

Dalgleish's OPEN

New Zealand's largest and most modern

JEWELLERY STORE



A general interior view of the new shop showing its spaciousness and appealing display aided by modern lighting. Only half the shop was here photographed.

Jewellery is an intimate thing and its purchase requires contemplation and privacy. Our new spaciousness achieves this as well as giving better display in delightful modern fixtures and making shopping easier for more people. The privacy of space is truly modern — your discussion with our staff will be a confidential one.

For **DIAMOND RINGS**, years of experience have taught us where the best examples in each style are made. These sources we patronise.

A full range of Swiss watches, specialising in those which we have known to have proved reliable over many years, including OMEGA, TISSOT, TITAN, ROAMER, EDOX and HAFIS. Similar care is given in our selection of Silverware, Crystal and in fact for every department of our store.



Mr. W. S. Clarke busy at his bench with the concentration and care that is needed for the finest watch repair work.

As a quality gem is enhanced by a graceful setting, we have implied our confidence in the progress of New Plymouth City and Taranaki by introducing new amenities and beauty in display in our **NEW DEVON STREET STORE**.

We cordially invite all citizens and visitors to call on us and inspect our displays. We feel sure, that beyond the brilliance and diversity of stocks, you will agree that our attention to spaciousness and lighting has added new dignity to the tradition established with our purchase of the business in 1921.

- ★
- DIAMOND RINGS
- JEWELLERY
- WATCHES
- CLOCKS
- SILVERWARE
- CUTLERY
- CRYSTAL
- FINE CHINA
- LEATHERWARE
- GIFT WARES
- of all kinds
- ★



Miss Jan Holden and Mr. Ian Ellery, both of New Plymouth, a newly engaged couple showing their ring in the seclusion of the private ring lounge at Dalgleish's.


Dalgleish's

SPECIAL OPENING BARGAINS

- Europa **TRAVEL ALARM CLOCKS**
20 only. Normally \$3.95. **REDUCED TO ... \$2.50**
- Rodd **TEASPOONS**
30 only boxes of 6. Berkley, Camille, Nemesia and Stardust patterns. Normally \$3.93. **REDUCED TO ... \$2.50**
- Ladies' 4-piece **DRESSING TABLE SET**
5th Avenue design. 12 only. Normally \$12.96. **REDUCED TO ... \$7.95**
- Hagerty's **TARNISH PREVENTIVE**
the best silver cleaner on the market. 60 only jars. Normally 95 cents. **REDUCED TO ... 50 cents**

FREE GIFT with any purchase to the value of \$10 or more.

FREE ENGRAVING on all articles purchased between tomorrow and Christmas.



The New DALGLEISH store

OMEGA SEAMASTER DE VILLE
The elegant, slender timepiece that is also a high-precision sports watch. Self-winding, waterproof, shock-protected, anti-magnetic. Ref. 109 020 From \$ 40.17.6

Here's why we specialize in Omega
Only watches of outstanding merit earn a place in our stock...deserve a place on your wrist. That is why we specialize in Omega. Choose from our rich collection of Omega models.

was designed with the assistance of the Omega Watch Company of Switzerland.

Many of the latest overseas ideas on store planning have been included, to make the shop one of the most modern in New Zealand.

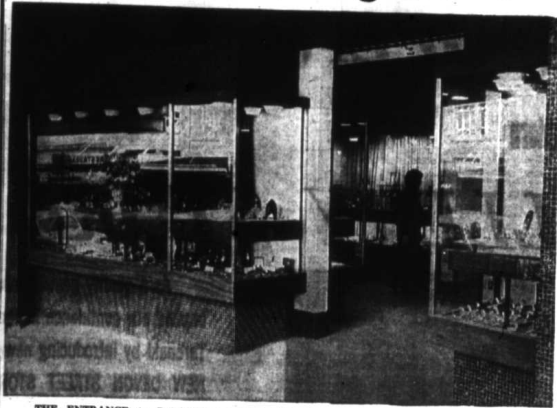
A special range of the latest Omega Watches have been sent from Switzerland, especially for the opening of their new store.

PRICES ARE . . .

- MEN'S MODELS _____ from **\$35**
- LADIES' MODELS _____ from **\$50**
- CALENDAR MODELS _____ from **\$46**
- AUTOMATIC MODELS _____ from **\$60**

OMEGA
The finest watch man can make

The new Dalgleish's



THE ENTRANCE to Dalgleish's modernised jewellery shop in Devon St, New Plymouth.

