

REBIRTH OF AN INDUSTRY

Devon Footwear's spectacular rise

Devon Footwear Ltd's gleaming New Plymouth factory, which was opened this afternoon by the Deputy Prime Minister and Minister for Overseas Trade, Mr Marshall, is a visible symbol of a remarkable and spectacular success story.

Progress has been most impressive since a Wellington businessman and financier, Mr A. S. Cornish, bought the assets of a wound-up firm late in 1968.

Promptly and vigorously Mr Cornish set about re-organising and rebuilding the firm under the new name of Devon Footwear Ltd.

He brought all the firm's operations from the four locations previously used into one specially designed factory in Devon St. in the heart of New Plymouth.

Turnover

This building—once the premises of the Swanson Engineering Co. Ltd.—now has a new exterior bright-ness and a reconstructed and reorganised interior.

So successfully did the new firm of Devon Footwear Ltd trade that in its first 12 months it more than doubled its turnover and increased its staff from 122 to 185.

This year it is expected that a further 50 employees will be engaged, and extensions to provide for further plant expansion are already being planned.

Official statistics have enabled the company to calculate that its growth rate during the first seven months of 1969 was very much higher than the average in the industry.

Devon Footwear Ltd is one of a small group of large New Plymouth-based factories which today are playing an important part in the local economy of Taranaki and in the national economy of New Zealand.

Keeping pace

The factory has been described as one of the most modern in the footwear manufacturing industry in New Zealand.

In charge of styling and distribution

and plans to expand it and buy even more up-to-date equipment are well advanced.

The motivating force in this industrial success story has been Mr Cornish, who has had the complete support of a loyal and able staff under the direction of Mr D. M. Stewart, general manager.

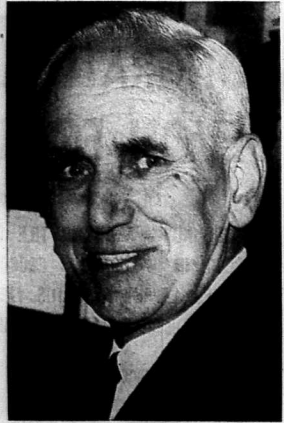
the footwear industry, except for the period from 1941 to 1945 when he served as an Air Force pilot in England and the Middle East.

In 1961 Mr Smythe formed his own distributing company and in March 1968 he accepted responsibility for styling and distribution for the company which later became Devon Footwear Ltd.

Members of Mr Smythe's selling staff today are Mr Roy Houghton, sales manager; Mr Ken Lee, Mr Pat Small and Mr Don Hooper, representatives; and Mrs Colleen Blitvich, secretary.

Mr Smythe's son, Graeme, is working at Devon Footwear Ltd.

Mr Smythe takes an active interest in golf and is a member of the Eagles Golfing Society of Auckland.



MR A. S. CORNISH

Devon Footwear

Taranaki Herald special feature



THE GLEAMING FACTORY of Devon Footwear Ltd, New Plymouth, with Mt Egmont in the background, is an impressive sight. This photograph was taken from Dawson St. The building, formerly the premises of an engineering firm, has undergone interior reconstruction.



MR D. M. STEWART, general manager of Devon Footwear Ltd, is a former Wellingtonian.

Mr Stewart came to New Plymouth in August 1966 as secretary of the company. He then intended to stay for two years, but later changed his mind.

A chartered accountant, Mr Stewart is a member

of the Institute of Management.

Out of office hours, he is active in the New Plymouth Lions Club and the Savage Club.

A keen swimmer, Mr Stewart spends most weekends and part of his

lunch hours in the water, but finds that the amount of travelling he has to do makes it difficult for him to be associated with organised sport.

Mr Stewart has been general manager of the company since May 1967.



THE FACTORY manager of Devon Footwear Ltd, Mr H. McLaughlin.

One of several Devon Footwear executives to have come from Britain, Mr McLaughlin joined the firm in 1961 after nine years with the British Admiralty.

