

# Shoe store changes hands

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Deare's Ltd, a long-established family shoe retailing business which is linked with the earliest days of New Plymouth, has been sold to Herberts Ltd, Christchurch.

The new owners have a long family history in shoe retailing and are well-known in New Zealand with shops at Christchurch, Wellington and Oamaru.

The two firms are the oldest family shoe businesses in the country.

The Deare family began their shoe retailing in New Plymouth 64 years ago when the late Mr R. J. Deare snr brought a small shoe retailing and repair shop in Egmont St.

Business expanded and he then took over an adjacent shop on the corner of Egmont and Devon Sts — the site of the present AMP Society building in about 1906.

About four years later he moved his business to the centre of the town in Devon St near the Huatoki Stream.

### PRESENT SITE

In 1914 Mr Deare bought a shoe shop on the site of the present business area in Devon St owned by a Mr Grayson. The two shops were amalgamated and the business has been conducted ever since in the Grayson shop site.

The first shoe retailing shop on this site was started

in the late 1880's when a Mr Jackson moved his shoe store from Brougham St. A Mr Cock joined him and Mr Grayson later came in as a partner, taking over the business before selling to Mr Deare.

Mr Deare retired in 1919 and his son Mr Roy Deare, took over the business. A company was formed in 1924 and in 1932 the company bought the property, formerly leased, and erected a new building.

Mr Deare's brothers Messrs

Cliff and Ken Deare, became shareholders in 1939 and Mr Roy Deare was governing director.

### 94 YEARS AGO

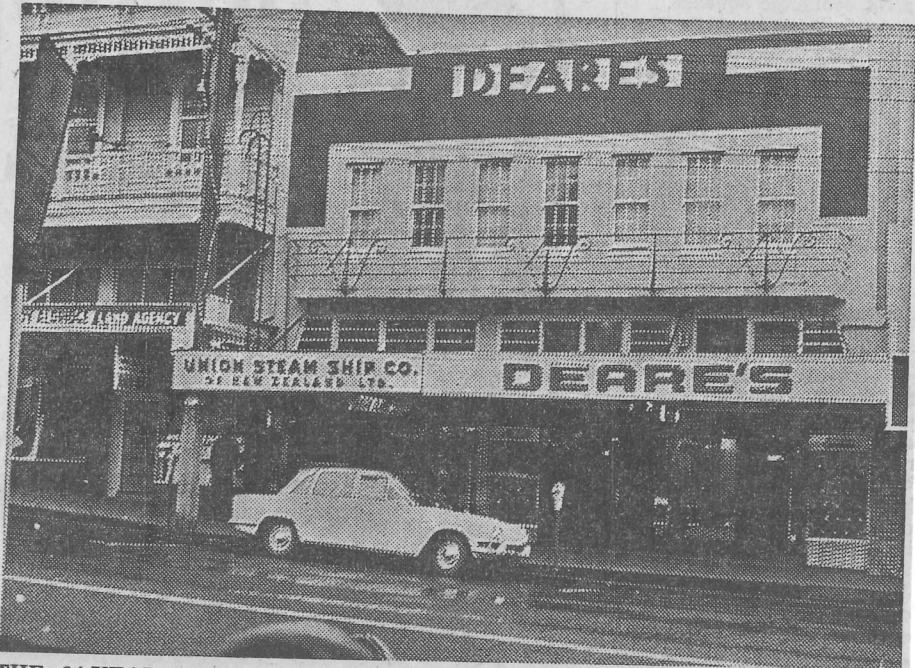
It was 94 years ago that Mr James McDiarmid established his first shoe business in Oamaru. He was then aged 18. He bought 11 more stores but later reverted to only one shop.

The family carried on the business and 12 years ago bought out the long-established Christchurch firm of

Herberts Ltd.

The manager of the New Plymouth shop, Mr N. McDiarmid, is a grandson of Mr James McDiarmid. The firm will continue to trade in New Plymouth under the name of Deare's Ltd.

Mr Roy Deare has sold his New Plymouth home and will retire to Auckland after making a trip to Japan. Mr Cliff Deare plans to retire in New Plymouth and Mr Ken Deare will continue working at Deare's Ltd.



THE 64-YEAR-OLD FAMILY SHOE BUSINESS in Devon St, New Plymouth, Deare's Ltd, which has been sold to Herberts Ltd, Christchurch.