Big increase in display space

Several years' planning has gone into the extension and modernisation of Dalgleish's jewellery premises Devon St, New Plymouth. The manager, Mr Ian Dalgleish, said that with expansion of the business the old shop became rather congested. "We wanted to increase our lines and add new ones so it was essential to enlarge customer floor space. This has been extended from 833 to 2482 square feet, plus 732 square feet of service area."

The basic plan and layout were prepared by the architectural branch of the Omega Watch Co, Switzerland. All the latest overseas shop fittings and store planning ideas were incorporated where possible. The Omega plan was then further developed and extended by Messrs Bowering, Thomson, Ross and Co, New Plymouth architects.

The front and interior of the old shop, including concrete dividing walls, were removed and, apart from the walls on each side, the building has been rebuilt. It was also extended over a grassed area at the rear of the original shop. The arcade type windows are an interesting departure from most modern shop fronts and enable a greater display to be seen before entering the shop itself. Customers are now able to inspect, in spacious and pleasant surroundings, an increased range of jewellery, watches and clocks, silver-

ware, cutlery, crystal and giftware of all kinds. To these have now been added sections containing china and leatherware.

There is a new, tastefully decorated ring lounge, completely private, where couples may choose their engagement ring from a selection of well over 100 different styles and designs.

A special feature of the new lay-out is a clock display unit, just inside the entrance. The unit rises in a V-shape right to the ceiling and is covered with Japanese glass paper and illuminated with soft subdued lighting.

Throughout the shop special attention has been paid to lighting and a variety of fluorescent and incandescent lights—more than 50—ensure that all displays are adequately lit.

Special precautions have been taken to make the premises burglar-proof. Dalgleish's have had three experiences of burglary in the past.

The front of the shop will be fitted later with special

Pearls

The largest pearls in the world are found in Australia's far south where teams of Japanese and Australians are reaping a great harvest. Some of the pearls, the size of marbles, are commanding prices up to \$20,000 for a single necklace.

Ancient custom

The wearing of jewels dates back to the most ancient times with the armilla, or bracelet, mentioned in the Book of Genesis. Men and women among the ancient Egyptians wore necklaces as a principal part of their dress.

Karriya chains and collars of gold adorned with precious stones were worn by the Hebrews, and garters of the sovereign's order of knighthood from the earliest times were enriched with jewels.

Diamond care

The natural oils of the skin are peculiarly attractive to diamonds. Therefore, never remove or replace a diamond ring by touching the diamonds. Dust coats the film of oil that is gathered and it must be dissolved or scrubbed off. Use hot suds and a little eyebrow brush. Rinse in tepid water, dip in alcohol to cut any remaining soap film, drain on tissue. For a quick beauty treatment at any time, use one of the dip-cleaning preparations. Have your jeweller examine your jewellery every six months, to test for loose stones and bent pins or safety catches.

Don't risk extremes of heat and cold. Internal flaws become obvious when stones may be enlarged and come to light. To clean—in two cups of hot water put one tablespoon of household ammonia and a few soapflakes, or make hot suds with any good detergent; but don't rinse in ice water afterwards. Don't expect mere hand-washing to keep your rings clean. The soap collects in the underwire and dims the stones.

for a very particular lady



Choose from... SINGLE STRAND DOUBLE STRAND TRIPLE STRAND Popular "Opera Length" also available SEE THEM AT YOUR JEWELLER

BOWERING THOMSON BOON & ASSOCIATES Architects & Consulting Engineers NEW PLYMOUTH

Criminals do it. Most people spend it. Anxious people kill it. Indolent people waste it. Intellectual people save it. And TITAN keeps it... perfectly!

Time is the special art of "Technos Titan". "Technos Titan" have been making timepieces since 1745. Today "Technos Titan" are one of the largest watchmaking concerns in Switzerland; and their sturdy, reliable and highly attractive watches are now sold in more than 80 countries.

"Technos Titan" watches are available in New Plymouth, too. See the full range of Dalgleish Jewellers Limited. You know Dalgleish Jewellers Limited, those nice, wonderfully helpful people with the new modern premises at 85 Devon Street.