He began with the

Taranaki firm as a clerk dealing with after-sales service and then worked in various departments in the factory. He was appointed factory manager in 1968.

Formerly a well-known Soccer player in Taranaki, Mr McLaughlin represented the province for several years. He is now associated with the sport as a coach.

Congratulations Devon!



Just over a year ago we recruited a new member to the Cornish-Lamphouse Group of Companies—Devon Footwear. This week Devon are opening up a new \$400,000 factory at New Plymouth. In a fast growing organisation like ours we take in our stride the rapid progress of individual companies within the Group. It's just one of the reasons why the Cornish-Lamphouse Group now includes over 40 leading companies engaged in a wide range of diverse fields... electrical retailing, ladies' and men's clothing, footwear, softgoods, jewellery, property development and investment.

So once again — Congratulations young Devon. If you can open a new factory just a year after you joined us, who knows what you'll achieve in the future? Not that we think you'll get too big for you — er — boots.

CORNISH-LAMPHOUSE GROUP OF COMPANIES
Head Office: 5th Floor N.Z. Display Centre Building, Sturdee Street, Wellington.

TIME NEVER STANDS STILL
at Devon Footwear

They're equipped with
SIMPLEX Time Equipment
Supplied by
Beechey & Underwood Ltd
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STRUCTURAL STEEL
for the alterations to
new **DEVON FOOTWEAR**
premises by

ROBT STONE & Co Ltd
SWANSON DIVISION
380 CARRINGTON ST. PHONE 36089 NEW PLYMOUTH
General, Structural and Marine Engineers

HUSH
ACOUSTIC DECORATIVE SPRAY
was applied to the ceiling of the amenities block and
main machine room of Devon Footwear's
new building.

HUSH is acoustic, decorative, fire retardant, economical
and permanent. Suitable for domestic and commercial
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DEVON FOOTWEAR

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building was our responsibility.
Fibreglass material was used in the
interests of heat and fire insula-
tion.

Commercial or Residential -
CURTAINS ARE OUR BUSINESS



Longest-serving employee



DEVON FOOTWEAR LTD'S longest-serving employee is Mr R. Brighouse, who joined the company in May 1955 and has the position of dispatch foreman. He is shown here making up an order for a retailer.

Originally from Dannevirke, Mr Brighouse has lived in New Plymouth since 1922. Since joining the firm, Mr Brighouse has worked in about half a dozen

stores. Now, for the first time, he says, he has the facilities to do the job properly. Mr Brighouse had four years' service in the

Middle East with the ASC during World War Two and is an active member of the RSA and the RSA Bowling Club. He also has a keen interest in gardening.

Devon Footwear

Taranaki Herald special feature

Production

The production manager of Devon Footwear Ltd is Mr R. C. Wilson, who joined the company in July 1967.

A married man with three children, Mr Wilson has recently settled in a new home on Crown Hill, New Plymouth. He is a keen surfer and a member of the New Plymouth Lions Club.



Mr R. C. Wilson

Assistant manager

Mr A. D. J. MacInnes is assistant to the general manager of Devon Footwear Ltd. Mr D. M. Stewart.

Until May last year, Mr MacInnes was with a chemicals and food packaging company in Wellington, serving as assistant accountant and sales administration officer.

Out of office hours, Mr MacInnes' time is taken up by his young family of four and his plans for making a permanent home in New Plymouth.

An enthusiastic table tennis player, Mr MacInnes is a member of the executive of the North Taranaki Table Tennis Association.



Mr A. D. J. MacInnes

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WELLINGTON
P.O. Box 543 PHONE 64799



THE BRIGHT and pleasant staff cafeteria at the Devon St West factory of Devon Footwear Ltd.

The Lamphouse road to success

Business success in several fields has come to Mr A. S. Cornish, the Wellington businessman and financier who bought the assets of the firm which he renamed Devon Footwear Ltd.

