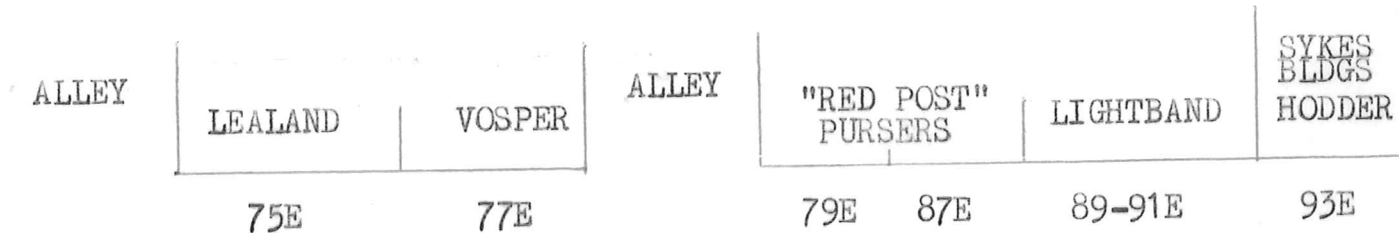


Copied from the files of the Taranaki Herald
 contained in F.B. Butler's Diaries.

- 1911 March 25th (T.H. 4.6.4)
 New workshop - firms employers now located in new workshop -
 Red Post - 2 storey - reinforced concrete 110 ft x 46 ft.
- 1911 March 8th (T.H. 3.6.last)
 Red Post opens tomorrow.
- T.H. 11 May 1914 (2.7.1)
 Fire Red Post Warehouse. Heavy damage to stock.
 11 p.m. ~~Sat~~ Saturday, 9 May 1914 and T.H. 14th May 1914.
- T.H. 29 April 1916
 Red Post Furniture Co. have purchased Mr E. Dingle's
 business and his shop will be closed as from Monday (31 May).
 All his goods will be transferred to the Red Post and
 Mr Dingle himself who has been 16 years in business in
 New Plymouth will take Mr Somerville's place at the
 Red Post.
- 1914 Red Post Furniture Co.
 1919 Red Post Hayden Jas. W.
 Red Post Hayden and Dingle E. Furnishers.
 1923 Red Post Purser A.M. Furnishers.
 Pursers Ltd (A.M.) Furnishers.
 1936 Pursers Bros Ltd. Furnishers.
- 1950 23 January - Veranda removed, and reconstructed without posts.

DEVON STREET NORTH SIDE GOING EAST



Pursers Ltd.

The Red Post Home Furnishers.

To the Residents of Taranaki.-

In announcing that we have purchased the business of the Red Post Furnishing Co., Ltd., we proclaim our faith in the future of New Plymouth and Taranaki generally.

We know that there is a great future of steady progress ahead of this district, and we hope to share in the work of development.

Our endeavour will be to improve the business so successfully carried on by the Red Post Company, and we are confident that the Public will recognise our efforts.

Mr Hayden, late managing director, has very kindly consented to remain with us for three months, and clients will no doubt appreciate this fact.

We wish to emphasise that we import our furnishings, carpets and lineoleums direct from the best British manufacturers, and cable arrangements have been made for shipments direct to New Plymouth. We are, therefore, able to sell the best classes of goods at the lowest prices.

Our only addresses are: Wanganui, Inglewood and New Plymouth.

We hope to have the support of all old clients of the Red Post Furnishing Co., and to make many new ones; and satisfaction coupled with courtesy, is guaranteed.

For Purser's, Ltd.,
P. Higginbottom
Managing Director.

The Red Post Furnishing Co., Ltd., New Plymouth and Inglewood, beg to announce that they have sold the stock and goodwill of their business to Purser's Ltd of Wanganui. We have to express our appreciation of the support which we have received from the residents of Taranaki, and trust that the confidence which has been extended to us will be transferred to our successors, who will adopt the same progressive policy as we have done, by giving the utmost value while not deteriorating quality, and to give to

every client satisfaction.

J.W. Hayden,
Managing Director.

From the Taranaki Herald files - Monday October 16th, 1939.

KAPOK STORE FIRE

TWO ENGINES CALLED OUT

FURTHER OUTBREAKS

Two further engines were called out to deal with a fire in a kapoc store in New Plymouth on Saturday night. The fire was undetected until the flames burst through the walls and roof of the building. Further outbreaks occurred in the kapoc yesterday morning, last night and in the early hours of this morning.

The New Plymouth Fire Brigade soon had the flames under control, but two men stayed on duty at the store for the rest of Saturday night and one stayed all yesterday and last night on account of the treacherous nature of kapoc where fire is concerned. Flames broke out in the kapoc yesterday morning and last night and four times in the early hours of this morning, but were easily quelled.

