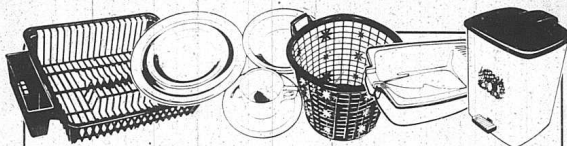


John Avery Limited

Wholesale

Grand Opening Specials

Tuesday November 5



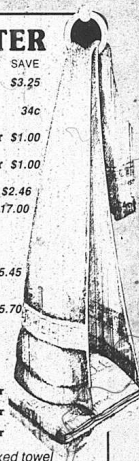
POPULAR PLASTICWARE

OUR PRICE		SAVE	OUR PRICE		SAVE
• 10 litre PLASTIC BUCKET.....	\$3.45	\$1.36	TOILET TIDY.....	\$8.05	\$3.15
• 55 litre RUBBISH BIN.....	\$18.85	\$7.43	• WASH-UP BASIN.....	\$5.24	\$2.04
• LAUNDRY BASKET.....	\$11.85	\$4.63	• STEP-ON TIDY.....	\$26.95	\$10.50
• 10 litre NAPPY BUCKET.....	\$3.85	\$1.51	• STACKING NESTS.....	\$7.05	\$2.75
• DRINKING FLASK.....	\$1.25	48c	• SANDWICH TRAY.....	\$1.85	73c
• LUNCH BOX.....	\$2.39	\$1.63	• 29 litre SWING-TOP BIN.....	\$14.09	\$4.22
• CUTLERY TRAY.....	\$3.95	\$1.89	• CHILLY BINS.....		
• DISH STRAINER.....	\$4.79	\$2.31	44 litre.....	\$97.95	\$19.50
• WASH-UP BOWL.....	\$3.45	86c	26 litre.....	\$59.45	\$21.73
• BUCKET AND POTTIE SET.....	\$22.05	\$9.80	26 litre.....	\$63.95	\$23.50
• CRYSTAL-LOOK BOWL.....	\$2.69	\$1.29	20 litre.....	\$49.89	\$18.02
• ROUND LAUNDRY BASKET.....	\$5.69	\$1.30	• 20pc DURAWARE GIFT SET.....	\$58.65	\$14.70

MANCHESTER

	OUR PRICE	SAVE
• PLAIN DYED TOWELS.....	\$5.00	\$3.25
• FACE FLANNELS.....	65c	34c
• PLAIN PILLOW CASES.....	\$3.99 pr	\$1.00
• PRINTED PILLOW CASES.....	\$4.95 pr	\$1.00
• SLUMBERSOFT PILLOWS.....	\$6.49	\$2.46
• RALLY RUGS.....	\$37.95	\$17.00
• BEACH TOWELS..... from	\$8.50	
• Sweater-look CANYON TOWELS.....	\$12.50	\$5.45
• Striped CANYON TOWELS.....	\$14.25	\$5.70
• CANYON TOWEL SETS..... from	\$9.95	
• SHEET SETS.....		
• SINGLE..... from	\$19.95 pr	
• DOUBLE..... from	\$22.20 pr	
• QUEEN..... from	\$28.69 pr	

HUGE range of boxed towel sets, too



SPORTS



	OUR PRICE	SAVE
• CRICKET SETS: Wickets, bat and ball.....	\$24.35	\$12
• SQUASH RACKETS: Ladies Etnik.....	\$36.55	\$18
• SQUASH RACKETS: Advance.....	\$36.55	\$18
• BADMINTON RACKETS.....	\$31.99	\$16
• FRISBEE..... from	\$3.23	
• TENNIS RACKETS.....		
Grandstand.....	\$24.12	\$12
Club.....	\$24.95	\$12
Home.....	\$20.98	\$10
• GOLF CLUBS: Imported sets..... from	\$638	

OUT DOORS



	OUR PRICE	SAVE
• PADDLING POOLS.....	\$9.96	\$5.00
• SWIM RINGS.....	\$4.63	\$2.32
• DOUBLE SWIM RINGS.....	\$3.96	\$1.99
• BEACH BALLS.....	\$3.96	\$1.99
• RAFTS.....	\$13.30	\$5.30

Ideal Christmas giving, at prices that give you real savings!

