

CONGRATULATIONS! Whites Ltd
100 Years Old this year — from

Dorma

BEDWEAR COLLECTION

Quality English Sheeting



Intrigue.

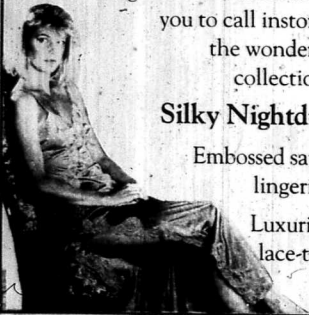
Eloquent Lingerie

Congratulate Whites and invite
you to call instore to see
the wonderful new
collections of —

Silky Nightdresses,

Embossed satin-look
lingerie

Luxurious
lace-trimmed
lingerie



**Hallmark
Cards**
Congratulates

Whites LTD
100 Years Old

on their
100th Birthday!

Miller Apparell
congratulate Whites Ltd
on achieving 100 years.

Proud stockists of . . .

UNION BAY (men's and women's
American fashion label).

TINLID KIDS (trendy fashions for
kids).

MILLAR (men's shirts)

**BASIX
GOLDEN BREED**

Women's
casual
fashions

Whites Ltd 100 years on occupies a substantial frontage in the Devon St mall in central New Plymouth.

Store plans year of celebration

A century in business is no mean feat to achieve — and Whites Ltd in New Plymouth is fully cognisant of the importance of that milestone.

1988 will mark the firm's beginnings 100 years ago, its development during that century and its hopes for the future. And a year of ceremony and celebration is ahead for customers of the store's varied departments. Kicking that year off is a

3 week-long sale beginning Wednesday, promising buys and bargains to satisfy the most avid shopper. But plans for the rest of the year are shrouded in mystery. They are a surprise, according to merchandise manager Alan Morris, and

advance word would spoil that. The celebrations will, however, touch all aspects of one of New Plymouth's largest stores. The firm has long since developed from its general store years in the 1880s. Today it occupies an extensive frontage in the Devon St mall — four entrances giving access to the now inter-connected interior.

Adjoining premises were bought, filled and rebuilt over the years to create the current two-level facility. The variety of goods stocked by the store is wider than many shoppers realise, says Alan Morris. Organisations that the stock is spread among 22 departments.

- Twelve main categories cover them all, however:
- Menswear
 - Women's fashions
 - Footwear
 - Children's wear
 - Soft furnishings
 - Manchester
 - Hosiery
 - Jewellery and accessories
 - Cosmetics
 - Dress fabrics
 - Kitchenware
 - China and gifts



Family control of Whites Ltd in New Plymouth is carried on through Mr Barry White, managing director of today's company. He is pictured above with merchandise manager, Alan Morris (right).

Diverse interests

Whites Ltd in New Plymouth is more than just a department store — and its activities extend beyond Taranaki.

Diversification of the firm's activities in the past decade has seen interests develop in other areas.

Foremost of these was the purchase in 1978 of 100ha of farmland at Kerikeri for horticultural development.

Crops of kiwifruit, tamarillos, feijoas and hybrid musk melons have been developed and shipments exported.

In the 1986-87 season production totalled 79 tonnes of kiwifruit, 46 tonnes of tamarillos and 16 tonnes of feijoas. Melons exported totalled 21 tonnes with another 14 tonnes sold on the local market.

A major interest was also bought in a coolstore and packing house in Kerikeri.

In New Plymouth diversification took the form of furniture.

The move began with the purchase of Chadwick Interiors on Devon St East in 1976.

It took a new turn a year later with the opening of the Cash Discount Furniture Store in Currie St. The sale of cheaper lines of furniture was a success and led to the opening in 1980 of The Discount Furniture Company operation on Devon St East.

Careful management ensures the two latter businesses do not clash and although initial thoughts were that one would eventually become the sole operation, the continuing popularity of the two stores has meant both sets of doors have remained open.

They complement the upmarket image of the Chadwick Interiors store.

Congratulations to Whites from
BONDS (NZ) HOSEY

suppliers of

Bonds
range of hosiery

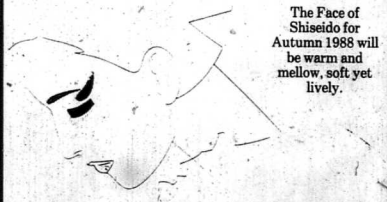
- SHAPERS • SILKY SHEER 10 DENIER • SPECTRA • NIGHT & DAY • SKIN 2 • LARGER FITTING • ELITE • SILKY SHEER 15 DENIER •

Consumer trade inquiries to

Bonds (NZ) Hosiery
Box 50044
Ph 370-119
PORIRUA

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BY SHISEIDO**

A dazzling new look for autumn 1988.