TECHNOS TITAN WATCHES
SOLD IN OVER 80 COUNTRIES

LET'S BE BLUNT!

If your property needs a security system, it needs experts to plan and install it. Burglar alarms vary in their operation and suitability just as much as one building varies from another in structure, accessibility or value of contents. It is essential, therefore, to have experienced advice as to the most economical and effective method of detection for the risk involved.

VIGILANT'S SPECIALISATION IN ALL FIELDS OF ELECTRICAL DETECTION OVER A PERIOD OF 30 YEARS IS YOUR ASSURANCE. VIGILANT HAVE THE WIDEST RANGE OF SECURITY METHODS IN NEW ZEALAND AND ENGINEERING COMPETENCE TO DESIGN AND INSTALL THE BEST SYSTEM.

For advice and quotation without obligation contact

VIGILANT ALARMS LIMITED
A member of the Westwood Group of Companies.

MANUFACTURERS & INSTALLERS OF DETECTION & ALARM SYSTEMS FOR FIRE, BURGLARY, GAS AND OTHER HAZARDS

AUCKLAND WELLINGTON CHRISTCHURCH DUNEDIN HAMILTON NAPIER

At all times acceptable.

A Finisde Clock by KIENZLE a masterpiece of modern clock making technique. In the style of past ages. Whether modern or antique in arrangement a KIENZLE Chiming Clock is suitable for every home. The romantic character of Louis XV creates a cozy atmosphere, even without a fire. As a present it is especially suitable — for all occasions — in the family circle.

KIENZLE congratulates Dalgleish's on their enterprise in extending and modernising their store, to cater for the growing population of New Plymouth and surrounding districts.

KIENZLE

for fine clocks available at DALGLEISH'S

JOINERY

by

JONES and SANDFORD LTD

BUILDERS — TIMBER MERCHANTS — SAWMILLERS
JOINERY MANUFACTURERS — MARINE SUPPLIES

SOUTH ROAD NEW PLYMOUTH

for

PAINTING

with the touch and colour that make business better

Dalgleish's new store is the latest of many Devon St. stores that have been beautified by the skill and taste of—

S. W. BROWN

PAINTER & DECORATOR
2 DAWSON ST. NEW PLYMOUTH PHONE 84882

ON TOP AGAIN!

THIS TIME ON "DALGLEISH'S" WITH

FORMCEAL ROOFING

FORMCEAL roofing is most suitable for waterproofing concrete roofs or re-surfacing existing asphalt roofs.

FOR ALL ROOFING AND WALL CLADDING CONTACT "THE ROOFING SPECIALISTS"—

ASHMAN'S ROOFING SERVICES LTD.

PHONE 83747, NEW PLYMOUTH, P.O. BOX 3047
TARANAKI — WANGANUI — MANAWATU

THE "LIVE-WIRE" FIRM DOES IT AGAIN!

ALL DISPLAY LIGHTING and ELECTRICAL WORK for DALGLEISH'S NEW SHOP

by

JOHN ROBERTS ELECTRICAL (N.P.) LTD.

86 DEVON ST. EAST NEW PLYMOUTH

Carpets by... PURSERS

"HARD TWIST WILTON"

Specially made for DALGLEISHS

ENQUIRY— MR. DALGLEISH asked PURSERS if any manufacturer in New Zealand could make a carpet exactly as sampled by the Architectural Department of "OMEGA", of SWITZERLAND.

INFORMATION— PURSERS wide, specialist knowledge of the carpet trade in New Zealand, enabled them to know that "RICCARTON" were producing a very similar carpet in a heavy, hard twist Wilton.

ACCEPTANCE— PURSERS made slight modifications, coloured to the Swiss sample, and then submitted a hand-made sample that matched exactly.

ACHIEVEMENT— PURSERS acknowledge the co-operation and skill of "RICCARTON" carpets in producing such a fine carpet, exactly what the customer wanted, and in some ways, better than the overseas original.

★ Your special carpet problems will receive just the same personal care and service, when you shop at—

Purser Bros
NEW PLYMOUTH

SWANSONS FOR STEEL



380
Carrington St.
New Plymouth
PHONE 36089

**SWANSON
ENGINEERING
COMPANY LTD.**

Inside Dalglish's



THE INTERIOR of Dalglish's Jewellery shop showing the spacious display area, up-to-date fittings and special lighting. The new shop has been designed for customer comfort with uncrowded viewing.

