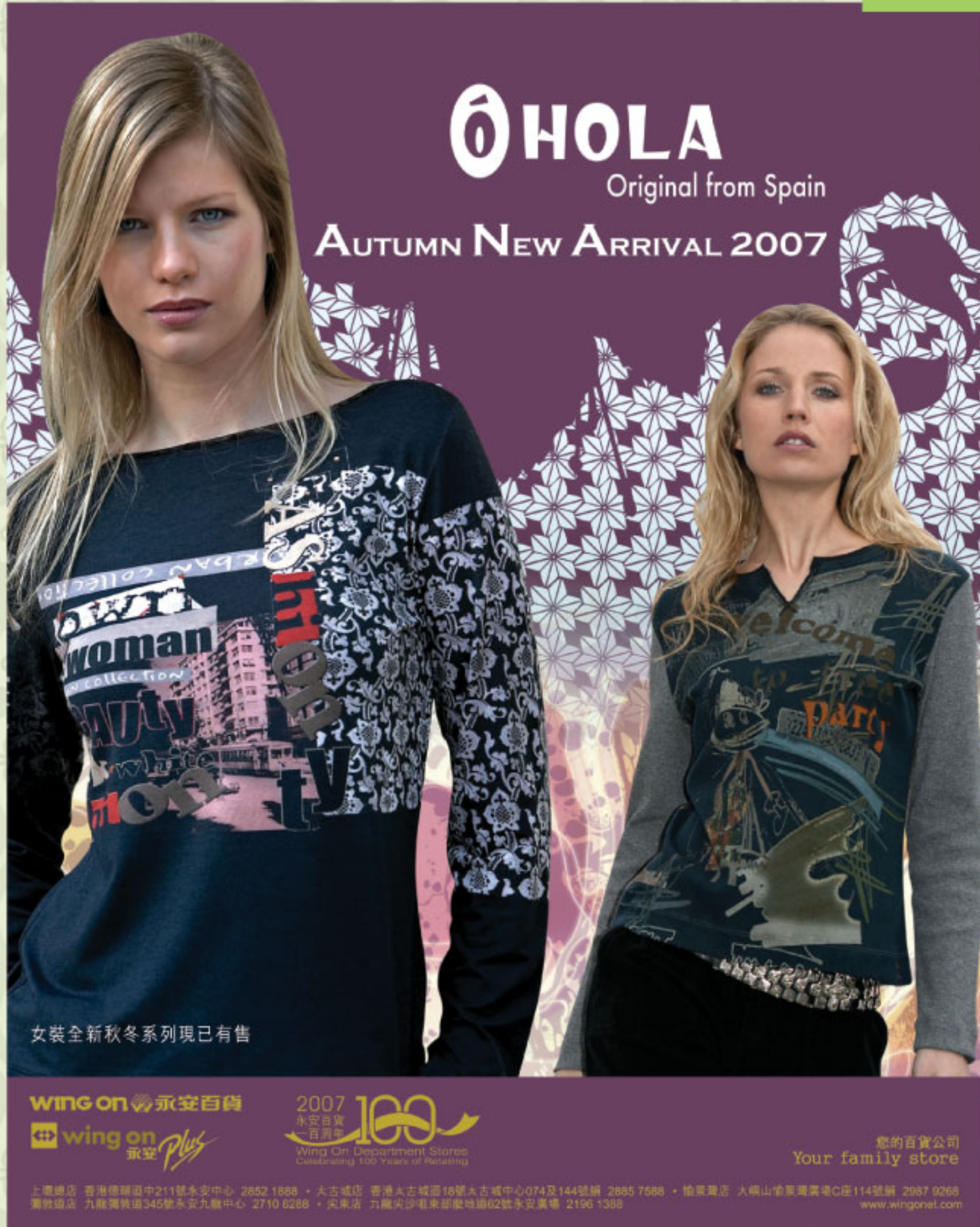
高達 **HK\$1000** 永安現金

永安入賬

憑永安入賬書購物滿HK\$500或以上，即可獲抽獎機會。

Wing On NETshop: www.wingonnet.com
Email: service@wingonnet.com

百年回顧



Advertisement - Jessica October 2007
雜誌廣告 二零零七年十月



Wall poster advertising 2007
二零零七年牆身廣告

WING ON TODAY





今日永安

WING ON TODAY

Board of Directors of Wing On Company International Limited 永安國際有限公司董事局成員



Back row from left to right:

Mr. Iain F. Bruce, CA, FCPA; Mr. Ignatius Wong; Dr. Philip Kwok, SBS, J.P.; Mr. Anthony F.M. Conway; Dr. Kwok Man Cho;

Front row from left to right:

Mr. Mark Kwok; Mr. Lester Kwok, J.P. (Deputy Chairman and Chief Executive Officer); Mr. Karl C. Kwok (Chairman); Dr. Bill Kwok; Miss Maria Tam, GBS, J.P.