The Face of Shiseido for Autumn 1988 will be warm and mellow, soft yet lively.

Discover the new 'Precious Colours' for yourself . . . at Whites Beauty Counter . . . bringing you the newest and the best.

FOR 100 YEARS!

NZ MERCHANTS LTD

congratulates Whites on
achieving 100 years of
service
Proud stockists of

CLOUD 9

Distinctive Bedwear

WHITES LTD
1888—1988
stockists of quality
featherdown duvets by

Fairydown

— luxury you can
afford




A fresh new story. The Camille Collection.

Bendon

Congratulates Whites on their centennial and invites you to view this exquisite new range of lingerie.

Available now at Whites, Lingerie Dept., 1st Floor.

Cannon Mills



makers of fine, quality,
Bathroom Towels
congratulate
WHITES LTD
devon mall
new plymouth



**Congratulations
to
Whites
Ltd
on your
Centennial
1888 — 1988**

Temprano
Jantzen



8225

8231

*Simplicity Patterns wishes
to congratulate Whites on their
first 100 years of business and
look forward to serving them
and their customers for
the next 100.*

Simplicity
PATTERNS
SEW SIMPLY THE BEST FOR WINTER



The purchase and expansion of adjoining premises over the years has given Whites Ltd large and spacious premises in which to display its comprehensive stock range.

Growing with city

Whites Ltd has developed into the successful business it is today despite the efforts of flood and war, epidemic and economic downturn. The business through the years has reflected the initiative and effort of its founder, Stephen Boothby White.

Strongly influenced by the immigration agent for the New Zealand colony, Stephen White decided late last century the antipodean islands were the place to try his fortune.

And so, at Sam on November 11, 1889, he arrived with his wife, sons Percy and George and infant daughter Mary at the New Plymouth shoreline after a two-month sea journey from Gravesend, via Sydney and Auckland.

An early attempt at farming did not suit him and he worked as an accountant and then law clerk in the budding city until 1888 when he bought the Egmont Store.

The well-known business was sited on the corner of Courtenay and Elliot Streets, at the time a busy trading locality.

In 1890 he took into partnership his brother-in-law Mr C. C. Carter and they opened a branch on part of the site of the present business — a sign of things to come, possibly?

Two more Devon St properties were bought before the partnership was dissolved in 1896. Mr Carter took over the grocery side of the business while Mr White concentrated on the drapery aspect.

Percy and George White became familiar with the business at an early age and the turn of the century saw elder son Percy off to Auckland to learn the draper business there. He returned in 1901 to take charge of the Devon St shop with brother George.

Up until this time the firm's premises were based in the shop on the north-western corner of Currie St, now a chemist shop. In 1901 the corner was sold and part of the present site acquired.

The Egmont Store was also sold about this time. The firm's name was changed to S. B. White and Sons and again with the founder's retirement in 1908 to White and Sons.

War-time trading made necessary the cessation of

the country travelling which had been an important part of activities till then. But associations with many families were retained as improved roading made town access easier. George and Percy complemented each other and the business flourished under their control. In 1919 the firm expanded by buying adjoining premises.

The previous year had been a sad trial for the town with the national outbreak of influenza. The whole town was closed for several weeks until the epidemic had passed its peak. The closure was the only time the firm had been completely closed.

August 7, 1920 marked the date when the firm became a private limited company trading as Whites Ltd. Percy White was appointed governing director.

In May 1922 the third generation of the family entered the business. Mr Eric H. White, elder son of Percy, spent six months at New Plymouth before moving to Auckland for four years to widen his experience in the industry.

Adjoining drapers premises owned by the Ambury Brothers were leased initially in 1922 and then purchased in 1933 to further add to the Devon St frontage.

The depression failed to halt the firm and it pushed ahead with its programme of expansion developing the more than three-quarters-of-an-acre of shopping space.

The whole premises were rebuilt to give two floors of selling and display space. Foundations were sunk to allow another floor to be added at a later date.

February 1935 marked the first of three disastrous floods the building was to suffer. Work carried out in recent times on the Huatoki Stream should prevent any further occurrences.

In 1938 Mr Stanley M. White returned to New Plymouth after overseas experience in retailing and accountancy to work in the firm.

Following the difficult years of the next world war

the company had to reorganise its buying patterns with the introduction of legislation controlling imports. Good relations with New Zealand merchants softened the effects.

The Hallenstein Brothers' property alongside the building was purchased and leased back in 1954.

