



## THE MASONIC HISTORICAL SOCIETY OF NEW SOUTH WALES

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### Bro. NORMAN ROBERT TIECK (1916 - 2001)

Most of us at one time or another, have probably been to a Franklins supermarket begun by Bro. Frank Lindstrom and, then only a handful of stores, purchased by Bro. Norman Tieck in the 1950's

Tieck, the son of a shoe repairer, left school at age 13 and never received any further formal education. His mother was always worried about having enough to feed the family and Norman developed a frugal outlook on life which never left him, even as a wealthy man. He always turned off unused lights and he wore a cardigan to staff social functions.

He opened his first store at Gwynneville, near Wollongong before buying Franklins in partnership with Harold Cornock.

They used word-of-mouth and spent nothing on advertising after Tieck had overheard one woman say to another: "No, don't go to that shop. The other one is cheaper".

On this basis, Franklins became the third largest food chain in Australia after Woolworths and Coles and the nation's only truly unique food retail chain.

Tieck managed the head office administration and purchasing while Cornock managed the stores.

Tieck left the food industry when they sold Franklins to Hong Kong Land in 1979 but he later criticized the new owners for going into perishables and expanding into far-away states.

He said that was the reason why Franklins started losing money.

After the sale, Norman Tieck and his sons Gary and Paul operated the Gwynneville Group of property and investment companies.

When Norman Tieck died aged 85, Paul Simons, who was Franklins' chief executive under Hong Kong Lands ownership and later Woolworths' executive chairman, said at the memorial service:

"He was the best retailer I have ever known and probably the best businessman in any field. He had superior intelligence and could reduce every problem or situation to its basic components to reach the right solution.

Having reached a decision and set a goal, he would pursue it with unwavering focus and determination. He was always available to anyone who sought his advice."

The death notice simply said: *"A wonderful life with no frills"*.

He was survived by Jean, his wife of almost 60 years and his two sons.

Bro. Norman Robert Tieck was made a Mason at Fivedock on 13 August 1934 in Lodge Balfour No. 463, United Grand Lodge of New South Wales. He was passed Fellowcraft on 10 December 1934 and raised a Master Mason on 14 January 1935.