GAMES

	OUR PRICE	SAVE
• TRIVIAL PURSUIT.....	\$49.95	\$26.00
• MONOPOLY.....	\$11.82	\$7.13
• DOUBLE SWIM RINGS.....	\$13.60	\$6.80
• 'A' TEAM.....	\$15.12	\$7.57
• SCRABBLE.....	\$9.72	\$4.87
• SQUATTER.....	\$15.00	\$7.50

plus many, many more

HARDWARE

• OSIVO SCREWDRIVER SETS.....	1 piece: Save \$10	\$19.95
• OSIVO SCREWDRIVER SETS.....	2 piece: Save \$15.50	\$5.90
• CAR VACUUM CLEANERS.....	Save \$10	\$24.95
• SOCKET SETS: Various sizes.....		\$14.75
• NYLEX CAR BRUSH with foam Tuffex Wax.....		\$14.75
• NYLEX GARDEN HOSES.....		\$14.75
• NYLEX HOSE FITTINGS.....		\$14.75
• NYLEX HAPPY GARDEN RANGE.....		\$14.75

The list goes on and on...

COOKWARE

Famous brands - Tamuka, Crown Lyn, Anchor Hocking, Vision - plus a huge range for your microwave at wholesale prices!

SILVER

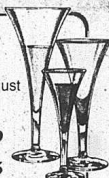
Troys, gravy boats, candelabra, novelty sweet dishes, trophy cups always great to give.

GLASSWARE

A huge range, all at wholesale prices. Here's just a few to tempt you.

• BEER GLASSES sets of 4.....	\$14.69
• GIN GLASSES sets of 4.....	\$13.85
• BEER MUGS Luminals, set of 4.....	\$8.25
• WINE GLASSES Luminals, set of 6.....	\$9.95

PLUS single glasses for staff parties or home use



PUZZLES

	OUR PRICE	SAVE
• 4000 PIECE JIGSAW.....	\$17.82	\$8.93
• 3000 PIECE JIGSAW.....	\$15.00	\$7.50
• 2000 PIECE JIGSAW.....	\$13.50	\$9.00
• 500 PIECE (Mr Egmont).....	\$5.95	\$3.00

PLUS a whole heap of children's jigsaws - great fun!

HOUSEHOLD WARE

Far too much to list here - come in, browse, buy and save!

	OUR PRICE	SAVE
• GREGGS COFFEE 500gm.....	\$29.95	\$13.55
• COPPERTONE.....	\$29.50	\$14.45
• OFF INSECT REPELLENT.....	\$3.85	\$1.65
• BRIT 33 gift sets for Christmas, always popular.....	\$3.85	\$1.65
• PLUS.....	\$4.95	\$4.00

A super selection of boxed biscuits and Christmas sweet novelties at wholesale!

PLUS...

• GREGGS COFFEE 500gm.....	\$16.69
• COPPERTONE.....	from \$4.50
• OFF INSECT REPELLENT.....	\$2.88
• BRIT 33 gift sets for Christmas, always popular.....	

WALL CLOCK

A real beauty, made just for us with woodgrain finish. Just

\$26.95

SAVE OVER \$30!

CRYSTAL

A glittering selection of high quality imported crystal now on display at amazing value-for-money prices. Crystal makes such an acceptable Christmas gift - a gift you can now afford to give.

Admire our range. Choose crystal to give, or special pieces as a real treat to yourself - you deserve it!



WIN!

Colouring Competition
 Here's your chance to win great prizes in our colouring contest - come on in and meet the "ART STAR" - win pick up your entry form.

UP TO 5 YEARS, 5 to 8 YEARS, 8 to 12 YEARS
 CLOSING FRIDAY NOVEMBER 29, 1985
 Winners announced in The Daily News and Taranaki Herald on December 12.

Spot Prizes!

You could be a lucky winner - just get yourself into John Avery Limited and you could walk away with a prize!

Now we offer so much more - bigger premises, better selection, great service and wholesale prices to really save you more. Ample parking, too.

WIN!

LUCKY SHOPPER
 How would you like to win a \$1000 Stereo valued at \$5200? It's so easy - every \$20 purchase gives you one chance in the lucky draw.