Mr Cornish took the first step to business fame in 1928, when he leased a shop in Manners St, Wel-

ington, to sell electric lamps and associate equipment. This was the origin of

the name Lamphouse, which still figures prominently in Mr Cornish's business enterprises. Mr Cornish started this business with a capital of about \$400, augmented by a house mortgage. The business made good progress, particularly after radio broadcasting had become part of New Zealand life. By the early 1930s, four

shops had been opened. The depression caused a setback, however, and all shops except the original one were closed. The shops which disappeared at this time included one in New Plymouth - Mr Cornish's first business connection with this city.

In the later 1930s the business recovered quickly. In World War II it was given the contract for manufacturing some special electronic equipment for the United States Navy. After the war, several new shops were opened and the 1950s saw a move from straight electrical and radio dealings into other fields.

Television

Long-term plans were laid for television. After a visit overseas by Mr Cornish to study the trading effects in other countries, the company decided to operate a limited chain of electrical radio-television shops. This needed money, and so the Cornish-Lamphouse Investment Plan was initiated. At the same time, the company ventured into other trades, so that investors' money was not all placed in one channel.

Display centres

Today the Cornish Group's activities include the operation of the New Zealand Display Centre in Cuba St, Wellington, which is still being developed and expanded, and the Display Centre in Palmerston North.

The group also operates a number of clothing shops. It owns property, operates agency and indent businesses, manufacturer wholesalers, manufacturers and printers.

The group is involved in land subdivision and also runs the footwear factory in New Plymouth.



REGENT

marcel kahn
Fashion Shoes by Devon Footwear

Hallensteins are pleased to be associated with Devon Footwear. We are stockists of their shoes.



Hallensteins

All made in N.Z.

Centre of Central Block, Devon St., New Plymouth, and High St., Howera.

DARBY and HANNAN

proud to supply
quality **Dulux** Paints
for
DEVON FOOTWEAR'S
new factory and offices



at
DARBY and HANNAN
"NEW PLYMOUTH"
"TOP OF THE TOWN"

Extending the range of products

Free bus for Waitara employees



When Mr A. S. Corrish bought the footwear business which he later re-named Devon Footwear Ltd. it was operating two factories at Waitara, one factory in the port area of New Plymouth, and offices and store in Brougham St. New Plymouth.

Now that operations have been centralised in New Plymouth, the company provides free bus transport for employees coming from Waitara.

A month after he took over the business, Mr Corrish bought an old engineering foundry in Devon St. New Plymouth.

This has been modernised and rebuilt as a shoe factory which is believed to be the most modern in New Zealand.

The factory has some machinery not used in any other footwear factory in New Zealand, such as the Schon Dominia III hydraulic hot-melt cement press-part 1asting machine, which is currently processing about 650 pairs of shoes a day.

Devon Footwear Ltd's factory has been designed to provide the best possible working conditions for employees, while enabling the factory to produce a high-quality product at a most competitive price.

The building has an area of some 35,000 sq ft and is only just large enough to house the company's present operations.

Further factory extensions are planned for the latter part of this year.

At present the company is manufacturing women's fashion shoes, sandals and casual-type footwear and is making a driving shoe under licence.

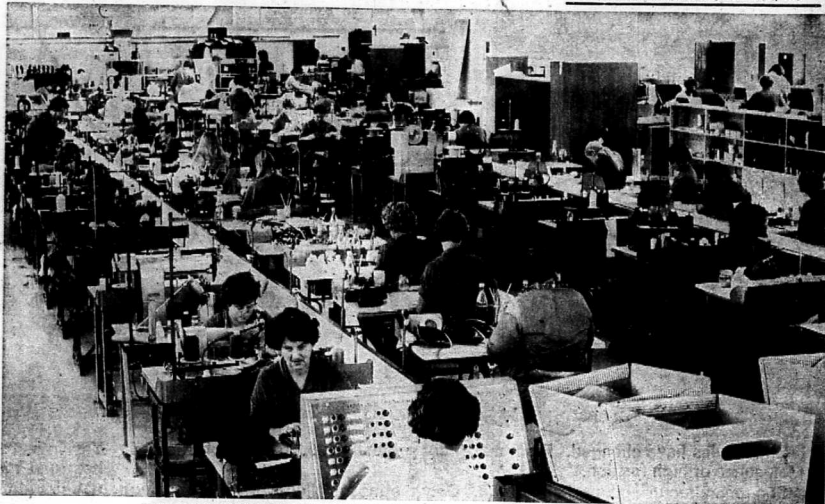
Many pairs of the driving shoes have been exported in the last four months,

