

SECTION 3

(Final)

So many efficient and loyal members of the staffs in all branches have contributed so much to the success of the company over its life of 90 odd years that it would be invidious to mention here any particular ones. Exceptionally busy periods often crop up in such a business and extra hours are cheerfully worked; whilst there was rarely, if ever, a forty-hour week for the travellers out in all moods of weather! And it must not be forgotten that a large proportion of the male staff, if in the appropriate age group, gave long, and often distinguished war service.

But in the years ahead, as new generations come and go, the names of six men will stand out in the history of the firm - Messrs Charles Burgess, Murdoch Fraser, Gordon Fraser, Sidney Burgess, the second Murdoch Fraser and Guy Macallan, it is appropriate to conclude this narrative with a brief record of the varied public service that they gave to the city of their adoption.

Mr Charles Burgess' chief outside interest was in civic affairs. As Mayor of New Plymouth from 1915 to 1919 he led many progressive movements and his duties were increased by the many problems arising out of the first World War. He gave long service to the Chamber of Commerce, the welfare of returning servicemen and other wartime patriotic movements. He will be best remembered for his gift to the city of his country home on the banks of the Waiwakaiho River, on the outskirts of New Plymouth, now known as Burgess Park.

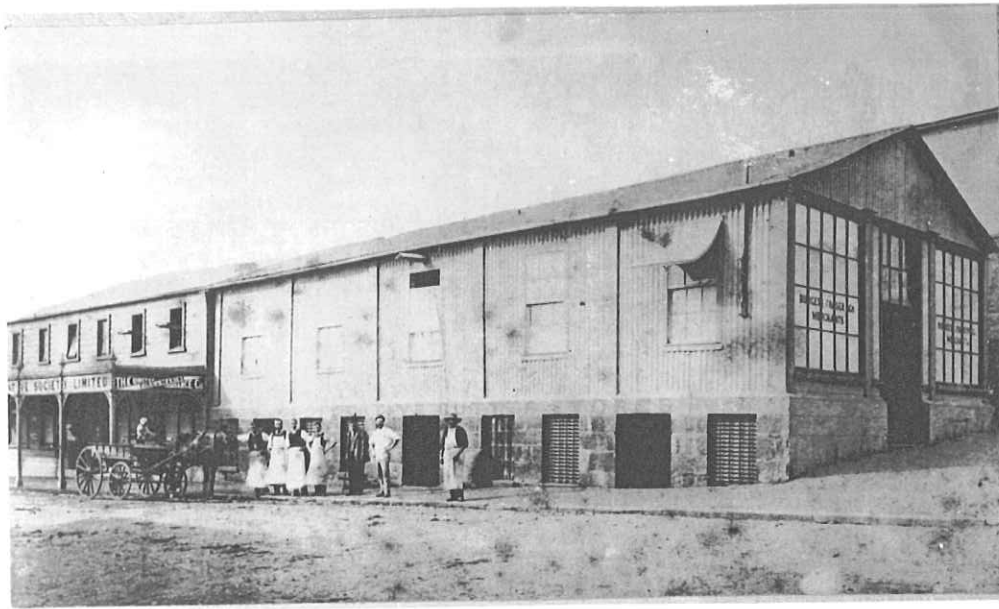
How in his busy life, particularly in his younger years when he was away from home as a traveller for weeks at a time, Mr Murdoch Fraser found time for other interests is a mystery; one can only surmise that while he was a loyal Scot, he must have neglected his early lessons in the meaning of the Sabbath! There are probably a few old residents of New Plymouth today who can recall how, as school boys, they joined Mr Fraser's weekend camping trips into the ranges at the foot of Mount Egmont. Ostensibly the object was to keep fit and study botany, but most of his young followers (the writer was one) found more interest in shooting wild pigeons or killing the odd wild pig! Mr Fraser was one of the founders of the first golf club in New Plymouth and assisted to design the original links in the sandhills at Moturoa, not so very far from the port. He continued to support the club for many years after it moved to Westown. His chief interests, however, were always education and

health and for several years he was chairman of the New Plymouth High School Board of Governors, and afterwards served for a long period as chairman of the New Plymouth Hospital Board, at the same time being a member of the New Zealand Board of Health.

Mr Gordon Fraser and Mr Sidney Burgess both gave long service in local activities, such as the Chamber of Commerce and the Harbour Board and filled positions on the executive bodies of the various merchants' associations. Mr Burgess was particularly interested in the welfare of returned servicemen of both Wars. Mr Fraser's chief interest was in horse racing, a sport which had no attraction for the two founders of the company. He was for many years a progressive member of the Taranaki Jockey Club and for a period its president. He was also a member of the New Zealand Racing Conference during which time he played a part in launching the highly complicated TAB betting undertaking. He was a part-owner of racehorses for a time, but as none of them paid for its keep he soon tired of this pastime.