SPEND \$20..... 1 Chance
 SPEND \$40..... 2 Chances
 SPEND \$100..... 5 Chances
 Closes 12 noon on Saturday December 7
 Drawn Wednesday December 11 in the Taranaki Herald. Winner published in the Daily News, December 12.

John Avery Limited

Wholesale

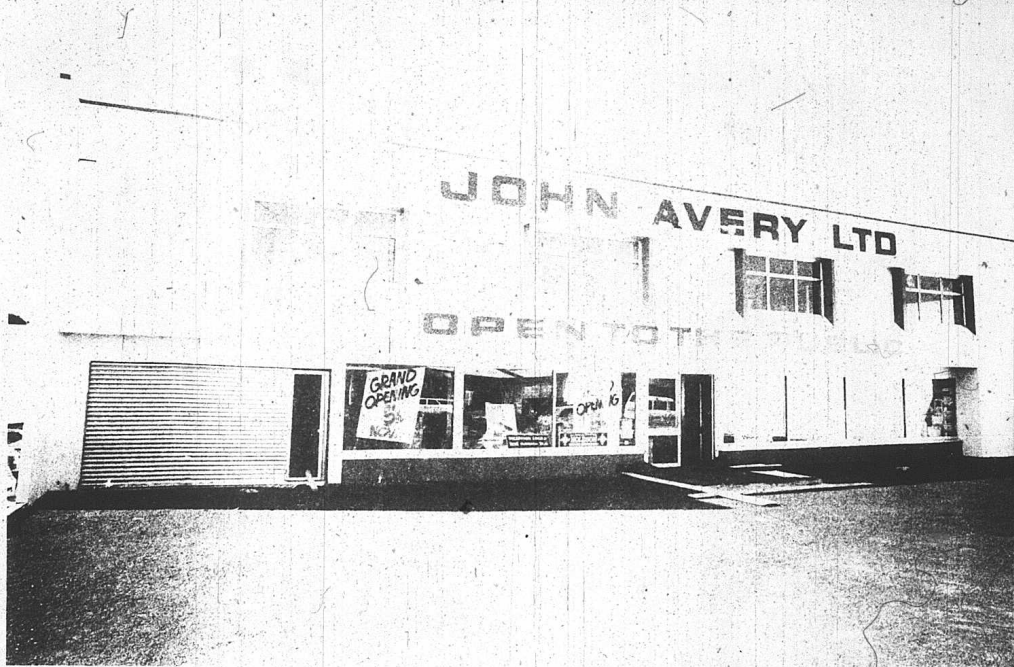
310-312 DEVON ST EAST NEW PLYMOUTH
 (Opp Mason Appliances) - Phone 75755
 OPEN TO THE PUBLIC - ALL WELCOME

TRADING HOURS

Monday - Thursday: 8am - 5pm
 Friday: 8am - 8.30pm
 Saturday morning 9am - noon



A bold white-and-blue frontage provides a fresh appearance to shoppers at John Avery Ltd's new store in New Plymouth.



Murray
STAINLESS STEEL COOKWARE

Prestige
PRESSURE COOKERS

Prestige Freshpac
PLASTIC STORAGE SYSTEM

Prestige
KITCHEN TOOLS & GADGETS

Prestige
CABINET HARDWARE

Distributed by
W.T. Murray Ltd
A member of the Prestige Group PLC of London
122-126 Antigua St, Christchurch
P.O. Box 2680, Telephone: (03) 62 4794

New store for company's second century

November 5 this year marks a number of ceremonious occasions, among them Guy Fawkes night, the Melbourne Cup — and John Avery Ltd's official opening of their just-completed New Plymouth store.

In its second century of trading in New Plymouth and under the management of new owner, Mr George Roberts, who bought the business last year, the store has organised a week of specials and celebrations to mark its shift to new premises.

From its old building in Currie St the company now takes up residence in the spacious new building on Devon St East opposite Mason Appliances.

The week's celebrations from the auspicious November 5 opening promise good prizes to some lucky shoppers, Mr Roberts said. In addition to the specials offered, a lucky

shopper competition will result in someone winning a portable stereo worth more than \$500.