Family tradition

Manager of Dalglish's, Mr Ian Dalglish, is carrying on a family tradition as a second generation jeweller. With two sons he hopes a third generation will one day take over.

His father, Mr Virtue Dalglish, started the family business in 1861 when he bought Garsham's Jewellery shop in Devon St.

A Scot, Mr Dalglish senior was a qualified watchmaker and jeweller who learnt the trade in Sydney. On his death in 1881 Mr Ian Dalglish, who was then employed as a qualified accountant in London, returned to manage the business.

Possibly the first shop on the site was a grocery store run by Mr J. Vesie. He replaced his supplies by surf-boat on the beach near the present railway station.



MR IAN DALGLISH

Stream

At one stage a stream ran through the property. The stream bed has been filled in for many years but water is still a problem to the shop in the area.

In the early 1900s Mr C. H. Drew took over the premises, trading as a watchmaker and Jeweller. The old

wooden building was demolished in 1913 and a concrete building erected. Mr Drew carried on business there until the end of World War I.

to doctors' prescriptions watches with gold expand. This is work that requires bracelets were priced the hand of a fine mechanic from £4 10s and might do properly. The best watches for men from 6s 6d. Ophthalmic doctors state Six EPNS teaspoons with that unless spectacles and tongs, boxed, cost only 22s since they are properly fitted and a cut-glass silver-mount. The individual face, satis-ed scent bottle, 6s. factory results cannot be achieved. Mr Garsham owned the business for a short period. Diamond rings were 110s before it was acquired by out in 1913 carried this trade in a price range from Mr Dalglish. In 1929 the £3 with a setting of two company purchased the pro- warning: "Special care is devoted to making spectacles diamonds and three petty from the Vale estate sapphires. Ladies gold after 38 years of leasehold.



When you've time on your hands... make sure it's **ROAMER**



The admiration is mutual. He is admiring her Roamer watch with marching bracelet. She is admiring his Roamer waterproof date watch. Roamer watches need no introduction. However, maybe it's time you reminded yourself to take a look at the superb range—flawlessly styled by Roamer of Switzerland.

ROAMER



Du Barry are the only pearls with a LIFE TIME GUARANTEE and a wide attractive selection for all occasions.

Du Barry

PEARLS OF DISTINCTION
congratulate
DALGLISH'S

on the opening of their new jewellery store, and wish them every success in the future.

Wholesale Distributors: Douglas Kenrick (N.Z.) Ltd., Box 6217, Wellington.



... The sign of distinctive furniture



The furniture in this spacious new showroom brings an entirely new concept in interior shop designing.

All fittings were designed and manufactured in New Plymouth by

BRIGGS FURNITURE LTD.

311 DEVON STREET EAST • NEW PLYMOUTH • PHONE 82529

See the wonderful range of...

Rodd

cutlery
on display at
DALGLISH'S
modern, new store



PRODUCTS OF RODD (N.Z.) LTD.,
APIRANA AVE., GLEN INNES,
AUCKLAND.



MR W. S. CLARKE at his watchmaker's desk in Dalglish's modern jewellery shop. Mr Clarke has been with the firm for 10 years and previously had his own business in Hawera. He took a rehabilitation course after World War II in watchmaking.

Test for value

The value of a diamond is judged by the four Cs:
Colour—Top is blue.
Clarity—Freedom from flaws.

Cut—The modern brilliant cut has 57 facets.
Carat weight—1 carat equals 1/5 of a gram or about 1/142 of an ounce.

Dalglish's find that both the modern and the traditional designs of rings are popular and that there is an increasing interest in the coloured gem stones - sapphires, rubies and emeralds. However, solitaire diamond rings are still the most popular choice.

Diamonds, now known as a girl's best friend, were in the early Middle Ages, worn by men—not as a jewel for his beauty, but as a magic charm in battle. Its extreme hardness was the first of its recognized qualities, and it was believed that anyone wearing a diamond would have equal resistance.

To care for pearls, keep them free from dust. Protect them from make-up, perfume and hair sprays. Wear them as often as possible, as close contact with human skin helps retain their lustre. Don't wash them in soapy water—send them to a jeweller for cleaning.

BUILT by
RIDDICK BROS.
AND
STILL Limited

BUILDERS & CONTRACTORS

NEW PLYMOUTH