The property investments were a mark of the years to come with additional premises occupied in 1961 and the purchase of the former Deare's shoe store in 1974. Chadwick Interiors on "The Flat" was bought in 1976 and a major development undertaken with a horticultural project in Keri Keri in 1978.

As the city of New Plymouth itself has grown over the years, so Whites Ltd has matched the pace.

1988 not only marks 100 years of business for the firm but the beginning of its second century. If the years to come are as successful as those which established its foundations then management should be happy indeed.

Milestones


- 1888 Opening of Egmont Store.
- 1896 Second store opened in Devon Street.
- 1901 Acquisition of part of present business site.
- 1906 Retirement of founder.
- 1909 Second generation in control.
- 1914 Death of founder.
- 1916 Purchase of site adjoining property and business.
- 1917 Death of younger son, George.
- 1920 Formation of company of Whites Limited.
- 1922 Entry of third generation into Whites Limited.
- 1922 Lease of Ambury Brothers, adjoining drapery business.
- 1928 40th anniversary of Whites Limited.
- 1933 Purchase of Ambury Brothers' property.
- 1934 Rebuilding of present premises.
- 1935 Storefront opened.
- 1939 Acquisition of two subsidiary companies.
- 1941 Two more subsidiary companies established.
- 1942 Death of governing director, Mr P. J. H. White.
- 1942 Third generation in control, Mr Eric H. White chairman of directors and managing director.
- 1943 Ground floor completely modernised.
- 1944 Fourth generation enters business. Miss P. E. White, great-granddaughter of the founder.
- 1945 Store for men opened.
- 1945 Another subsidiary company established.
- 1945 Death of Mr J. W. Taunt, director and secretary of the company for 25 years and appointment of Mr S. M. White FRANZ as secretary director.
- 1946 Staff superannuation fund established.
- 1947 Complete renovations of first floor.
- 1948 Celebration of 60th anniversary.
- 1954 Purchase of Hallenstein Brothers' property.
- 1957 Sale of former Wemphley Building in Currie Street.
- 1958 New building in Devon Street begun.
- 1961 New additional premises occupied.
- 1963 75th jubilee.
- 1965 Sale of F. A. Ham, Eltham.
- 1966 Opening of Fitzroy branch.
- 1968 Mr E. H. White retires as managing director and Mr S. M. White appointed to the position.
- 1971 Second major flood.
- 1974 Purchase of Deare's Shoe Store.
- 1975 Retirement of Mr S. M. White and Mr A. R. White appointed managing director.
- 1976 Purchase of Chadwick Interiors.
- 1977 Closure and sale of Evelyn Angus and Hillecks Ltd in Strand Road.
- 1977 Opening of Cash Discount Furniture Store in Currie Street.
- 1978 Mr A. B. White resigned and Mr B. J. White appointed managing director.
- 1978 Purchase of 100ha of land at Kerikeri for horticultural development.
- 1980 Major interest purchased in coolstore and packing house at Kerikeri.
- 1980 Opening of Hot Gossip "instore" boutique.
- 1980 Third major flood.
- 1980 Opening of The Discount Furniture Company on Devon St East.
- 1982 Closure of Fitzroy branch.
- 1984 First exports of kiwifruit, feijoa and tamarillos from Kerikeri orchard.
- 1985 Mr E. H. White retires as a director after serving 96 years.
- 1987 First exports of hybrid mink moles to Japan.
- 1988 100 years celebrated.

Thank you
Whites Ltd wish to thank the public of Taranaki for their loyal support shown over the last 100 years.

Remember — for friendly service, expert advice and top quality, competitively priced merchandise...

Whites
devon mall
new plymouth

Levi's



Levi Strauss (NZ) Ltd congratulates Whites Ltd on their 100th Anniversary.

columbine

PROUD MANUFACTURERS OF

KISS IMAGE

AND Accents HOSIERY

CONGRATULATE WHITES LTD ON THEIR 100TH ANNIVERSARY

Cilla

fashion footwear

would like to take this opportunity to congratulate Whites Ltd on their centennial.

Feelings



by **FAYREFORM**

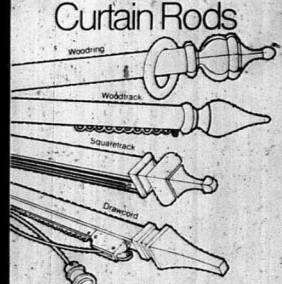
Feelings — the unique new lingerie fashions from Fayreform.

See them now at Whites Lingerie, 1st Floor, Devon Mall.

— Serving Taranaki for 100 years —

Woodcroft
WOODCROFT INDUSTRIES LTD

Curtain Rods



Woodring
Woodtrack
Squalltrack
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Congratulations WHITES
100 YEARS YOUNG THIS YEAR