And the more shoppers buy the more chances they have to take this prize away. For every \$20 worth of goods they purchase they receive a ticket which goes into the draw for the stereo.

Results of the competition will be announced following the draw on Saturday, December 7, at 12 noon.

The younger shoppers are not forgotten either. A colouring competition for children, split into three age groups, runs until November 29. Prizes for this involve toys and games up to a value of \$60 — an early Christmas present for some lucky youngsters.

Instant spot prizes will also be a feature of the week's opening celebrations. At any time

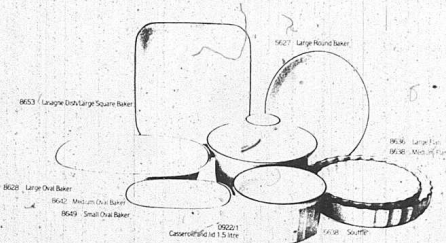
of the day any shopper could be selected for one of these spot prizes, which could be the item they are buying or some other item selected from the store's range of general merchandise.

This covers a wide variety of goods as is proved by the following list of categories on the shops stock list:

- Crystal — glassware — plastics — garden and outdoor — household usesables — clothing — electrical — clocks and watches — china and porcelain — toys and games — household utensils — stationery — personal — jewellery — luggage — manchester — hardware — cosmetic and toiletries — fireworks — sportsgoods — confectionery — silvelware — child-babyware and prams — brushware — paper commercial.



New Zealand's most admired oven-to-table ware



"Zara" oven-to-tableware (smart white with fine red rims — microwave safe.

	Our Price	Save
21.5cm FLAN DISH.....	\$16.95	\$5.50
25.5cm FLAN DISH.....	\$17.89	\$5.90
25.5cm MEDIUM BAKER.....	\$17.99	\$5.95
SOUFFLE DISH.....	\$15.95	\$5.25
CASSEROLE.....	\$23.30	\$7.69

... plus on every purchase of ZARA cookware, Crown Lynn give a voucher redeemable on your next purchase of Crown Lynn oven-to-tableware.

20 piece Dinner Sets

- PIONEER..... \$58.30
- SPRING FAIR..... \$59.95
- QUICK SILVER..... \$63.63
- DOVE GREY..... \$53.16
- PAMPAS..... \$58.82
- CHERRY BLOSSOM..... \$48.95

Check these prices!
There are real savings here!

Great gift ideas from TOLTOYS

CABBAGE PATCH KIDS

Dolls \$74.95
Clothes \$21.95

BABY NEEDS A NAME DOLLS \$44.95

BABY STRAWBERRY SHORTCAKE DOLLS \$42.95

ROSE PETALS PLACE DOLLS \$21.95
(Flower Scented)

DAISY DOLLS Great Selection from \$16.99

MY LITTLE PONY \$12.95

TRIVIAL PURSUIT

\$49.95



John Avery Limited

TRADING HOURS
Monday — Thursday: 8am — 5pm
Friday 8am — 8.30pm
Saturday morning 9am — noon

310-312 DEVON ST EAST NEW PLYMOUTH
(Opp Mason Appliances) — Phone 75755
OPEN TO THE PUBLIC — ALL WELCOME

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OPEN TO THE PUBLIC — ALL WELCOME



John Avery Ltd proprietor George Roberts can breathe a sigh of relief at finishing a crowded weekend shifting from the store's old premises in Currie St, New Plymouth, to the new Devon St East store.

Changing trends for wholesalers

Wholesalers' businesses in New Zealand had undergone great changes in the past few years, according to Mr George Roberts, proprietor of John Avery Ltd, New Plymouth.

The trend towards co-operative buying by retailers or their alighting themselves with multi-national chains meant wholesalers were losing their traditional markets, Mr Roberts said.

The centralised buying by many retailers and their purchasing from main centre sources was by-passing the local distributor.

This pressure had forced them to

change their trading conditions and open up their stocks to the general public.

"It is recognised that many wholesalers throughout the country, and locally, sell direct to the general public and also maintain an important role supplying merchandise to many retailers," he said.

John Avery Ltd did not intend to allow new retailing activities to affect its established business with retailers in its area.

