

TRADE DISPLAYS.

PURSER'S, LTD.

One of the largest and most attractive exhibits of the whole show is staged in the centre of the main building by this well-known furnishing house. The exhibit has been designed to show four separate features in the one exhibit. One section represents a dining-room furnished in oak, handsomely designed in the style of the Jacobean period, which is becoming increasingly popular and for which there is a constantly growing demand. The suite comprises a beautifully finished sideboard, together with a circular extending table and dining chairs, all finished in Flemish brown. Another section shows a bedroom suite of fumed oak, two striking features of which are a specially designed lady's vanity chest or dressing table and a gentleman's wardrobe, specially adapted for man's requirements. The rest of the suite is carried out in a beautifully finished design. In the next section is exhibited a gorgeous display of carpets, for which Messrs. Purser's, Ltd., are justly famed. There are some beautiful and exclusive patterns in new Egyptian and Eastern designs which are really exclusive, no two being alike. These are all of Scottish weave, in rich colours, and the finish and workmanship are of the very highest class. The fourth section comprises a display of the famous "Sundour" unfadeable curtains and coverings, which also are of Scotch manufacture and are absolutely guaranteed. These are quite new to New Plymouth, and visitors should make a point of inspecting them. There are also cushions in the same materials.

It is worthy of note that all the upholstery and furniture are of the firm's own manufacture, and they therefore claim that they are thus enabled to make a distinct saving to their customers. Messrs. Purser's, Ltd., will be pleased to welcome visitors at any time at their Devon Street premises, and to show them the different processes of manufacture of the high-class furniture for which the firm is famous throughout the province.