

1921 1952

31 YEARS OF COMPLETE FURNISHING SERVICE

Established in New Plymouth in 1921, we at Pursers are proud to offer all home lovers a sound, reliable furnishing service backed by real "on the spot" experience and highly skilled workmanship. We offer a complete furnishing service from front door to back and our staff are trained to consider all angles of home furnishing—not just one item alone such as merely lino or carpets.

A new floor covering doesn't make a new room.

It's the skilful blending of the shades and tone of your carpet with your chair coverings, wallpaper and curtains which make a room of distinction. This requires care, judgment, and honest opinion backed by real experience in **ALL** branches of home furnishing. Here's where Pursers can really help you.

PLAN YOUR ROOM SERVICE. Our senior men are fully experienced in all sections of the furnishing trade and are glad to offer you sound and practical assistance on your furnishing schemes. In our extensive showrooms they will demonstrate exactly how your suite, carpet and curtains will tone together and so take the guesswork out of what could be piece-meal and unsatisfactory furnishing.

It's very much in your interests to have Pursers furnish your new home or rooms—it's very much in Pursers' interests to see that you're completely satisfied, because you as another satisfied customer are our best advertisement.

Pursers' Furnishing Services

CARPETS: Complete planning, making and laying of all body carpet work by men of over 25 years' experience.

LINOLEUMS: All types of lino laying, including sealing work with bordered insets.

SOFT FURNISHINGS: Expert making of all types of curtains, bedspreads, quilt re-covering, blinds, loose covers, etc.

VENETIAN BLINDS and PELMETS: Complete measuring and fitting service by factory trained men.

REPAIRS AND RE-COVERING: In woodwork and upholstery by long experienced craftsmen.

IN YOUR HOME SERVICE: Our outside representative, Mr. Parsons, will be glad to call at your home to give expert assistance on all floor covering or furnishing problems. Simply phone 5545 for this service.

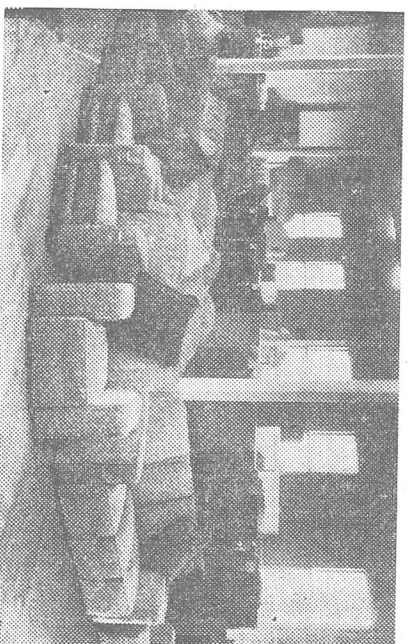
We're Proud of Our Staff

We have a good team at Pursers—most of them have been with us for a considerable number of years. Mr. F. C. Harrington, our soft furnishing head, and Mr. A. D. Arnold, in charge of furniture and carpet departments, have both been at Pursers for over 22 years. Our factory foreman, Mr. J. O'Brien, and his son, Mr. J. C. O'Brien, have over the last 25 years made and fitted carpets for many, many hundreds of satisfied customers all over Taranaki. Mr. E. J. Parsons, our outside representative, has had 15 years in the furnishing trade—the last six at Pursers. Every firm has its "wag" and ours is "Cheerful Charlie"—Mr. G. C. McCorkindale—our credit manager—he really knows a lot of the answers!

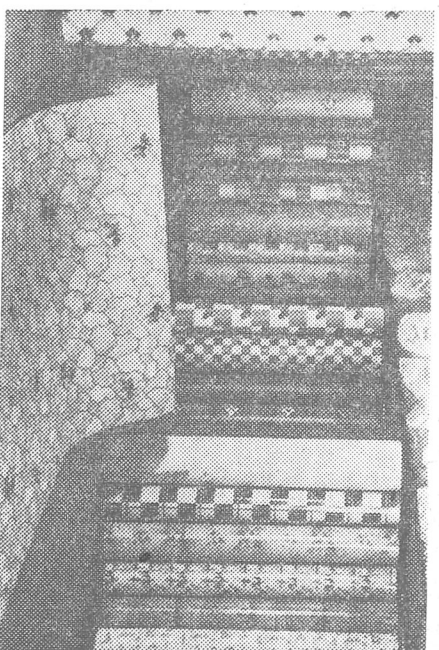
Pursers Bros. Ltd. is a completely local company owned by a New Plymouth family. The firm is under the direct management of one of the principals—Mr. Howard Pursers—who is on the spot to deal with any special problems or inquiries without delay.



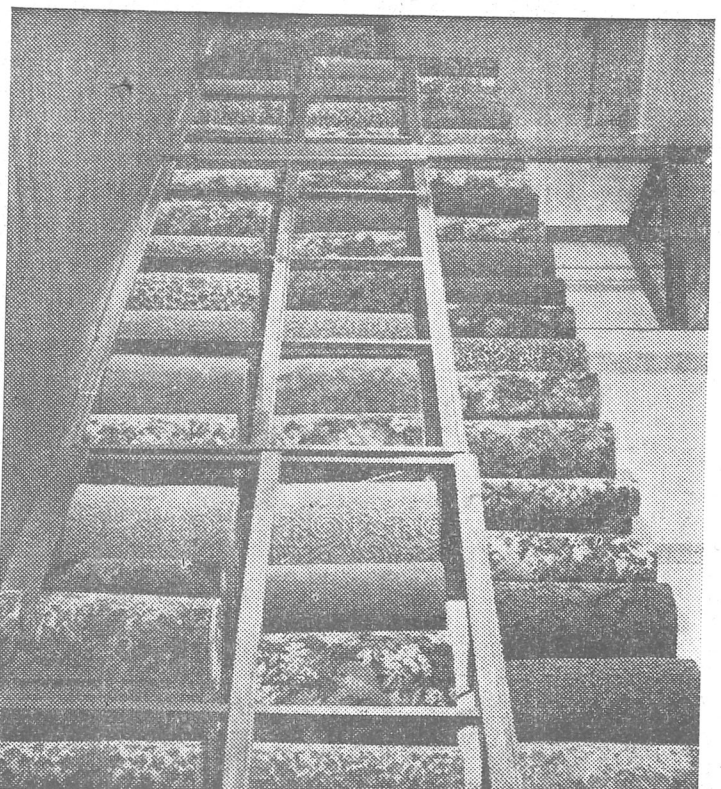
A portion of the **SOFT FURNISHING DEPARTMENT** at Pursers Bros. Ltd. Over 25,000 yards of soft furnishings from the leading manufacturers of England and Scotland.



A section of the first floor **UPHOLSTERY AND FURNITURE SHOWROOM.** Total showroom area on the two floors is almost 10,000 square feet.



LINOLEUM DEPARTMENT.—Featuring the latest designs from Nairn's Barry's and Williamson's. Good stocks of both industrial and domestic qualities.



A **RECENT PHOTOGRAPH** of Body Carpet Department—over 60 different patterns to choose from. Pursers also have an excellent range of Carpet Squares and Rugs of all sizes.

FOR COMPLETE FURNISHING SERVICE
TARANAKI'S LARGEST FURNISHING STORE

PURSER BROS. LTD.

NEW PLYMOUTH