

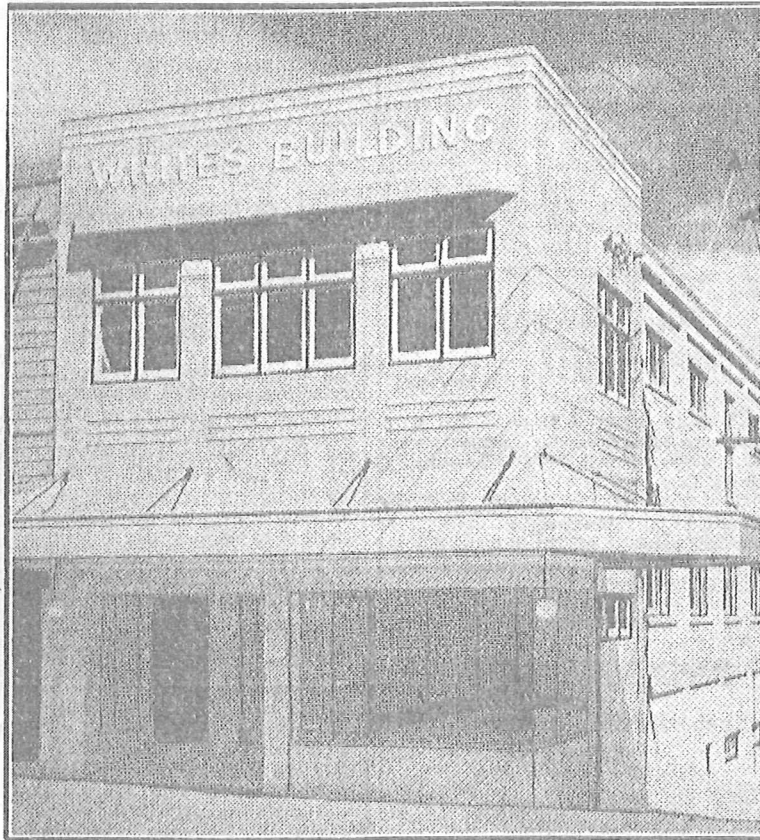
13. CURRIE Street S.W. corner CURRIE LANE.

WHITES NEW CURRIE STREET

The rebuilding by Whites Limited of what was Wembley House at the corner of Currie Street has resulted in an amazing transformation.

Gone is the old wooden building and in its place stands a Reinforced Concrete Structure in the Modern Style, which is a distinct asset to this important business area.

Over a period of half a century Whites Limited have made steady progress and have grown up with New Plymouth. It is gratifying indeed to note this and appreciate the con-



—Photo by Crago

CURRIE ST.

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PREMISES

tinuance of this effort in spite of the adverse conditions which are present in this world to-day.

Great credit is due also to the Architects, Griffiths and Syme, who were entrusted with the work of remodelling the building—to Harold Rowe, the Contractor, for the finished building—Clary Moles, who did all the Electrical Work—Tom Sargeson the Painting—H. M. Cole the Plumbing and Rowe Bros. & Little the Plastering and Fibrous work.

Journal Daily News
A.T.C. Headquarters Rapidly Take Shape At New Plymouth

Journal 21 April 1942
With the arrival of a striking series of air propaganda pictures, which now decorate the walls of the large lecture room, headquarters of the Air Training Corps at New Plymouth are taking shape as an integral part of this organisation.

Desks and tables have also been installed, and the lecture room is in regular use as an additional feature to the weekly parades at the New Plymouth Boys' High School.

A display has been arranged in the windows of the headquarters facing Currie

Street. As time permits, further articles having a significance to air trainees will be exhibited.

A member of the W.A.A.F. organisation trained at Wellington has been posted to the headquarters on full-time service. She not only attends to the growing clerical duties of the corps, but acts as receptionist and assists those in search of information. This officer occupies the first office on the right of the entrance. Next along the passage is the adjutant's office and, opposite, another room has been converted to a storeroom. The big lecture room farther down will be used by the boys as a clubroom, thus giving facilities for keeping in touch one with another and building esprit-de-corps.

At present 62 boys have been registered as members of the two flights that constitute the corps, but about 20 more have sought admission in the past few days.

COLSON, J. Baker Confectioner. *(Photo Business 1852 no. 301)*
ALLEN, John L. " Oct. 1866. 1006A. 688.

1872. REVELLY H. Baker

1917
303.

"WEMOLEY. House"

ROSAVEARE Madam Audrie,
1924 Jan 2 Property sold. 20 ft at £108 a foot - 1924 - 1166

1927. PRANKER, (and Basement too) Station to 214 (19, E) Devon St.

BERNSEN'S Furniture & Gramophone Record Mart.

"Poppa's" Cafeteria.

1935-1936.

"IMPERIAL"

Mr. ADAMS
Mr. J. LUCAS.

25 Nov. 1937. "Taranaki Daily News" Temporary offices while their premises being rebuilt.

1940. Nov. 14. (1 week) Govt. Jackson Road Safety.

Rebuilding, Wooden building corner Currie St. & Bania Lane. 10 April 1941. Roof supported and wooden walls removed to be rebuilt in concrete (by ROEBUCK Contractor).

Concrete Walls almost completed 30 April 1941; Roof then removed for reconstruction. Completed Friday 12 Sept. 1941.

see page 73 this book.

1942 Monday, 20 April. Opened offices AIR-TRAINING Corps Headquarters - & Royal NZ Air Force Recruiting Office. Closed - 8 June 1945. (see page 110)

Renovations then
Opened Tuesday 23 July 1945 by MASEFIELD FABRICS LTD. moved to 214 (19E) Devon St. on Saturday 26 Feb 1948.
1948. Feb 27. SPENCER'S SALES - Ladies Hairdressers moved here from 214 (19E) Devon St. Opened Tuesday 10 Feb. 1948. Lease up closed 28 July 1953. Auction of stock & fittings 29 July 1953

The registration of a new private company at New Plymouth, Masefield Fabrics Ltd., is announced in the New Zealand Mercantile Gazette. The office of the company will be at 52 Currie Street. The capital consists of £5500 in shares of £1 each, the subscribers being E. H. S. M. and E. M. White, 1000 shares each, J. W. Taunt, L. L. C. Watters, Whites Ltd., 500 each, Evelyn Angus Ltd. (Stratford), and F. H. Ham Ltd (Eltham), 500 each. The objects of the company are given as "importers and wholesale and retail dealers of and in textile fabrics of all kinds and incidental."

Daily News, MAY 25, 1957.

Firm Pays £700 A Frontage Foot for Building In City

At a price exceeding £700 a foot of the Currie Street frontage, Marketing Services Ltd., a wholesale importing firm, has purchased the two-storey building on the corner of Currie Street and Currie Lane, New Plymouth, from Whites Ltd.

The property has a ground area of 6.74 perches and frontages to Currie Street of 21½ feet and to Currie Lane of 81 feet.

The building, which is of reinforced concrete, has a basement. Its new owner intends to use it as its headquarters for North and South Island business.

The upstairs part of the building is occupied by the Valuation Department, whose lease will expire in September. After that most of the floor will probably be required by the firm for office space.

The site has had many uses during the last half-century. In 1901 it was a bakery owned by Mr. J. F. Buchanan. Before Whites Ltd. bought the building for storage purposes in 1940 it was used by various kinds of businesses. The Taranaki Daily News occupied it while its present building was being erected.