後排左至右：

Iain F. Bruce先生，CA, FCPA；黃允炤先生；郭志權博士，銀紫荊星章，太平紳士；Anthony F. M. Conway先生；郭文藻博士；

前排左至右：

郭志一先生；郭志桁先生，太平紳士 (副主席及行政總裁)；郭志樑先生 (主席)；郭志標博士；譚惠珠小姐，金紫荊星章，太平紳士。

Wing On Department Stores is a subsidiary of Wing On Company International Limited, stock code 289, listed on the Hong Kong Stock Exchange. After 100 years, Wing On is still controlled by the descendants of the founding Kwok brothers. The Wing On Group's main business activities include the operations of the Wing On Department Stores, commercial property investments in Hong Kong and overseas and a 50% interest in the DCH Auto Group, a mega automobile dealer in the United States. For the year 2006, the turnover of the Group reached HK\$1.15 billion, and profit after taxation amounted to HK\$567 million. The net assets of the Group stood at HK\$6.35 billion.



Sheung Wan Main Store
上環總店

Department Store Operations

Wing On today continues with its 100 year old tradition of bringing together quality goods from all over the world under one roof for the shopping convenience of its customers. From pots and pans to stiletto heels and boots, from king size beds to baby cribs; Wing On has them all. It is a full range department store for the entire family. After a century of retailing, Wing On has become a firmly established household name. Forever conscious of the ever changing needs of its discerning customers, Wing On has always welcomed the challenge to excel and improve its merchandise selections and service to customers. Wing On constantly improves and updates itself with state of the art retail technology. It was a pioneer in the application of the point-of-sale (POS) system in the 1970s and in setting up the Wing On NETshop at the onset of the internet retail age in the 1990s. Wing On's mission is to continue to be a leader in the department store business in the 21st century.



wing on Plus (Nathan Road)
彌敦道店



Taikoo Shing Store
太古城店

WING ON TODAY

Group Profile



333 Collins Street, Melbourne, Australia
澳洲墨爾本市Collins Street 333號

Collins Street in Melbourne, Australia as well as The Halbouty Center in Houston, Texas. 333 Collins Street is considered to be one of the finest modern landmark office towers in Australia. These commercial properties provide the Group with stable rental income as well as the opportunity for capital appreciation.

Automobile Dealership Operations

Wing On has a 50% interest in DCH Auto Group (USA) Inc., which operates automobile dealerships in the United States. DCH Auto Group has grown from one dealership in 1977 to currently over 30; with car sales reaching US\$1.8 billion in 2006. The success of DCH Auto Group reflects its commitment to being an innovative industry leader totally committed to customer satisfaction, employee satisfaction, integrity and teamwork. DCH builds long term relationships with its customers and business partners based on honesty, fairness, trust and mutual respect. DCH Auto Group's dealerships have received numerous manufacturers' awards for customer satisfaction in sales and service. As a matter of fact, DCH Auto Group has more J.D. Power and Associates Dealers of Excellence Awards for providing "An Outstanding Sales Experience" than any other dealership group in the United States. The DCH Auto Group features a full line of new and pre-owned vehicles such as Audi, BMW, Chrysler, Honda, Jaguar, Jeep, Lexus, Toyota, Saturn and Volvo amongst other popular marques.

Property Investments

Investing in quality commercial properties has been one of the core businesses of Wing On since it was founded. Today, the Group's investment properties are located in Hong Kong, United States and Australia. The commercial properties owned by the Group in Hong Kong include the Wing On Centre in Sheung Wan, part of Wing On Plaza in Tsimshatsui East and the majority of Wing On Kowloon Centre in Yaumatei. These properties offer prime office space for letting purposes as well as for store premises for Wing On Department Stores. Overseas, the Group owns prime office properties at 333 and 349