as they compare favourably in price with competitive products manufactured overseas.

The company is currently investigating other export opportunities and is developing several types of footwear which it believes will be accepted on overseas markets and can be produced at prices competitive with those of overseas manufacturers.

It has also been decided to begin the manufacture this year of a range of

plastic products using the injection moulded process, and plans are well advanced for the purchase of the necessary plant and machinery.



A GENERAL VIEW of the machine room of Devon Footwear Ltd's factory in Devon St West, New Plymouth.

Leather

Wherever possible, Devon Footwear Ltd uses New Zealand-produced leathers.

However, some types are unobtainable here and it is necessary to import kid, suede, pig skins, reptile skins and some hides with special finishes and surface treatments — for example, patent leathers.

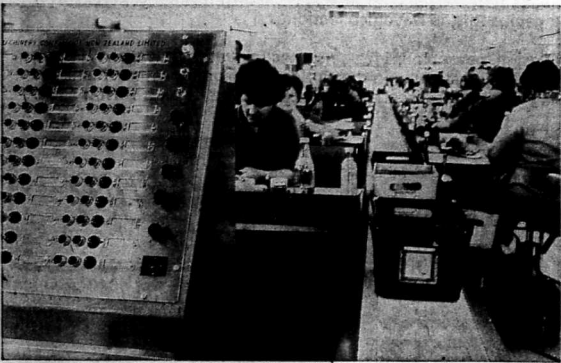
The leather linings are all imported from India.

In addition, synthetics are being used more and more in the trade; these are imported from Britain, Europe, the United States and Japan.

Components are produced on a worldwide basis and come from numerous sources, including Australia as well as the countries mentioned above.



STAFF MEMBERS at work in the general office of Devon Footwear Ltd, New Plymouth.



THE PANEL on the left controls the transporter at right which can both send work to operatives and bring items back.

We are proud to have been associated with **DEVON FOOTWEAR'S** fine, modern building



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DEVON

*have come a long way
in one short year*

Shoe styles have changed. From mere foot protection... to the sophisticated elegance of high fashion.

Shoe manufacturing has changed too. Only the most skilled workers operating the most up-to-date machinery can satisfy the demands of today's fashion conscious women.

Devon Footwear are proud to announce the opening of their new factory in the heart of New Plymouth. An imposing 35,000 square feet, equipped with some of the most advanced machinery of its kind in the world.

Yes, in just twelve months Devon have come a long way. And to bring you the best and most beautiful in shoe trends, we'll go even further... around the world, in fact. Spain, Italy, England, France... our own fashion experts travel the globe, culling genius for the Devon collections.

Subtle details of design, new colour ideas, new techniques with leather. Devon is fast becoming the brightest name in the world of fashion footwear—thanks to the ever-increasing number of discerning women who insist on a Devon shoe.

marcel kahn

ESCAPADES

**Edward
Hartmann**

Capers

REGENT

LOLA

DATE

OLGA

SAVAGE

ALPHA

STARLITE

AND DEVON BEAUTY
AND QUALITY
ISN'T ONLY SKIN DEEP.
EVERY DEVON SHOE
IS LINED
WITH REAL LEATHER

marcel kahn

ESCAPADES

Edward Hartmann

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NEW PLYMOUTH

MADE IN N.Z.