"We will maintain this contact with retailers offering our wide range of goods at most competitive prices."

Modern shopping

John Avery Ltd's new Devon St East store in New Plymouth provides spacious new shopping areas for new and old customers of the store.

Benefits for customers begin outside the store with 15 off-street car parks, something the store has not been able to provide in its previous locations.

Of the 772m² floorspace inside the building, 500m² is devoted to showroom displays. The red carpeting throughout and modern display units give an attractive environment to browse or shop in.

The crystal displays feature special under-counter lighting which set off the facets in a scintillating show.



Tonka Toys

Tonka



TONKA TOYS

- Grader \$66.69
- Dumper Truck \$62.50
- Loader \$68.75

No. 7805 POUND PUPPIES* Lovable, huggable puppies just looking for homes! Each Pound Puppy is machine washable, has its own individual look, and comes with leather collar, puppy care sheet, and mail-in offer. Ages: 3 and up.

POUND PUPPIES

\$43.95

TNT RACER LAUNCHER \$9.99

No. 6300 T & T RACERS AND LAUNCHERS T & T Racers are pure dynamite! Each revolutionary styled racer comes with its own air pump launcher. No batteries required. Ages: 5 and up.

John Avery Limited

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OPEN TO PUBLIC - ALL WELCOME

DEEP MOULDED Flight



Flight

STANDARD MOULDED

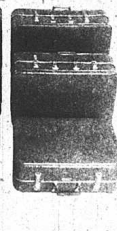
Styled in hardwearing Fibrocell, and available in a wide range of very popular colours.

DEEP MOULDED

This deep moulded style makes for a spacious suitcase.

STANDARD MOULDED

Flight



OUR PRICE!

MX5 55cm	\$52.46	\$67.15
MX5 60cm	\$55.95	\$70.25
MX5 70cm	\$59.45	\$73.50

* Expanding suitcase with self-centring handles

DMX 60cm	\$62.47	\$83.95
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DMX 70cm	\$69.69	\$89.20
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* Expanding Fibrocell suitcase with self-centring handles.

MFA 45cm	\$37.95	\$46.60
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MFA 50cm	\$39.35	\$50.40
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* All purpose attach case

MFS 60cm	\$47.65	\$62.95
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MFS 70cm	\$51.66	\$66.15
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* Non-expanding suitcase

John Avery Limited

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OPEN TO PUBLIC - ALL WELCOME

namco Australia's

No.1 Range



is tempting

NZ Distributor

F.W. CAVE LTD, AUCKLAND

The namco Range is what your customers are intended getting, because it's the namco Range offers your customers a choice of polished metal or European style enamel finishes - in shapes and sizes that sell.

And namco Silver Stone® Coating gives your customers the World's best selling premium non-stick surface for safe, low fat cooking and easy cleaning. So look for the distinctive blue namco Silver Stone® mark on the cooking stock with admiration. No wonder Australia's best selling cookware range is tempting New Zealanders to buy namco Cookware - Available on high quality aluminium or stainless steel.

Silver Stone® is a registered DuPont trademark. Only DuPont makes Silver Stone®.

Save \$9.00	FRYPAN 200mm	\$20.89
Save \$10.00	FRYPAN 250mm	\$26.80
Save \$20.00	SNACKPAN 260mm with lid	\$45.75

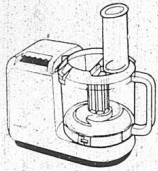
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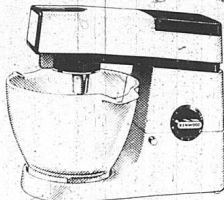
John Avery Limited

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KENWOOD *for Kitchens*



CHEF GOURMET FOOD PROCESSOR
Normal Suggested Retail \$259.14
OUR PRICE \$215.95 SAVE \$43.19



KENWOOD CHEF
Normal Suggested Retail \$334.75
OUR PRICE \$278.95
SAVE \$55.80



JUICE EXTRACTOR
Usually \$24.88
OUR PRICE \$17.95



HIGH SPEED SLICER AND SHREDDER
Usually \$113.66
OUR PRICE \$81.95



CONTINUOUS JUICE SEPARATOR
Usually \$109.88
OUR PRICE \$79.25



MINCER
Usually \$54.28
OUR PRICE \$38.95



LIQUIDISER
Usually \$37.48
OUR PRICE \$26.95



SodaStream

NEW SODASTREAM 1 LITRE

OUR PRICE \$105.95

SODASTREAM REGULAR

OUR PRICE \$79.95

SODASTREAM GAS CYLINDER

(It is a good idea to have one spare)

