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Sale of furniture business

Purser Bros Ltd, one of New Plymouth's longest established family businesses, is selling its Devon St furniture store to Auckland-based Irvin and Stern, for an undisclosed price.

Purser's managing director, Mr H. M. Purser, said today negotiations were almost complete, Irvin and Stern would continue to operate the business with no effect on staff. It was also intended at this stage to operate under the Purser name.

Only the retail side of the business was being sold, Mr Purser said. The company owned several other properties around the city which would be retained.

Mr Purser would stay in the business for six months at the request of the buyers and his son, Mr Richard Purser would stay with the firm.

The original firm was established by Mr H. M. Purser's grandfather in Wanganui in 1897 before Mr Purser's uncle, Mr Harry Purser, moved to New Plymouth in the 1920's to take over what was then Heydon and Dingle's furniture shop.