Flair! Quality! Fashion! In a word- DEVON



How the shoes are made

Devon Footwear Ltd's new factory has been designed so that raw materials enter it at one end and complete shoes flow out at the other.

The product moves through the various departments in a smooth, continuous process without any back-tracking.

The first step is the cutting department. Here the upper of the shoe is cut from skins of various types—calf, kid, pig, etc. A pattern is laid out on the skin and a clicker, using a sharp

knife, cuts out the patterns of the upper.

The uppers then pass through to the machine room.

Here the various pieces, which could number more than 12, are sewn together. The lining is attached and any perforation or other intricate design work is put on to the upper.

In the shoe industry this is referred to as closing the upper of the shoe.

A department generally referred to as the bottom stock department produces the sole and the insole and prepares the heels.

Assembly

At this point the upper and the bottom components meet in the making room, where they are placed on a last and the shoes are actually assembled, passing through 15 or more processes in this room before they reach completion.

The shoes are then transferred to the cleaning room, where the final touches are put to them. They are inspected for quality and despatched to the retailer.

Devon Footwear

Taranaki Herald special feature



Welding requirements LARGE or SMALL

... the quality of our equipment and accessories always remain the same.

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GAS WELDING EQUIPMENT • WELDING RODS and FLUXES—**

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Quality

Product quality at Devon Footwear Ltd is under the control of Mr R. H. Weavers, who has spent his working life in the footwear business.

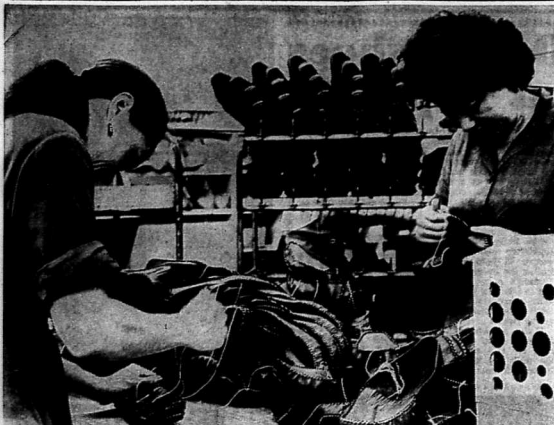
Before joining Devon Footwear Ltd in September 1969, he was with a shoe company in Auckland.

Mr Weavers, who has studied quality control of footwear in shoe factories in Australia, is determined to see that the quality of the Devon Footwear Ltd product remains high.

"We are very quality-conscious here," he says, "and we mean to really make something of our product."



Mr R. H. Weaver



FINISHING OFF the sole stitching of shoes are Mrs Mana Morehu (left) and her sister-in-law, Mrs Sylvia Nicholas.



DEFT FINGERS underlay a contrasting colour to the front of a shoe at Devon Footwear Ltd

Examiner

A long-serving employee of Devon Footwear Ltd, Mr C. J. McCarthy joined the firm in January 1957 after working with a shoe company in Auckland.

Mr McCarthy has been in the shoe business all his working life. He served with the Army in Greece during World War Two and out of working hours takes an interest in cricket, which he used to play well.

Mr McCarthy's position with Devon Footwear Ltd is that of shoe examiner.



Mr C. J. McCarthy

DUNLOP

NEW ZEALAND LIMITED

are proud to be associated with

DEVON FOOTWEAR LTD.

at the opening of their handsome new premises in New Plymouth and extend heartiest congratulations to this progressive Company. DEVON know only the best is good enough for their shoes and insist on DUNLOP SOLING — the soling they know will give you long wear and satisfaction.

DUNLOP

NEW ZEALAND LIMITED

Manufacturers of footwear components to the shoe industry.

BRANCHES THROUGHOUT NEW ZEALAND.



MR ERIC DWYER does cutting-out work at the Devon Footwear Ltd factory.