OUR PRICE \$22.75 SAVE \$7.80

OPENING WEEK SPECIALS

Normal Suggested Retail \$129.95
SAVE \$25.00

Normal Suggested Retail \$104.95
SAVE \$25.00

John Avery Limited

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Eastward shift for John Avery Ltd



Above — Home to John Avery Ltd for many years was a pair of buildings in Currie St, New Plymouth. The building on the left was the scene of operations for the company from the late 1960s.



Left — Original premises for John Avery Ltd in New Plymouth were alongside this Devon St central building built by Thomas Avery, brother to the company's founder, John Avery.



SUNBEAM

Buy any appliance, and you're in for a double bonus.

First, if you wish, you can get a pair of **WILKINSON'S** Dressmaking scissors (normal retail \$23.00) or a pair of **WILKINSON'S** Kitchen scissors for only \$3.99.

Secondly all **RALTA** appliance buyers are in to win one of five **ORPHEUS** sewing machines worth \$1999 each. A great gift idea.


RALTA MINIFRYER



Minifryer. Uses only a small amount of oil or shortening. Compact for easy storage. Heats quickly to correct deep frying temperature. Thermostatically controlled

\$75.00
\$42.95

SUNBEAM COOKMASTER



Cookmaster frypan. Bakes, fries, casseroles, roasts, grills and steams. Coated inside and out with silverstone the premium non-stick coating that really lasts

\$129.00
\$89.99

SUNBEAM "EXPRESS" KETTLE



Fully automatic, powerful 2400 watt element, boils up one cup in 30 seconds, up to 2 litres fast and economically. Waterlevel gauge indicates one to four cups as needed. Simple, clean style with side handle for easy, safe pouring. Strong polypropylene construction. Automatic switch off when boiled. Just fill, switch on and forget. Totally safe.

\$59.95
\$43.95

John Avery Limited

TRADING HOURS

Monday — Thursday 8am — 5pm
Friday 8am — 8.30pm
Saturday morning 9am — 12 noon

310-312 DEVON ST EAST, NEW PLYMOUTH — PHONE 75755
(Opp Mason Appliances) OPEN TO PUBLIC — ALL WELCOME

Ample Parking Available

Long way from siege of Paris to Tobacconist

John Avery Ltd is one of the few companies in New Plymouth that have been in business for more than 100 years.

The company commenced business in Devon St West in 1879 and has played a part in the city's trading ever since.

It was started by Englishman John Avery who arrived in New Zealand via America after having experienced the Siege of Paris by the Germans in 1870-71.

He brought with him an agency for the Imperial Tobacco Company of America and started

business in Devon St West next door to premises now occupied by Avery's Bookshop. A business started by his brother, Thomas in 1883.

The tobacconist trade grew into general goods and was carried on for later years by Arthur Avery and later still by his son, D Arch Avery.

In 1919 the company built a warehouse in Currie St and traded from that area until the present time.

The business changed hands in December, 1944, when Mr Don Pool took over its operations, considerably expanding the



In 1978 the department was taken over by Pharmacy Wholesalers (Taranaki) Ltd, a co-operative company formed by Taranaki chemists. They purchased the stock and started a separate operation managed by Mr George Roberts who had been in charge of the former department at John Avery Ltd for a number of years.

The wheel has turned full circle now as in 1984 George Roberts took over all the shares in John Avery Ltd and full charge of the business.



Above — Off-street parking is a new benefit for shoppers at John Avery Ltd in New Plymouth.

ASHMANS ROOFING ON TOP AGAIN

Congratulations to John Avery on the opening of their new business premises. We were very pleased to be associated with the construction of the building, our team of roofing specialists used high quality trimdeck roofing and Butynol gutter and parapet lining in conjunction with the latest roofing techniques. We would like to wish John Averages every success in the future. For all your roofing requirements contact:

ASHMANS ROOFING

14 CONSTANCE ST, NP, PH 85762



Heather Parkinson sets up the crystal display during John Avery Ltd's shift to its new Devon St East Premises.