The building in which the fire occurred was erected many years ago and was attached to the two-storey workshop at the rear of the Devon Street frontage of Pursers Ltd. As it is surrounded by taller buildings the fire was not observed until two of the small rooms into which the store is divided were gutted. The alarm being given by a resident of the Grand Vue Boarding House in Gill Street at 10.14 p.m.

Two machines were sent from the fire station and although the flames had a good hold the brigadesmen used leads from plugs in both Devon Street and Gill Streets and gained control in quick time.

Nothing is known of the cause of the fire as no-one had been in the building since the morning. No other buildings were damaged but two rooms of the store were destroyed and the large quantity of kapoc stored was damaged by smoke and water.

PERSISTENT KAPOC

FIRE AT NEW PLYMOUTH

BRIGADESMEN ON GUARD

Fire undetected until it burst through the walls and roof of a building used as a kapoc store at the rear of the furniture premises of Purser's Ltd. in Devon Street, New Plymouth, was responsible for the calling out of both fire engines on Saturday night. Although the outbreak was soon under control two firemen remained on duty all Saturday and one throughout yesterday and last night.

Further outbreaks in the kapoc stored in the building occurred yesterday morning and last night but they were easily quelled.

The building in which the fire occurred (This house was the home of Mr & Mrs T.G. Sole, when married) was erected many years ago and was attached to the two-storey workshop at the rear of the Devon Street frontage of Purser's Ltd. As it is surrounded by taller buildings the fire was not observed until two of the small rooms into which the store is divided were gutted, the alarm being given by a resident of the Grand Vue boardinghouse in Gill Street at 10.14 p.m.

Both machines were despatched from the fire station and although the flames had a good hold the employment of leads from plugs in both Devon Street and Gill Street enabled the brigade to gain control in quick time.

Men were left on guard all night because of the treacherous nature of kapoc where fire is concerned and a further outbreak had to be quenched yesterday morning. After a lapse of seven hours, in which the lone brigadesman on duty saw no sign of fire, flames again burst out.

Nothing is known of the cause of the fire as no-one had been in the building since the morning. No other buildings were damaged and although two rooms of the store were destroyed the premises were old and the financial loss was therefor comparatively slight. The large quantity of kapoc stored, however, was damaged by smoke and water.

Copied from the files of the Taranaki Daily News
Monday 5th February, 1940.

PURSER - COCHRAN

A wedding of wide interest was celebrated on January 3 at St. Andrews Church, Marton, when Betty, younger daughter of Mr and Mrs B. Cochran, of Marton, was married to Howard Musgrave, elder son of Mr and Mrs A.M. Purser, of New Plymouth. The ceremony, which took place in the evening, was performed by the Rev. T.H. Burton. Miss Lindsay Deighton was organist.

- -

Copied from the files of the Taranaki Daily News
March 2nd 1942.

BIRTH NOTICE

Purser - At "Timata Ora," on Saturday, February 28, 1942, to Mr and Mrs Howard Purser, New Plymouth; a son.

From the files of the Taranaki Herald
Tuesday, July 13th, 1946.

DEATH OF MR J.W. HAYDEN

A former member of the New Plymouth Borough Council, Mr James William Hayden, has died at his home at 7 Hurstmere Road, Takapuna. He was 70 years of age. Born in Dewsbury, England. Mr Hayden came to New Zealand in 1903, settling in Taranaki. He was a member of the New Plymouth Borough Council for 15 years.

He was well known as part proprietor of the Red Post Furnishing Company. After going to Auckland, he was elected to the Takapuna Borough Council and was mayor from 1924. to 1926. Mr Hayden played a principal part in promoting the Waitemata Electric Power Board and was elected chairman on its inception in 1925. He retired from public life in 1930.

A prominent bowler, Mr Hayden went to England in 1921 as a member of the New Zealand bowling team which won the Brighton Cup. He was president of the Takapuna Bowling Club.

Mr Hayden is survived by his wife and two sons.

- -

Tuesday, December 1st, 1953.

LARGE TRANSACTION

DEVON STREET PROPERTY

A major property transaction, considered to be the largest in New Plymouth for several years, has been completed with the purchase by Purser Brothers Ltd., from the Dingle Estate of the property occupied by Pursers.

This property extends from Devon to Gill Streets and has an area of 2 roods, 26 perches. Purser Bros Ltd., have leased the building since 1921 when they took over from the Red Post Furnishing Coy, which had erected the building.

It is the intention of Purser Bros to continue to occupy the property they have now purchased.