THE Devon Footwear motif above the factory's main entrance.



the forest floor

Fina Floor Particle Board primed for Pre-Laying

Used exclusively by DEVON FOOTWEAR in their new premises supplied by C. F. MILLWARD & CO. LTD., NEW PLYMOUTH.

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It is desirable that particle board flooring receives a complete coat of protective priming before building operations commence.

This priming coat completely covers the whole absorbent wood particles which would otherwise be left exposed due to the sanding and cutting which is done during manufacture.

Particles on the surface and edge left unprimed swell and deteriorate when moisture is absorbed. Surface priming retards absorption and helps keep the floor clean. Surface priming eliminates finishing problems with delicate polyurethanes.

Once the priming is sanded off on the completion of building you have a superior surface for finishing work.

Henderson and Pollard is the only manufacturer which primes its particle board in this manner.

DON'T BE DISAPPOINTED WITH YOUR FLOORS. SPECIFY H-P FINA FLOOR PFR (primed for pre-laying).

Post this coupon for full instructions on the laying and finishing of your Fina Floor Particle Board Floor.

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Please send me full instructions on the laying and finishing of Fina Floor Particle Board.

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N.P. CITY GAS DEPARTMENT

EGMONT ST. : NEW PLYMOUTH

The Department is proud to have been given the opportunity to centrally heat this modern factory with a modern fuel.

We wish Devon Footwear Ltd. a bright and successful future, and the staff wonderfully warm winters, warmed by that wonderful new fuel, Natural Gas.



NAC

congratulate

DEVON FOOTWEAR

ON THE OPENING OF THEIR COMBINED NEW OFFICE AND FACTORY

We are pleased to be associated with Devon Footwear in the carriage of their products to many destinations within New Zealand.

NAC SERVICE 25 centres with fast, frequent daily flights.

Congratulations

DEVON FOOTWEAR

ON THE OFFICIAL OPENING OF THEIR NEW FACTORY PREMISES

As suppliers of PRINTING and SHOE BOX LABELS to Devon Footwear we are proud to be associated with them on this very important occasion.

Masterprint Press Ltd.

THE BIG, BIG PRINTERS in EGMONT ST., NEW PLYMOUTH

WINDOWS BY FISHER

L. J. FISHER & CO. LTD., Felton Mathew Ave., Glen Innes.

A BIG ADVERTISER IS A LITTLE ADVERTISER WHO KEPT ON ADVERTISING

Devon shoes at Expo 70

Devon Footwear Ltd, New Plymouth's shoe manufacturing enterprise, will be represented at Expo 70—not as an exhibitor, but as a supplier of shoes to some of the young women who will attend Expo 70 for New Zealand's primary producer groups.

The Dairy Board has appointed eight young women to help in projecting the image of New Zealand's dairy industry and to sell New Zealand's dairy products at the great international festival at Osaka.

With a number of Japanese girls, they will staff the two shops and the milk bar which the board will operate. They will also help in general promotional work for New Zealand dairy products.

When it came to buying footwear for work, they had some difficulty in finding a suitable shoe in the necessary range of sizes.

In her search for an answer, Miss Joan Bunkenburg, the group's supervisor, called at the shop of Malcolm Jones in Wellington.

The shop's manager, Mr M. G. Wheatley, contacted the Devon Footwear Ltd factory and soon each of the eight girls had two pairs of shoes ideal for wear in their working hours.



A CURRENT fashion shoe, characterised by the large trim, produced by the firm's New Plymouth factory.



THESE fashion sandals are produced by Devon Footwear Ltd in New Plymouth.

Devon Footwear



Taranaki Herald special feature

Experience in Britain

More than 20 years in the shoe industry is the experience of Mr B. Farndale, who is Devon Footwear Ltd's technical manager.