WE'RE NUMBER ONE!

That's why **Nebulite ALUMINIUM JOINERY** WAS CHOSEN FOR THIS CONTRACT

Nebulite (Aluminium Joinery)

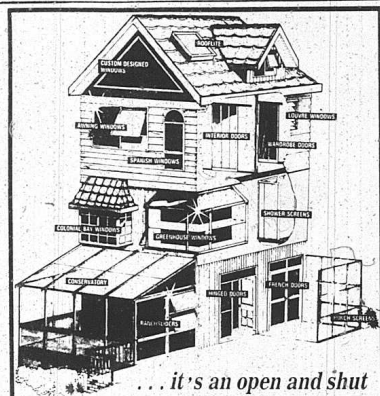
Let us show you how we can improve your House — Shop — Office etc

A WIDE RANGE OF QUALITY JOINERY PRODUCTS WITH A NZ-WIDE BACK-UP SERVICE

ROEBUCK CONSTRUCTION COMPANY LTD.

RIMU STREET FITZROY NEW PLYMOUTH BOX 3126 PHONE 75569

BUILDING CONTRACTORS AND SUPPLIERS



... it's an open and shut case at your joinery specialists

New house or old, warehouse or office, if it's doors, cupboards, windows or wardrobes, check with the friendly staff at THD before you start opening or shutting anything... that is if you want the best job at the best price!



Taranaki Hung Doors

50 Rimu St. Ph 85068 NP

Members of our family to help you with yours...



BREVILLE DELUXE SANDWICH TOASTER

The unique Breville sandwich machine that automatically cuts your sandwiches as well as cooking all your favourites.

\$87.50 **\$71.95**



BREVILLE FAMILY FRYER

The fast gourmet service for the whole family.

\$99.95 **\$69.95**



The Copperbottom Cookware as Advertised on TV

SAUCEPANS	OUR PRICE	SAVE	STEAMER	OUR PRICE	SAVE
0.85 litre 150mm	\$26.95	\$9.18	184mm	\$17.39	\$4.96
1.30 litre 168mm	\$27.95	\$7.70	206mm	\$22.95	\$5.70
1.70 litre 184mm	\$30.65	\$9.20	184mm	\$17.39	\$4.96
2.55 litre 206mm	\$35.85	\$10.40	206mm	\$22.95	\$5.70
1.70 litre no lid	\$24.65	\$6.10	ECONOMY PACK		
			4 saucepans	\$108.46	\$35.09

BREVILLE, ZIP SUPREME, all part of the Zip family at . . .

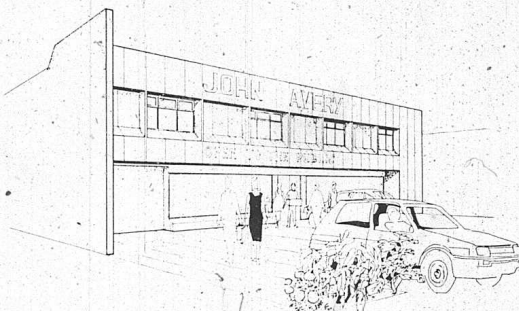
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(Opp Mason Appliances) PHONE 75755
OPEN TO PUBLIC — ALL WELCOME

JOHN AVERY LTD PUT FLETCHER ON IT'S TEAM.



"I was most impressed with FLETCHER'S professional approach, management techniques, and their appreciation that time was important to my operation."

George Roberts
Managing Director
JOHN AVERY LTD

In 20 weeks FLETCHER'S submitted their proposal, designed, issued working drawings, obtained permits, constructed and completed 800m² of new office and showroom space. Our thanks to all involved, especially our client, for their co-operation in a team effort.

WHY NOT PUT FLETCHER ON YOUR TEAM?



FLETCHER
Fletcher Development & Construction Ltd

W. CHARLTON
Fletcher Development & Construction Ltd
13 Powderham Street
PO Box 880
New Plymouth
Telephone (067) 87868