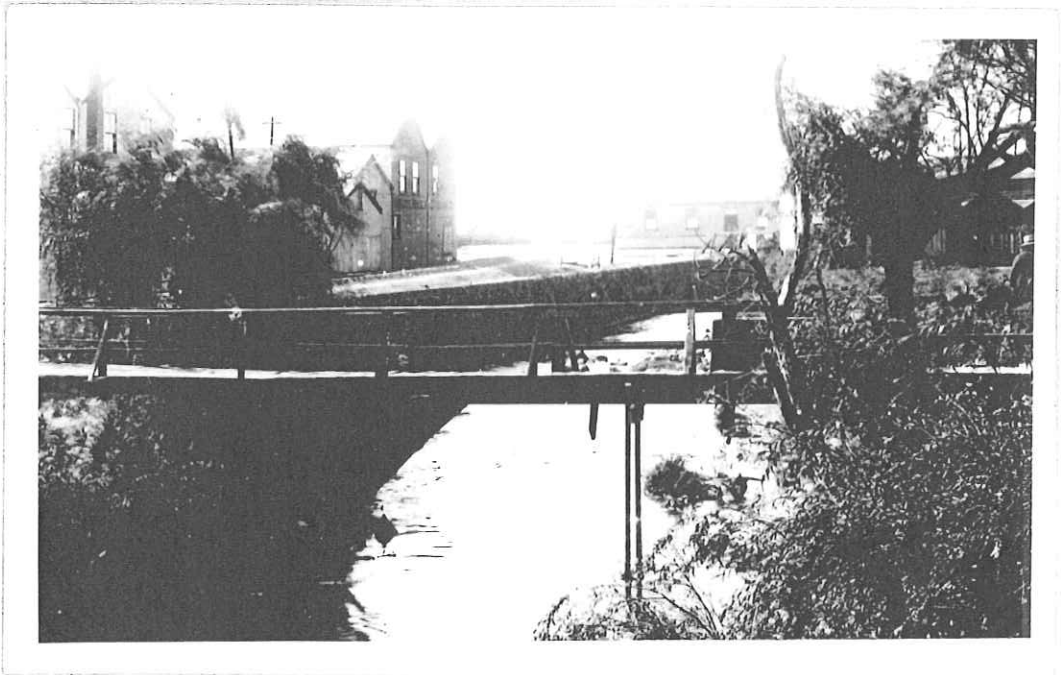
The present Mr Murdoch Fraser is active with many outside interests. He served on the New Plymouth City Council and other local bodies for many years. He is a member of different organisations related to the wholesale trade and in addition to his work as the chief executive of his own firm is a director of other public companies. He was the first second World War serviceman elected president of the New Plymouth Returned Services Association in 1947/48. Mr Guy Macallan LLB Notary Public served for several years as a City Councillor, a trustee and on two occasions president of the Taranaki Savings Bank.

The prosperity and the high reputation of the firm of Burgess, Fraser and Co Ltd, today has been built on the efforts of many, but it would never have been achieved had it not been for the vision and hard work of the boy from Waipu and the lad from Auckland. If their successors today ever thought it would be appropriate to have designed an emblem to be placed over the front door of the head office, as one may see on buildings in the City of London and in other cities overseas, what could be a more suitable heraldic sign than plaque depicting a scow and a cheque for \$200 flying from the masthead!



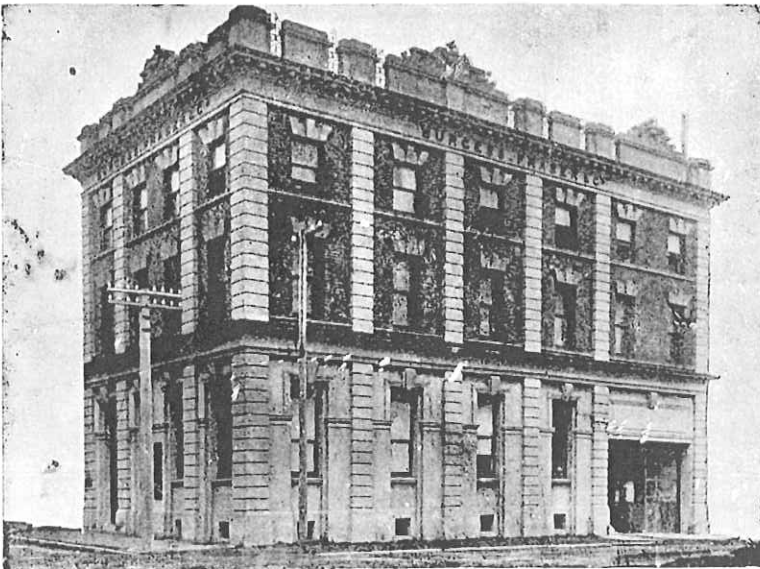
1891

First warehouse
Corner Currie & Devon
Streets New Plymouth
site of present
ANZ Bank Limited



1902

Warehouse on Corner
Hougham & St. Aubyn
Streets site of
present Roundabout
opposite the Library.



1905

New Plymouth's "First
Skyscraper" on Corner
Currie & Gill Streets
present site of N.Z.
Insurance Company Limited
Four floors with lift one
floor underground.



1914

New warehouse at Union Street Hawera still in use to-day with extensions to Victoria Street at rear in 1976.



1962

Part of new warehouse corner Gill & Gover Streets New Plymouth since extended to Molesworth Street.