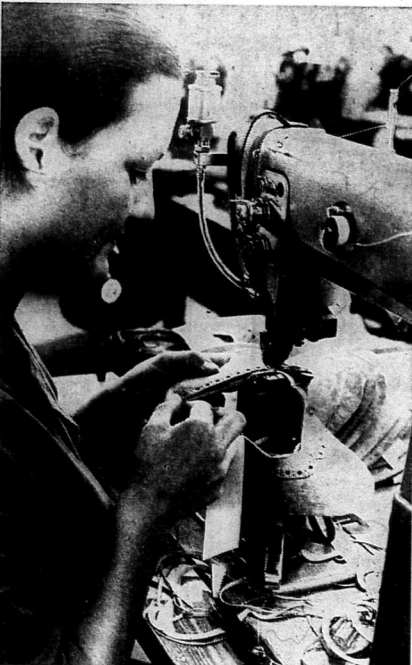
Except for three years' service in the armed forces, all Mr Farndale's work has been in the footwear industry. Much of his experience was in Norwich, one of the leading fashion shoe centres in the United Kingdom.

Mr Farndale came from Britain in 1965 to join the company in the capacity of pattern cutter. He has been technical manager since February 1968.

Mr Farndale's outside interests have been oil painting, archery and golf, although he has no time to take an active part at present.



Mr B. Farndale



A POST MACHINIST, Miss G. Martin, trimming out and stitching the topline of a shoe.



INTER-LACING a Scholl driving shoe at Devon Footwear Ltd's factory.

Keeping up with styling

Working in conjunction with a large Australian manufacturer of women's footwear, Devon Footwear Ltd has direct access to fashion shoe styles in France, Italy, Spain, Britain and Ireland.

The consultants and stylists in these countries are continually forwarding sample shoes, details of styles, heel heights, colours and materials, and every-

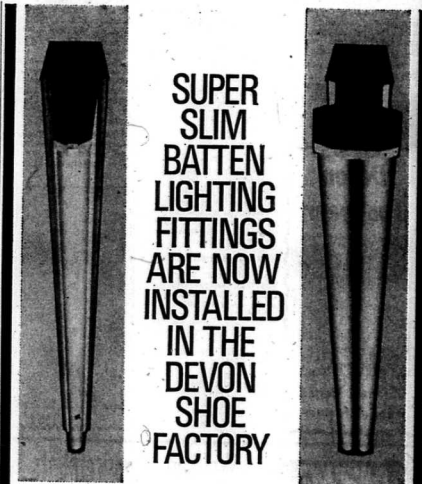
thing that helps to keep Devon Footwear Ltd in the forefront of fashion.

These overseas consultants and stylists are continually visiting shoe fairs and the leading fashion houses for up-to-date material on fashion, and this is regularly transmitted to Devon Footwear Ltd.

In addition to this, it is necessary for the firm's own stylist, Mr W. N.

Smythe, and the general manager, Mr D. M. Stewart, to visit Australia regularly to gain information on selling there and to travel further afield for first-hand knowledge on world trends in the industry.

Devon Footwear Ltd also creates some of its own styles, which are distinctive to New Zealand.



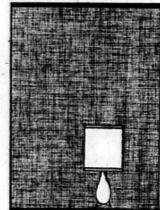
SUPER SLIM BATTEN LIGHTING FITTINGS ARE NOW INSTALLED IN THE DEVON SHOE FACTORY

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A MEMBER OF THE CABLE PRICE DOWNER GROUP

Devon footwear know!



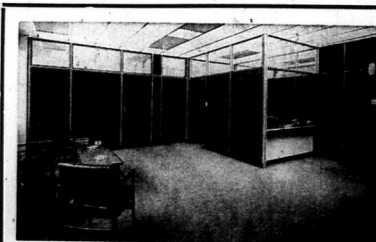
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9. CLEAN ROOMS BY CUNIC/NESSID.
10. Movable furrow walls.
11. Installed by licensed applicators only.

All claims made are backed by reliable test data supplied by D.S.I.R. (NZ). CUNIC MOVABLE WALLS give you more than a pretty facing. As well as good looks, there's performance, practicability, utility.

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MOVABLE WALLS

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