Wing On Kowloon Centre
九龍永安中心



Wing On Plaza
尖沙咀永安廣場



DCH Auto Group

集團簡介

永安百貨為在香港聯合交易所上市之永安國際有限公司（股份編號289）之附屬公司。經歷百年，永安仍為創辦人郭氏家族所掌控。永安國際集團主要業務包括經營永安百貨，在香港及海外進行商業物業投資及持有於美國經營汽車經銷業務DCH汽車集團百份之五十股權。於二零零六年，集團營業額達十一億五千萬港元而稅後溢利為五億六千七百萬港元。集團資產淨額達六十三億五千萬港元。



wing on Plus (Tsim Sha Tsui East)
尖東店

百貨業務

今天的永安仍然保留其百年之傳統，滙集世界各地優良貨品，為顧客帶來一站式的購物方便。由廚房用具至時尚鞋履，由大型睡床至嬰兒睡床，永安都應有盡有，可說是能為每個家庭提供最全面貨品之百貨公司。吸取了百年零售經驗，永安已成為家傳戶曉之品牌。多年來，永安不斷迎合顧客購物需求之改變，持續改良貨品種類及改善顧客服務。永安更不斷地改良及追上零售科技之突破。於一九七零年代，永安為首間百貨公司採用「銷售點」電腦系統（POS）及於一九九零年代互聯網零售年代開始時已建立永安購物網站。永安之使命是要繼續成為二十一世紀百貨業之領導者。



Discovery Bay Store
愉景灣店



Kowloon Bay Godown
九龍灣貨倉

WING ON TODAY

集團簡介



Melbourne, Australia
澳洲墨爾本



Wing On Centre
香港永安中心

物業投資

從事優質商業物業投資是永安一直以來的核心業務之一。今天，集團投資物業遍佈香港、美國及澳洲。集團於香港擁有的商業物業包括位於上環的永安中心，尖沙咀東部永安廣場部份及油麻地永安九龍中心大部份。這些商廈不僅提供寫字樓出租服務，亦為永安百貨經營地點。在海外，集團亦擁有位於澳洲墨爾本市Collins Street 333號和349號的寫字樓物業及美國德薩斯州休斯頓市Halbouty Center。當中Collins Street 333號更被認定為澳洲優質寫字樓地標。這些商業物業除了為集團帶來穩定租金收入外，亦可帶來資產增值的好機會。



Houston, USA
美國休斯頓

汽車經銷業務

永安擁有於美國經營汽車經銷業務之DCH汽車集團百份之五十股權。DCH汽車集團由一九七七年只擁有一個品牌經銷門市發展至現時擁有超過三十多個品牌經銷門市，汽車銷售額於二零零六年更高達十八億美元。DCH汽車集團今天之成功正反映其決心成為創新工業領導者之一，給予顧客滿意的服務，僱員工作愉快，忠誠對待及有團隊精神。DCH汽車集團與顧客及生意夥伴間之長期友誼建基於誠實、公平、互信及尊重。多年來，DCH汽車集團獲得多個汽車生產商頒發顧客服務及銷售獎項。事實上，DCH汽車集團較其他美國汽車經銷商取得J.D. Power And Associates Dealers所授予之“出色服務”獎項為多。DCH汽車集團現時代理一系列品牌包括奧迪、寶馬、佳士拿、本田、積架、Jeep、凌志、豐田、Saturn及富豪等等，可謂業界的翹楚。





WING ON TODAY

The Retail Team 零售隊伍

The Team Today
今日永安之團隊



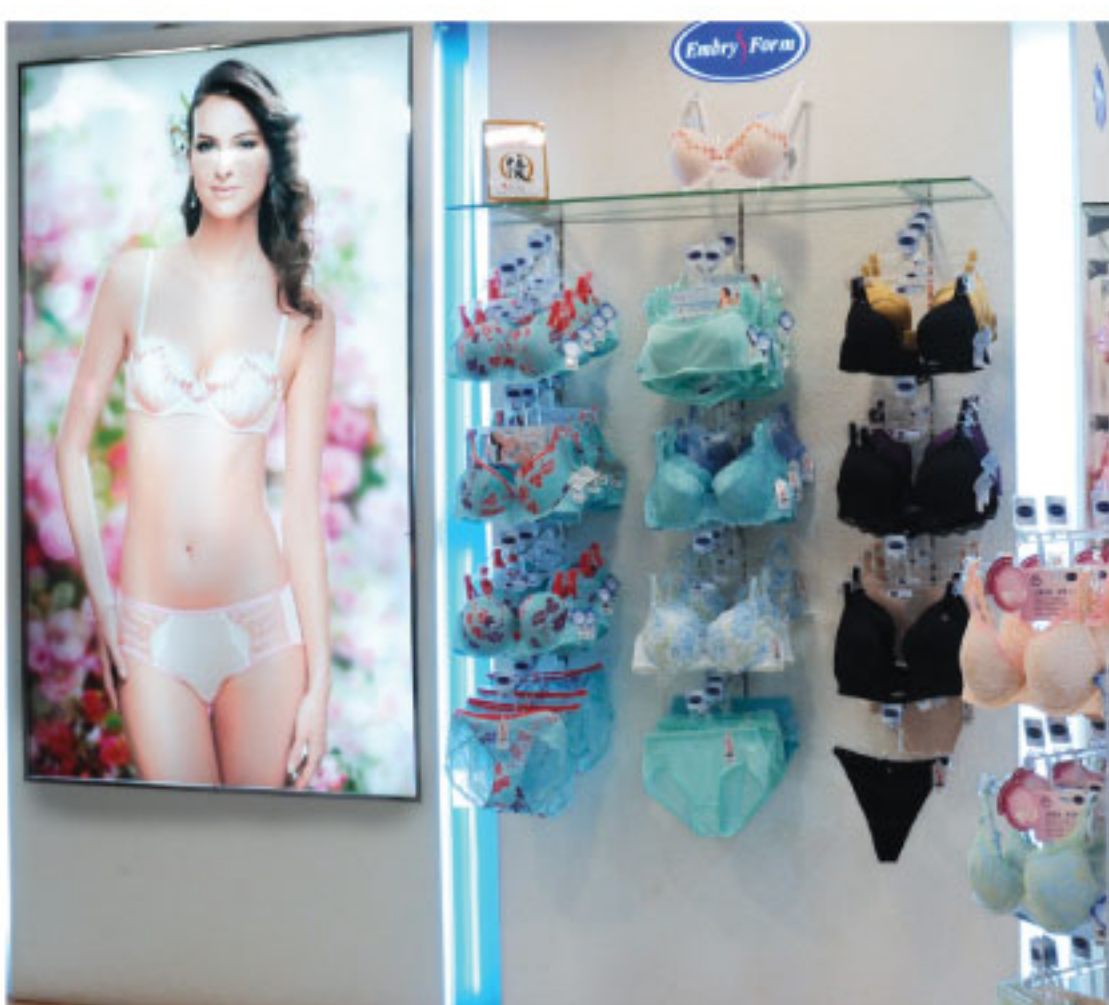
The Team in 1930s
一九三零年代之團隊



WING ON TODAY



Taikoo Shing Store 太古城店



Our Service 優質服務

Wing On NETshop: www.wingonet.com
providing online shopping service since 1990s
永安網頁: www.wingonet.com, 由
一九九零年代開始提供網上購物服務



Wing On Charge Card
永安入賬咭



In 1996, Wing On was accredited with the internationally recognised assurance of quality - the ISO 9002, making it the world's first department store to be commended on its charge card management system

永安百貨於一九九六年，率先獲國際標準化組織頒發國際公認的ISO 9002優質管理證書，標誌了永安在推行顧客入賬咭服務方面的卓越成就



Monthly newsletter to Charge Card customers
入賬咭客戶每月優惠通訊



WING ON TODAY



Staff Activities 職員活動



Star Employee Award for front line staff
星級職員選舉



Award presentation to long service and retiring staff
頒發獎項予長期服務及榮休之職員



Staff training
職員培訓



The Star Employee was awarded a Japan Tour organized by Hong Kong Retail Management Association
星級職員代表永安參與由香港零售管理協會舉辦之日本考察團



Leisure classes for staff
職員參加興趣班



Christmas Party
聖誕聯歡會

WING ON TODAY



Community Involvement 回饋社會

1 Our volunteer team participated in flag selling charity event
員工積極參與賣旗籌款活動

2 Donation of the Rehabus of Hong Kong Federation of Handicapped Youth
捐贈復康巴士予香港傷殘青年協會

3, 12 Our participation in the "Corporate Challenge" to raise funds for the Outward Bound
參與「衝勁樂」為外展訓練學校籌款

4 Red Packet Donation to the Changing Young Lives Foundation
舉行「愛心傳情紅封包」大募集活動，為成長希望基金會籌款

5 Our volunteer team visited elderly centre
員工組織義工團探訪老人中心

6, 7 Visited Orbis Flying Eye Hospital
參觀奧比斯飛機醫院

8 Sponsorship for "Jockey Club Salutes Senior Volunteer" Dinner Extravaganza
贊助「馬會愛心萬歲宴」

9 HK Girl Guides Association raffles ticket sale at our stores
香港女童軍總會於店內售賣慈善獎券

10, 11 Participated in Charity Walk to raise funds for the World Heart Federation
參與步行籌款為世界心臟組織聯會籌募經費



wing on 永安百貨

wing on 永安 Plus

上環總店 Sheung Wan Main Store | 太古城店 Taikoo Shing Store | 愉景灣店 Discovery Bay Store
彌敦道店 wing on Plus (Nathan Road) | 尖東店 wing on Plus (Tsim Sha Tsui East)
www.wingonet.com



香港 2007 HONG KONG



100

Y E A R S

www.wingonet.com